

**BR Business  
Review**  
**WHERE ROMANIA TALKS BUSINESS**  
EVENTS  
CALENDAR **2021**

## EXPERTS IS WHO WE ARE!

Business Review designs dynamic and interactive B2B events where relevant content is at the heart of every conference program.

We understand that our partners are looking for tangible benefits from our products and services and we are recognized for delivering key business insights.

We generate top quality leads through exclusive and inspiring business events that bring together doers, influential decision makers and the most desired audience.

We are honored to welcome topflight speakers and powerful public officials around the hottest and most relevant topics of debate.

Business Review provides unique opportunities to discuss current issues and what it takes to be successful in the fast-changing business landscape.

[events@business-review.eu](mailto:events@business-review.eu) | [sales@business-review.eu](mailto:sales@business-review.eu)

Address: 4-6 Dimitrie Pompeiu Blvd, 6th floor, Globalworth Campus A, Bucharest, Romania



## COMPLEX CORPORATE B2B CONFERENCES

COMMUNICATE YOUR OPINIONS AND BRAND MESSAGE TO AN AUDIENCE COMPOSED OF TOP BUSINESS AND GOVERNMENT PROFESSIONALS REPRESENTING MAIN INDUSTRY SECTORS, LEADING FOREIGN INVESTORS AND DIPLOMATS.

## TOPFLIGHT LOCAL AND INTERNATIONAL SPEAKERS

MEET LEADING EXECUTIVES FROM MULTINATIONAL COMPANIES, GOVERNMENT OFFICIALS, STRATEGY EXPERTS, AVANT-GARDE THINKERS & DOERS.

## CONNECT AND NETWORK WITH TOP OPINION LEADERS AND DECISION MAKERS

AT BR'S EVENTS YOU CONVENE WITH INDUSTRY PEERS AND THE INSPIRING C-SUITE FOR NEWS-MAKING PANEL DISCUSSIONS, FIRESIDE CHATS AND PRESENTATIONS, NETWORKING SESSIONS AND EVENING RECEPTIONS YOU WON'T FIND ANYWHERE ELSE.

## MAKING THE MOST OF EXCLUSIVE OPTIONS

WE OFFER A TOP-QUALITY RANGE OF EXCLUSIVE OPPORTUNITIES AND WE AIM AT HELPING YOU MAKE THE MOST OF EVERY EVENT, WHILE FULLY ACHIEVING YOUR GOALS AND EVEN ADDING MORE VALUE.

WE INCORPORATE LEADERSHIP SPEAKING POSITIONS AND KEYNOTE PANEL OPPORTUNITIES, CATEGORY-SPECIFIC ALIGNMENT WITH SPECIFIC INDUSTRIES, SERVICES OR AREAS OF INNOVATION.

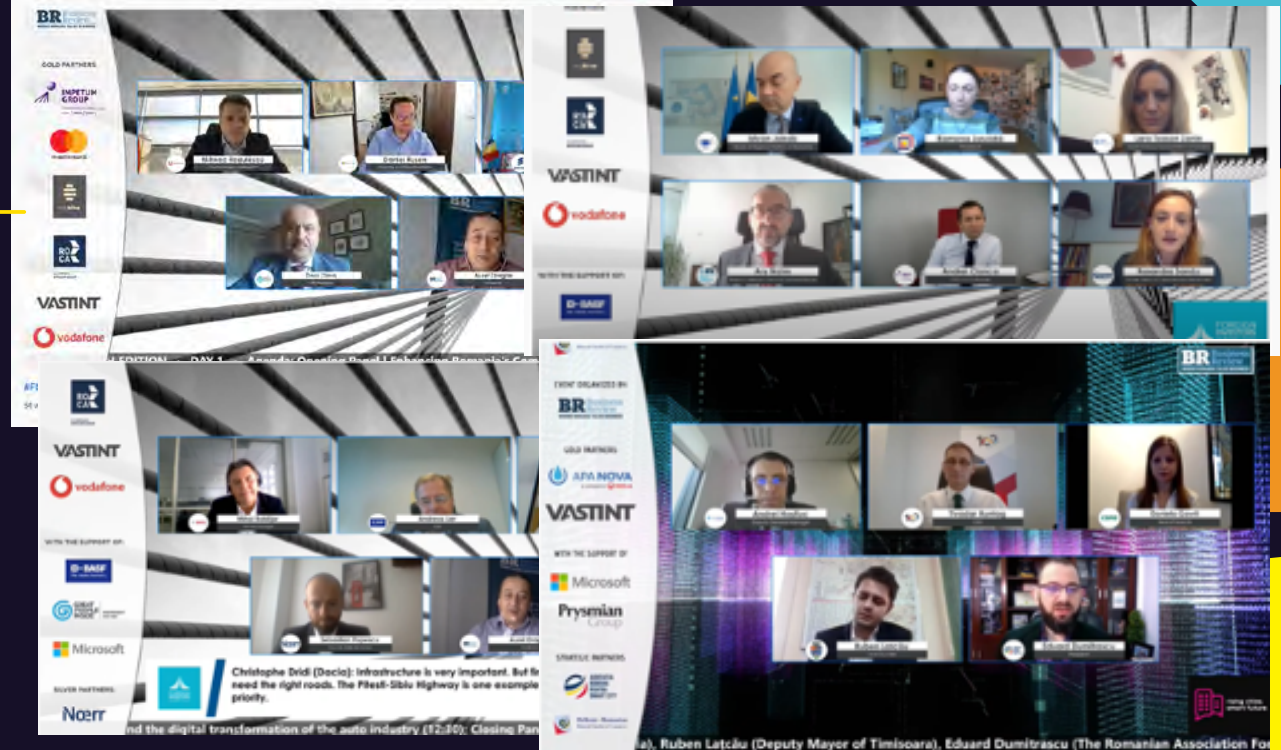
WE ARE HERE TO HELP YOU CREATE A CUSTOM-MADE PROMOTION PACKAGE FOR THE BEST BRAND EXPOSURE!

