

# Sweet 16



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Press Release  
For Immediate Release  
Ljubljana, 19 December 2023

## CONVENTA IS CELEBRATING ITS SWEET SIXTEEN

Since 2019, Conventa has hosted 3,639 hosted buyers and 1,975 exhibitors who attended 49,263 business meetings

For the past sixteen years, Conventa has been the central meeting point for the best event organisers between Helsinki and Istanbul and Milano and Baku. Between 20 and 22 February 2024, 120 exhibitors from 16 countries will meet with 160 hosted buyers from 31 countries. In 2024, the organisers have several surprises lined up. One of the novelties is the advent of Conventa Crossroads, a forum for decision-makers. The nascent forum will connect destination representatives with decision-makers in politics. Conventa Crossroads will take place on Tuesday, 20 February 2024, in Rog Centre in Ljubljana. Until now, no single platform in the region connected stakeholders in the meetings industry with policymakers in politics. The organisers will also calculate Conventa's sustainability rating according to the Green Meetings Star. The project addresses the challenges the industry faces in making a sustainable transformation. According to the organisers, Conventa positions between large global events (IMEX, IBTM World) and smaller business forums (M&I Forums, MCE Forums) and remains among the most illustrious regional events (The Meetings Show, AIME, ITCM China).

*"Being among the leading business trade shows in Europe is not achieved overnight. It requires tremendous work, effort and cooperation with esteemed partners. Conventa has been taking place since 2009. If an event takes place for sixteen years straight, the organisers must be doing something right. 20 strategic partners play a crucial role in co-creating the event,"* outlined **Gorazd Čad, the co-founder of Conventa.**

The organisers of Conventa emphasise that the quality of hosted buyers is the key to the success of Conventa. The organisers deliver on their promise by bringing at least 70% new hosted buyers annually. This year, the percentage is even higher, with 78% of new hosted buyers. The balance between hosted buyers and exhibitors is high, too. Each exhibitor equals an average of 1.5 hosted buyers. That guarantees exceptional satisfaction among the hosted buyers, confirmed by post-event surveys annually.

**The co-founder of Conventa, Miha Kovačič,** responsible for selecting hosted buyers, elaborated on the data: *"This year, we have a record 589 hosted buyers. Conventa only confirms a third of registered hosted buyers, which is a testament to the quality of the event. This year, we had to reject over 70% of hosted buyers, as Conventa's philosophy is clear: quality over quantity."*

The organisers released further data regarding the structure of hosted buyers. The largest part includes corporate event organisers (33.8%), DMC agencies (18.1%), expert associations (15.6%), event agencies (13.1%) and incentive agencies (11.9%). The most prominent markets are Germany, the UK, Italy, Belgium and the Netherlands.

Familiarisation trips or fam trips to select destinations are Conventa's hallmark. In 2024, Conventa will offer five fam trips before the event to handpicked destinations (Bled, Ljubljana, Kranjska gora, Portorož) and unique venues across Slovenia. Following up on the event are post-event fam trips (Belgrade, Maribor, Zagreb).

**Fredi Fontanot, the Director of the Slovenian Convention Bureau**, co-organising the event, emphasised: *"Conventa is not just a trade show, but a personalised, tailored experience of the region. Each year, we bring over 70 hosted buyers to the fam trips. We deem the personal touch with local providers and offer priceless. That is the key to success that makes Conventa an unparalleled event. Only a handful of events organise such an expansive program of fam trips."*

The organisers stressed the following highlights of the program and novelties set to be unveiled at Conventa 2024:



### **CONVENTA Crossroads Decision-makers Forum**

**Tuesday, 20 February 2024, between 16:30 and 19:30, Center Rog**

This event will connect ten decision-makers with ten destination representatives to establish a meaningful dialogue. The event will showcase the latest trends and two best-case examples from Ljubljana and Vienna.



### **Meeting of Slovenian event organisers CONVENTA Sreča-nja**

**Tuesday, 20 February 2024, from 15:30 to 19:30, Center Rog**

This educational event will be dedicated to Slovenian event organisers, showcasing best practice cases. The focus will be on finding answers on how to make meetings (SREČA-nja) more responsible to the environment, society and attendees.



