

**BR Business
Review**
WHERE ROMANIA TALKS BUSINESS
EVENTS
CALENDAR 2022

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 | sales@business-review.eu

Hotspot Workhub, Calea Grivitei 82-98, 1st floor, 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.

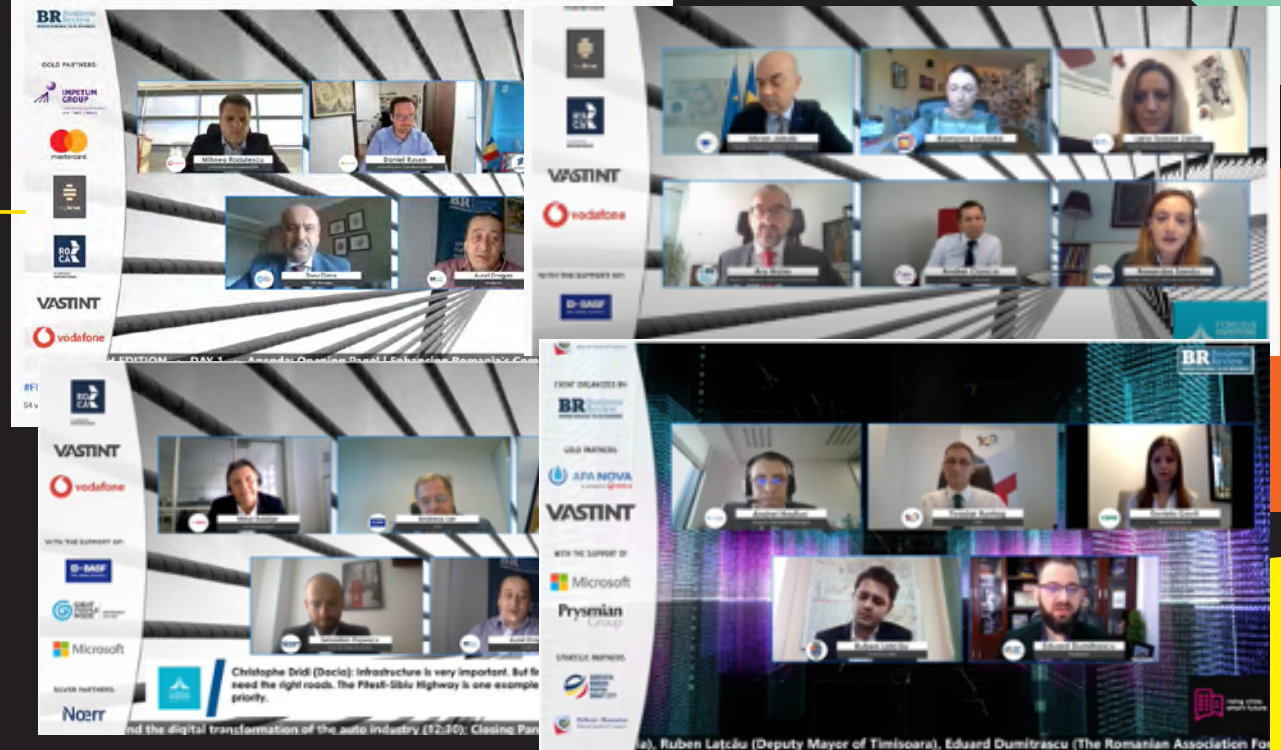
WE ARE HERE TO HELP YOU CREATE A CUSTOM-MADE PROMOTION PACKAGE FOR THE BEST BRAND EXPOSURE!

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 ←

2021 BR EVENTS BY NUMBERS

KEY SUCCESS METRICS • AUDIENCE • SOCIAL MEDIA REACH • TRAFFIC

 **11** YEARLY ON-SITE | ONLINE | HYBRID EVENTS STREAMED LIVE WITH **+4.700** YOUTUBE VIEWS

 **~56K PEOPLE REACHED** FACEBOOK EVENTS

• LIVE **+55K LIVE VIDEOS REACH** **+15K LIVE VIDEOS VIEWS**

 **+10K LINKEDIN** FOLLOWERS **WITH +75% TOP LEVEL SENIORITY**

EXCELLENT ENGAGING AND AN AVERAGE OF +225 REGISTERED ATTENDEES PER EVENT

WEBSITE TRAFFIC

+ 1 MILLION

UNIQUE PAGEVIEWS

780,000 USERS

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)

WELL-BALANCED DEMOGRAPHICS:



54%



46%

RE:FOCUS ON ECOMMERCE, RETAIL & LOGISTICS

JANUARY 2022

BUSINESS REVIEW AWARDS GALA

MARCH 2022

HR #FUTURE OF WORK | WORKING ROMANIA

SPRING | MARCH 2022

TAX • LAW • LOBBY

APRIL 2022

SUSTAINABLE FUTURE CITIES | RISING CITIES. SMART FUTURE

JUNE 2022

GARDEN ZOOM-OUT | REAL ESTATE & CONSTRUCTION FORUM

JULY 2022

ENVIRONMENTAL & SUSTAINABILITY SUMMIT

SEPTEMBER 2022

FOREIGN INVESTORS SUMMIT

OCTOBER 2022

HR #FUTURE OF WORK | WORKING ROMANIA

AUTUMN | NOVEMBER 2022

TRUE LEADERS AWARDS & IBOOK DECEMBER 2021

TOP 100 MOST PROFITABLE AND BEST PERFORMING COMPANIES IN ROMANIA

DECEMBER 2022

BESPOKE EVENTS

#CALL4LEADERS VIDEO TALK

1

JANUARY 2022

RE:FOCUS ON ECOMMERCE, RETAIL & LOGISTICS

4TH EDITION

Given the increase in e-commerce demand and customer expectations, Online and Offline Retailers are adapting and innovating in this new, retail reality, to win the hearts and minds of their customers. Supply chains and logistics must earn customer loyalty and market share, designing a modern, data-driven, customer-centric execution process.

re:FOCUS on eCommerce, Retail & Logistics is an event, committed to revealing the latest trends and predicting future ones, while offering solutions to nowadays challenges of eCommerce, Retail & Logistics.