## PREMIUM, POSITIVE AND POWERFUL MEDIA EXPOSURE

PRINT MAGAZINE · EDITORIAL CONTENT · ONLINE · BR DAILY NEWS · SOCIAL MEDIA · CORPORATE EVENTS

THROUGH MULTIPLATFORM INTEGRATION AND PROMOTIONS ACROSS BR'S CHANNELS, WE MAKE SURE YOU CONSISTENTLY REACH AND RESONATE WITH THE RIGHT AUDIENCE.

# PREMIUM BR'S BRANDING | POWERFUL ONLINE LIVE COMPONENTS TAILORED TO COMPLETE A FIRST-CLASS EXPERIENCE | ENGAGING NETWORKING



**LIVE** CORPORATE BRANDING – COMPANY LOGO DURING LIVE STREAM

**SPEAKER'S QUOTES** ON SCREENS IN REAL TIME LIVE



**RUN VIDEO SPOTS** DURING BREAKS



PROFESSIONAL **PRODUCTION STUDIO**

**HIGH-QUALITY EDITORIAL CONTENT** CRAFTED BY PROFESSIONAL JOURNALISTS



DRAW EXCELLENT ART DESIGN AND STRONG **SOCIAL MEDIA POSITIONING**



**YOUTUBE LIBRARY** RECORDED CONTENT  
[HTTPS://BIT.LY/30NBXUZ](https://bit.ly/30NBXUZ)

**KEY SUCCESSFUL METRICS** ←

# 2020 BR EVENTS BY NUMBERS

## KEY SUCCESS METRICS • AUDIENCE • SOCIAL MEDIA REACH • TRAFFIC



+10 ONLINE OR HYBRID EVENTS STREAMED LIVE WITH **+4.200** YOUTUBE VIEWS



**~84K** PEOPLE REACHED FACEBOOK EVENTS



**+44K** LIVE VIDEOS REACH **+10K** LIVE VIDEOS VIEWS



**~6.5K** LINKEDIN FOLLOWERS WITH **+62%** C-LEVEL SENIORITY

EXCELLENT ENGAGING AND AN AVERAGE OF +130 REGISTERED ATTENDEES PER EVENT

## WEBSITE TRAFFIC

**+ 1 MILLION**

UNIQUE PAGEVIEWS

**780,000** USERS

## WELL-BALANCED DEMOGRAPHICS:



**57%**



**43%**

## HIGH PROFILE AUDIENCE (\*SATI)

YOUNG EDUCATED  
BUSINESS PROFESSIONALS

**75%**

BETWEEN **25-44** YEARS

## SOCIAL CATEGORY (\*Esomar SATI)

**85.7%**

A & B & C CATEGORIES

(C-LEVEL CLASS -  
HIGH, OVER MEDIUM INCOME)

