

# ADIVO ALPE ADRIA, ITK Bygg and Histria Apart in cooperation with partners.

## CROATIAN INVESTMENT FAIR IN SWEDEN

We are all familiar with the fact, that the right market approach usually gives positive sales results, however, the biggest obstacle is often the cost involved in advertisement. The question we ask is how to reach the clients in the most efficient and the most economical way?

We all know that direct advertisement is the best and most effective way, however, it is often very expensive.

This is the reason why ADIVO ALPE ADRIA has started the Croatian Real Estate Fair in Stockholm. All the partners in this project will have the mutual benefit from participating, by spending less on the advertisement and marketing, while increasing their sales.

Croatian Real Estate Fair is a project which has been initialized to combine the promotion by the internet with the direct marketing. Through this activity, all the potential buyers and investors will be equipped with all the necessary information before they do their investment trip to Croatia. This will make their decision regarding their investment much easier and more expeditive.

ADIVO ALPE ADRIA d.o.o works in cooperation with Histria Apart d.o.o., the Swedish company ITK Bygg and some other partners to organize the first Croatian Real Estate Fair in Stockholm.

We are therefore inviting you to join our sales and marketing venture to the best benefit for all.

## Croatian Investment Fair in Stockholm.

Exhibitors:

Constructors/Investors

Management Services

Investment Consultant

Tourist Agency

Our marketing strategy is to reach about 300,000 people with the annual income of more than 50 000 Euros per annum, working in the private sector. At the moment, we have secured 5,000 visitors, and are planning to reach the figure of 10,000 visitors for each fair. From our experience, we know that each fair is going bring approx. 300 potential buyers.

Out of 300 buyers:

- 50% will be interested in properties upto 110,000 Euro
- 30% will be interested in properties upto 250,000 Euro
- 18% will be interested in properties upto 500,000 Euro
- 2% will be interested in properties which are 500,000 Euro and more.

We will also contact Swedish investment companies which have interest in Joint Venture projects with Local companys.

Events are taking place two times a year for the spring and autumn every year..

### How to participate:

You need to subscribe to the membership of Croatian Investment Fair in Sweden.

One year membership 8,000 HRK + VAT.

The membership includes:

Participation on two Croatian Investment Fair represented by ADIVO's and ITK Bygg's professional team who will present your company as you would have presented it yourself.

The fair will take place in the Stockholm-region two times a year, in autumn and spring.

The ADIVO-ITK Bygg team will have constant, active and personal communication with all the potential investors as well as our partners.

**OUR MAIN GOAL IS TO RESTART THE CROATIAN  
REAL ESTATE MARKET IN SCANDINAVIA IN  
COOPERATION WITH YOU!**

We look forward to a beneficial and long lasting cooperation