

EXPO 2027 BELGRADE

Turn EXPO visibility into business outcomes.

Inspira proposes to become an operational partner for participant business activation, PR, advertising and international matchmaking.

PARTICIPANT BUSINESS DESK

BALKANS NETWORK EXPO HUB

Prepared for discussion with CCIS / EXPO 2027 stakeholders



What participants really need

Not another event supplier. A layer that helps exhibitors, delegations and business visitors convert presence into contacts, meetings, content, visibility and follow-up.

01 ATTENTION

Participants need to be found before they arrive — by buyers, partners, media and institutions.

02 TRUST

They need credible positioning, interviews, partner context and local intelligence around Serbia and the Balkans.

03 ACTION

They need curated meetings, qualified leads, post-event follow-up and measurable commercial outcomes.

Inspira's role: create the business bridge between EXPO exposure and real market results.



Inspira does not start from zero.

EXPO 2027 needs activation capacity. Inspira brings business development experience, international contacts and a ready media platform focused on the Balkans.

30k+

professional LinkedIn
network

2k+

manufacturers & exporters

4

regions connected: Balkans,
Türkiye, Italy/EU, CIS

What this means for EXPO

Faster outreach to potential participants, speakers, buyers, investors, sponsors, chambers and business delegations — supported by human qualification and follow-up.



A participant services layer for EXPO 2027

The proposal is simple: EXPO / CCIS / pavilions can recommend or integrate Inspira as a business, media and promotion desk for companies and delegations.



Business matchmaking

buyers, partners, suppliers, investors

Event activation

roundtables, workshops, missions

PR & media

interviews, video, live streaming

Advertising & lead generation

BN hub, LinkedIn, newsletter, landing pages



BALKANS NETWORK

A dedicated EXPO 2027 Business Hub

Balkans Network is not a side channel. It becomes the editorial and advertising platform that keeps EXPO business opportunities visible before, during and after the event.

- | | | |
|----|-----------------------------|--|
| 01 | Opportunity guides | Serbia, Balkans, sector briefs, investor entry points |
| 02 | Participant profiles | pavilions, chambers, SMEs, companies, delegations |
| 03 | Sponsored visibility | advertising packages, native articles, newsletters, LinkedIn campaigns |
| 04 | Live editorial layer | interviews, workshops, streaming, post-event highlights |

EXPO BUSINESS HUB

articles • interviews • campaigns • live coverage

www.inspirabusiness.com | www.balkansnetwork.com

Promotion, PR and advertising engine

The strongest message for EXPO participants: Inspira can help them be seen, trusted and contacted — not only listed in the programme.

BEFORE

Create demand

Landing pages, LinkedIn campaigns, invitation lists, sponsored Balkans Network articles, sector previews, PR angles.

DURING

Capture attention

On-site interviews, live streaming, daily highlights, workshops, roundtables, social clips, press moments.

AFTER

Convert interest

Newsletter follow-up, lead nurturing, meeting reports, case studies, partner introductions, 90-day BD.

Commercial logic

Advertising and PR are not separate from business development: they create warmer conversations and more qualified meetings for participants.



Let's pilot the model with EXPO 2027.

We propose a structured meeting with EXPO 2027 / CCIS to define how Inspira can be positioned as a recommended or co-branded participant service partner.

1 Preferred Service Provider

Participants are referred to Inspira for paid business, media and promotion packages.

2 Co-branded Business Desk

EXPO/CCIS + Inspira desk for delegations, pavilions and international companies.

3 B2B & Media Activation Partner

Inspira manages matchmaking, Balkans Network coverage, PR campaigns and post-event follow-up.

A partnership model designed to increase EXPO 2027's business impact, greater visibility, stronger connections and measurable value for participants.



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