**100%**

URBAN VISITORS  
(\*SATI)

**RE:FOCUS ON ECOMMERCE, RETAIL & LOGISTICS**

JANUARY 2021

**BUSINESS REVIEW AWARDS GALA**

MARCH 2021

**HR #FUTURE OF WORK | WORKING ROMANIA**

SPRING | MARCH 2021

**TAX & LAW CONFERENCE**

APRIL 2021

**SUSTAINABLE FUTURE CITIES | RISING CITIES. SMART FUTURE**

JUNE 2021

**GARDEN ZOOM-OUT | REAL ESTATE & CONSTRUCTION FORUM**

JULY 2021

**ENVIRONMENTAL & SUSTAINABILITY SUMMIT**

SEPTEMBER 2021

**FOREIGN INVESTORS SUMMIT**

OCTOBER 2021

**HR #FUTURE OF WORK | WORKING ROMANIA**

AUTUMN | NOVEMBER 2021

**TRUE LEADERS AWARDS & IBOOK DECEMBER 2021**

**TOP 100 MOST PROFITABLE AND BEST PERFORMING COMPANIES IN ROMANIA**

DECEMBER 2021

**BESPOKE EVENTS**

**#CALL4LEADERS VIDEO TALK**

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JANUARY 2021

## RE:FOCUS ON ECOMMERCE, RETAIL & LOGISTICS

3<sup>RD</sup> EDITION

With shifting shopping trends as a result of consumers sheltering at home globally, Online and Offline Retailers are faced with unprecedented challenges, but they are rapidly adapting and innovating in this new, unpredictable retail reality. The impact of the pandemic has massively changed the ways in which retailers engage with customers, accelerating the evolution in line with the 'new normal', e-commerce and digital channels were forced to evolve at an unprecedented pace. Logistics, one of the star sectors, has proved to be a robust pillar which supported the accelerated growth of online commerce with consistent efforts from packaging to transportation, and inventory to warehousing, have kept the supply chain unbroken, and the economy afloat.

### Topics:

- the main changes generated by the pandemic
- digital transformation, omnichannel, customer centricity
- how players of each sector adapted to the new context
- 2021 the trends and challenges for each sector, evolution & development perspectives.

[Discover previous edition speakers and partners, here.](#)

**Format:** online live stream event

**Audience:** developers, top retailers, manufacturers, suppliers, entrepreneurs, chief operating officers, acquisition managers, retail experts, transport managers, production managers, business associations and key authorities dealing with issues related to: logistics, warehousing, technology integration and distribution, e-commerce, supply chain, distribution, omnichannel, multichannel, IT innovations.

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MARCH 2021

## BUSINESS REVIEW AWARDS GALA

16<sup>TH</sup> EDITION

Prestigious and acclaimed ceremony that spotlights the achievements of the business community, awarding and celebrating the companies, business leaders and entrepreneurs that have shown drive, initiative and achieved the best results in their field of business.

The Gala is one of BR's trademark events celebrating and distinguishing excellency in the business environment by awarding trophies based entirely on the independent jury voting process. The esteemed Jury Committee is different every year and ensures the integrity and transparency of the process.

[Discover the previous edition jury members and winners and exceptional partners, here.](#)

**Format:** Gala Dinner and Awards Ceremony

**Audience:** 200 of Romania's top business and government leaders from major industry sectors, leading foreign investors and companies, diplomats and business VIPs.

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MARCH 2021

## HR #FUTURE OF WORK WORKING ROMANIA

SPRING 5<sup>TH</sup> EDITION

*Kick start of 2021 changes to work patterns  
All Star Panel | Employer Branding: keys to success |  
Moving Forward, Together*

The conference is one of the top HR Employer Branding industry events, attracting C-level speakers, partners and audience from top employers in Romania, developing yearly two successful editions. The HR #futureofwork Working Romania conference is more than an event, it's a community of HR C-level professionals and amazing industry leaders sharing impactful content, their experience and expertise. The conference is the best opportunity to learn how organisations and topflight HR stars are reacting to develop and add value to their employees and their businesses in times of change! The HR Elite Professionals Community on LinkedIn & Facebook: +450 C-level members within the dedicated groups specially created and permanently nurtured by BR.

