

Presentation of Smart Key company at Electronica 2018 in München

(13-16. November 2018)



EUROPEAN UNION
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Smart Key has presented its services and products at Electronica 2018 in Munchen from 13th to 16th of November. At over 80.000 people visiting the Trade Fair, we have had a crowd at our booth interested in our services and products.

electronica 2018 in numbers

4 days
17 halls
182,000 square meters of exhibition space
3,100 exhibitors from over 50 countries
80,000 visitors from over 80 countries

(<https://electronica.de/trade-fair/information/facts-figures/index.html>)

The purpose of the project was to present the company to foreign development and production companies and set up a new business collaboration by entering foreign markets.



The goal of the project was to penetrate the markets of the EU, to meet with existing partners and to gain contacts for new business opportunities. We will also increase the competitiveness of our company on domestic market with our participation at the fair, on the basis of international references, as well as greater recognition abroad.

Over four days at the fair we have had the chance to present our products as well as services to many potentially new business partners. There was also the opportunity to reconnect with existing partners that visited us at the booth.

Fair appearance was the subject of a public tender:

»Sofinanciranje individualnih sejmskih nastopov podjetij na mednarodnih sejmih v tujini - 2018«.

The public tender for the selection of operations is carried out under the »Operational Program for the Implementation of the European Cohesion Policy for the period 2014-2020«;

The investment is co-financed by the Republic of Slovenia and the European Union from the European Regional Development Fund (ERDF) in the amount of 6.617,06 EUR. More info is available on <http://www.eu-skladi.si>.



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