Topics:

- the main changes of the sectors
- digital transformation, omnichannel, customer centricity
- how players of each sector adapted to the new context
- trends for each sector, evolution & development perspectives

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

Format: Hybrid offline & online 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.

2

MARCH 2022

BUSINESS REVIEW AWARDS GALA

17TH 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.

BRAND NEW and MOST ENGAGING FORMAT that assures partners the highest corporate visibility through Oscar stage-time moments and spotlight keynotes, positioning the company as a leading powerful force of the business environment!

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

Format: Gala Dinner and Awards Ceremony

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

3

MARCH 2022

HR #FUTURE OF WORK WORKING ROMANIA

SPRING 7TH EDITION

*Kick start of 2022 changes to work patterns
All Star Panel | Employer Branding: keys to success |
What are the major employers' foreseeable future plans*

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 succesful 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: +550 C-level members within the dedicated groups specially created and permanently nurtured by BR.

Discover previous two-yearly editions agenda, great line-up of speakers and exceptional partners, here:
Spring edition, Autumn edition

Format: Hybrid offline & online event

Audience: 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

4

APRIL 2022

TAX · LAW · LOBBY

19TH EDITION

Tax, Law, and Lobby Conference is the landmark event for tax and legal professionals in the Romanian industry, that offers a full perspective regarding the latest fiscal and legislation changes that impact the private sector.

The previous 18th edition of the Tax, Law & Lobby Conference – Focus on Whistleblowing Regulation, a flagship event that offers a full perspective regarding the latest fiscal and legislation changes that impact the private sector. The previous edition focused on the particularities of the future legislation regulating whistleblowing activities in Romania and on how local fiscal authorities are dealing with this huge task ahead.

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

Format: Hybrid offline & online event

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

5

JUNE 2022

SUSTAINABLE FUTURE CITIES RISING CITIES. SMART FUTURE

#EUGREENWEEK PARTNER EVENT

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.

6

JULY 2022

REAL ESTATE & CONSTRUCTION FORUM

THE VOICE OF ROMANIAN REAL ESTATE
& CONSTRUCTION PLAYERS
21ST EDITION

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

Trends in office, residential and mixed projects markets

This previous edition of REALTY Forum looked at the way in which real estate players have adapted to the new market reality, outlining some of the long-term trends shaping the future of the ecosystem comprising construction firms, developers, and investors.

Technology: virtual tours, remote closings and video conferencing keep the real estate transactions moving even with social distancing in effect.

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.

7

SEPTEMBER 2022

ENVIRONMENTAL & SUSTAINABILITY SUMMIT

WE CAN. WE DO.

4TH EDITION

The ONLY two-day Summit of its kind in Romania!

The event hosts a paramount platform for discussions and debates around the most pressing issues facing the world of today and tomorrow. Environmentalism and sustainability are at the forefront of all economic recovery plans, as key organizations such as the EU or the UN are setting ambitious goals which private enterprises around the world are picking up, accelerating the change. Together with the most important changemakers, the very people who are leading the sustainable change, we will explore key aspects of the much needed #GreenRestart we are striving for: from sustainable food and water consumption, and eco-communities, to renewable energy sources and circular economy, each with its very own panel. Sustainable business

Investments, circular business models, corporate activism, nature-based solutions, inclusion

- Sustainability is not just environmentalism. Embedded in most definitions of sustainability we also find concerns for social equity and economic development.
- Adopting sustainable practices, whether large or small, can have significant impacts in the long run.
- What are the projects and business who are on the way to become fully sustainable?

Discover previous edition agenda, speakers and exceptional partners, here:

YouTube Live video, here: Day 1, Day 2

Format: Hybrid offline & online event

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

8

OCTOBER 2022

FOREIGN INVESTORS SUMMIT

WHERE ROMANIA MEANS BUSINESS

9TH 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: •Bouncing back from Pandemic; •Technology and Digitalization

Day 2 Live video: •Work: Behind the myth of young, bright, qualified Romanian workforce; •Sustainable Economy: How sustainability can be an opportunity for foreign investors across industries in Romania

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.

9

NOVEMBER 2022

**HR #FUTURE OF WORK
WORKING ROMANIA**

AUTUMN 8TH 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 previous two-yearly editions agenda, great line-up of speakers and exceptional partners, here:
Spring edition, Autumn edition

Audience: 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

10

DECEMBER 2022

**TRUE LEADERS AWARDS &
PRINT & ONLINE SUPPLEMENT
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.

11

**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!

YouTube Live video, here. Episodes Powered by **Vodafone · Huawei · UniCredit**

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.

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