**Discover the previous edition agenda, great line-up of speakers and exceptional partners, [here](#).  
[YouTube Live video, here.](#)**

**Audience:** +150 C-level HR Professionals, Chief Human Resources Officers, HR Directors and Managers, Talent Acquisition Managers, Head-Hunters, Employee Relations Managers, Internal Communication Managers, PR Directors, Owners & Entrepreneurs, wellness providers, corporate solutions and wellness providers

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APRIL 2021

## TAX & LAW

18<sup>TH</sup> EDITION

The most long-standing event dedicated to in-house tax professionals, advisors, accountants and auditors, professional organizations and policymakers in Romania.

The Tax and Law Conference plans to offer a full perspective regarding the latest fiscal and legislation trends and changes in the news context, that impact the private sector.

- Overviews of fiscal and tax measures and their impact for the local companies' bottom line
- High level representatives of the local authorities to provide valuable clarifications
- Top professionals in the field, bringing together their expertise, answers and case studies
- CPD units and unstructured CPD hours to the participants

**Discover the previous edition agenda, great line-up of speakers and exceptional partners, [here](#).**

**Format:** on site & online live stream

**Audience:** CFOs, Tax and Financial Managers from key industries, Financial and Legal Experts, Chief Accountants, General Managers and Executives, Lawyers, Consultants

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JUNE 2021

## SUSTAINABLE FUTURE CITIES RISING CITIES. SMART FUTURE

The conference underlines the main drivers for innovation in the cities of tomorrow: the type of investment that is needed to upgrade Romania's cities and the role of the sustainable circular economy in boosting the efficiency of urban areas on the long term.

Rising Cities.Smart Future by Business Review will gauge the potential of technology to help growing cities maintain consumption of natural resources as efficiently as possible. The role of real estate investment in improving the lives of citizens through innovations in living and working spaces will also be up for discussion.

Circular economy • smart & green buildings • sustainable infrastructure • technology and digital transformation

**Discover the previous edition agenda, great line-up of speakers and exceptional partners, here.**

**YouTube Live video here.**

**Format:** hybrid on-site & online live stream

**Audience:** local & governmental authorities, utilities & infrastructure companies, environmental NGOs, CSR managers of large companies, as well as researchers, designers, developers and practitioners interested in the advances and applications in the waste management field.

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JULY 2021

## GARDEN ZOOM-OUT REAL ESTATE & CONSTRUCTION FORUM

THE VOICE OF ROMANIAN REAL ESTATE  
& CONSTRUCTION PLAYERS  
20<sup>TH</sup> EDITION

2021 Real Estate Outlook • Evolution • Trends • Challenges • Predictions  
Investments opportunities on the local market

Trends in office, residential and mixed projects markets

With economic recovery heavily dependent on a vaccine, office sector is ready to ensure the health and safety of employees and tenants.

Technology: virtual tours, remote closings and video conferencing keep the real estate transactions moving even with social distancing in effect. Virtual buying and selling will lead the way in 2021?

**YouTube Live video here.**

**Discover the previous edition agenda, speakers and partners, here.**

**Format:** Garden Zoom Out Live stream

**Audience:** major investors and developers, top and middle management from construction companies, players from logistics and industrial parks, real estate agencies, property and facility management companies, banking and investment fund representatives, Government and local administration leaders, architecture companies, decision makers from office, retail, residential and warehouse market, brokers, financial consultants and financial service providers.



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SEPTEMBER 2021

## ENVIRONMENTAL & SUSTAINABILITY SUMMIT

WE CAN. WE DO.

3<sup>RD</sup> EDITION

2020 edition on BR's YouTube channel [here](#), with the European Commission, Marius Vascega (Head of Cabinet Environment, Oceans and Fisheries) participation, Bruno Pozzi (Director of the United Nations Environment Programme, Europe Office, Mircea Fechet, Ministry of Environment, Waters and Forests.

Even if sustainability and circular economy are very often talked about, the reality is far from the potential. The objectives are met only after sustained efforts. Can Romania, like other emerging countries, afford these efforts? We have the obligation that after the pandemic, to resume the negative human activities impacting the environment, to implement clear measures in the fields of forest, water, energy efficiency, ecological transport and waste management.