### **Meeting of Slovenian Congress Ambassadors**

**Wednesday, 21 February 2024, between 15:00 and 17:00, Ljubljana Exhibition and Convention Centre**

The Slovenian Congress Ambassador program has tremendous significance for the internationalisation of science, culture, sports and economy in Slovenia. The first meeting of Slovenian Congress Ambassadors in 2024, organised by the Slovenian Convention Bureau, will take place during Conventa on 21 February 2024.



### **Conventa's Green Island**

**Wednesday, 21 February and Thursday, 22 February 2024, Ljubljana Exhibition and Convention Centre**

In cooperation with the Slovenian Tourist Board and Ljubljana Tourism, the organisers will prepare a green island, where attendees will discover best sustainable practices and see how they can effectively reduce the carbon footprint of their events.



### **Conventa's green suppliers**

**Wednesday, 21 February and Thursday, 22 February 2024, Ljubljana Exhibition and Convention Centre**

Conventa will inspire attendees about sustainable transformation by presenting Conventa's green suppliers. These green suppliers offer concrete solutions for organising events sustainably.



## Meetings Star 2024 - the Michelin awards of the meetings industry

**Wednesday, 21 February 2024 at 18:30, Cankarjev dom**

The award ceremony for the best destinations, venues and influential people in the industry has become a reference point and a sort of Michelin guide in the meetings industry. Winners will be announced in fifteen categories in 2024.



## Green Meetings Star 2024

The sustainability rating of events, the Green Meetings Star, compliant with ESG recommendations, was developed by a team of leading experts in sustainable event transformation. The Green Meetings Star incorporates international frameworks and standards for sustainability reporting. Conventa will be the first business trade show in the world that will undergo a complex evaluation of its sustainable initiatives.



## Ljubljana Talks at Conventa 2024

The legendary Ljubljana Talks talk show will take place during Conventa, too. Attendees can tune in live at the hybrid studio or watch previous podcasts.

### Summary of key statistics

#### CONVENTA'S HOSTED BUYERS

**160**

Number of all confirmed hosted buyers

**35**

Number of confirmed hosted buyers from the Alpe-Adria region

**125**

Number of confirmed hosted buyers from Europe, the US and the Middle East

**31**

Number of countries where hosted buyers come from

### Summary of key statistics

#### CONVENTA'S EXHIBITORS

**105**

Number of exhibitors at Conventa

**15**

Number of exhibitors in Conventa's Experience Zone

**16**

Number of exhibitors' countries

**152**

Index: hosted buyers/exhibitors



## INVITATION TO A PRESS CONFERENCE IN THE FORMAT OF LJUBLJANA TALKS

We invite you to attend the official press conference on **WEDNESDAY, 21 February 2024, at 10:00** in **Marble Hall in Ljubljana Exhibition and Convention Centre**.

Acquire your **PRESS ACCREDITATION** to attend the event at:

<https://form.123formbuilder.com/6225288/novinarska-konferenca-conventa-2024>

## **Press material:**

**Final event program of Conventa:**

<https://conventa.si/programme/>

**About Conventa:**

<https://conventa.si/about-us/>

**Conventa 2020:**

[https://www.youtube.com/watch?v=zkwCrigFhyg&ab\\_channel=KONGRESMAGAZINE](https://www.youtube.com/watch?v=zkwCrigFhyg&ab_channel=KONGRESMAGAZINE)

**Conventa 2022:**

[https://www.youtube.com/watch?v=KkmDAsB4C7g&ab\\_channel=KONGRESMAGAZINE](https://www.youtube.com/watch?v=KkmDAsB4C7g&ab_channel=KONGRESMAGAZINE)

**Conventa 2023:**

[https://www.youtube.com/watch?v=CnWiELTiwm0&ab\\_channel=KONGRESMAGAZINE](https://www.youtube.com/watch?v=CnWiELTiwm0&ab_channel=KONGRESMAGAZINE)

**Co-founders images::**

<https://drive.google.com/drive/folders/1GLEEcRZqpFE9yYeR5QGEP2LimT-M977i?usp=sharing>

## **Press information:**

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## **Links to social media:**

**Facebook:**

<https://www.facebook.com/Conventa>

**Instagram:**

[https://www.instagram.com/conventa\\_experience/](https://www.instagram.com/conventa_experience/)

**LinkedIn:**

<https://si.linkedin.com/company/conventa-2024>