**Discover previous edition agenda and speakers here.**

**Format:** outdoor hybrid onsite & online Live stream

**Audience:** Energy companies, public authorities, consultants, specialists and financiers, industry players.

OCTOBER 2021

## FOREIGN INVESTORS SUMMIT

WHERE ROMANIA MEANS BUSINESS

8<sup>TH</sup> EDITION

The most significant B2B conference with focus on Romania's competitiveness that brings together foreign business communities, state authorities and diplomats for discussions on leadership and ways to build a brighter and more sustainable future for Romania, as a comprehensive analysis of the market and of the foreign investors' perception of Romania in the years to come. The summit is a two-day event bringing together the most dynamic foreign investors communities to explore and showcase Romania's potential as an investment destination. It includes panels, keynotes, fireside chats where experts and business leaders will share key insights on doing business in Romania. High representatives of the Romanian Government, leading experts in economy and geo-politics, business leaders and entrepreneurs, diplomats, chambers of commerce and business associations will analyse and debate our country competitiveness in the turmoil caused by the pandemic.

**Discover the previous edition agenda, great line-up of speakers and exceptional partners, here.**

**Day 1 Live video:** Enhancing Romania's Competitiveness on FDI Inflows; Investments in technology; Rreal Estate Outlook in 2021

**Day 2 Live video:** Investments in finance; Digital transformation of the auto industry; Sustainable Romania: Investments in a sustainable economy

**Format:** 2-days conference, on-site & online live stream

**Audience:** Highly targeted audience with over 200 top-level executives, entrepreneurs and investors from the most active foreign communities and top industries in Romania, highly-rated local and international speakers, government officials, strategy experts, leading executives of multinational companies.

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NOVEMBER 2021

**HR #FUTURE OF WORK  
WORKING ROMANIA**

AUTUMN 5<sup>TH</sup> EDITION

The HR #futureofwork Working Romania conference by Business Review magazine is more than an event, it's a community of HR C-level professionals and amazing industry leaders sharing impactful content, their experiences & expertise.

The conference is the best opportunity to learn how organisations and topflight HR stars are reacting to develop and add value to their employees and their businesses in times of change!!

Working Romania conference looks at the new trends that tasks leading local human resources industry to uncover how they navigate the changes affecting the manner we work, as well as at the ways companies and human resources executives are changing their recruitment practices in order to attract and retain top talents, to meet the needs and expectations of young employees that can improve employee experience.

Expert content program, leading HR minds, industry power players and best in class technology providers!

The HR Elite Professionals Community on LinkedIn & Facebook: +450 C-level members within the dedicated groups specially created and permanently nurtured by BR.

**Discover the previous edition agenda, great line-up of speakers and exceptional partners, here.**

**YouTube Live video, here.**

**Audience:** +150 C-level HR Professionals, Chief Human Resources Officers, HR Directors and Managers, Talent Acquisition Managers, Head-Hunters, Employee Relations Managers, Internal Communication Managers, PR Directors, Owners & Entrepreneurs, wellness providers, corporate solutions and wellness providers

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DECEMBER 2021

**TRUE LEADERS AWARDS &  
IBOOK DECEMBER 2021**

**TOP 100 MOST PROFITABLE AND BEST  
PERFORMING COMPANIES IN ROMANIA**

A PARTNERSHIP BETWEEN  
ICAP ROMANIA  
AND BUSINESS REVIEW

**Discover the eBook, here.**

**Discover the previous edition speakers and partners, here.**

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**BESPOKE EVENTS  
#CALL4LEADERS VIDEO TALK**

We have the know-how and the right connections! Count on us to deliver custom events that help you achieve strategic goals, show-up your projects & strategy towards the business environment, alongside with an engaging audience. Let's start the conversation!

Episodes Powered by Vodafone • Huawei • UniCredit

**YouTube Live video, here.**

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## GET IN TOUCH



We would love to hear from you!

Whether you want to detail your marketing needs or hear more about our sponsorship opportunities, we are ready to answer your questions.

[events@business-review.eu](mailto:events@business-review.eu) | [sales@business-review.eu](mailto:sales@business-review.eu)

4-6 Dimitrie Pompeiu Blvd, 6th floor, Globalworth Campus A, Bucharest, Romania



### **Luiza Luca**

Marketing & Sales Manager  
[luiza.luca@business-review.eu](mailto:luiza.luca@business-review.eu)  
+40 735 189 454

### **Alexandra Rosca**

Advertising Manager  
[alexandra.rosca@business-review.eu](mailto:alexandra.rosca@business-review.eu)  
+40 723 238 699

### **Radu Fireteanu**

Sales Director  
[radu.fireteanu@business-review.eu](mailto:radu.fireteanu@business-review.eu)  
+40 746 043 087

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