



Consulting & Fairs

Poslovne storitve, Matjaž Žigon s.p.

Head Office: Grčarevec 8, 1370 Logatec, Slovenia

Turkey Office: Fenerbahçe Mh. Dalyan Aralığı Sk.

Emek Apt. No:13 D:2 Kadıköy 34726 İstanbul Turkey

Tel.: +386 1 750 94 90

Fax: +386 1 754 36 58

info@mz-consulting.org

www.mz-consulting.org

COMPANY PROFILE

Established in 2010, MŽ Consulting is a trade show representation and sales consulting company based in Slovenia. MŽ offers premier sales and consulting services and incoming buyer programs to trade show organizations.

MŽ creates a bridge between trade show organizers and exhibitors to achieve successful outcomes for both parties. Founded by Matjaž Žigon, MŽ is built on a strong foundation of eight years of personal industry experience. Upon partnering with Hilal İċsöz (October 2017), MŽ gained additional ten years of experience and sales coverage in Turkey with additional trade shows in Italy and U.S.A.

For trade show organizations, MŽ offers exclusive and outstanding sales services by providing professional and quality-oriented representation in Alpe Adria Region (Austria, Croatia, Slovenia, Bosnia and Herzegovina, Serbia, Montenegro, Macedonia, Kosovo and Albania), Turkey and Latin America.

For exhibitors, MŽ provides a smooth registration process and continuous support during a trade show to ensure success.

OUR EXPERIENCE

Ten years of trade show sales, one-on-one exhibitor tracking and problem-solving experience while managing sales and services for 50 trade shows in Italy, Brazil, China, South Africa and the United States. MŽ successfully represents and sells shows for Veronafiere, Fiera Milano, Italian Exhibition Group and more. For a complete list of MŽ's tradeshow portfolio: <https://mz-consulting.org/fairs/>

OUR SERVICES

Our sole focus is on trade show sales and on consulting to exhibitors and businesses based in Alpe Adria, Turkey and neighboring regions, by utilizing the following business tools and activities:

- ✓ Custom designed CRM (Customer Relations Management) Software
- ✓ Professionally-created marketing tools for target industries
- ✓ In-house managed, printed and social media and PR activities, competition tracking and web based ads
- ✓ Periodical industry specific news mailing in local languages
- ✓ Exhibitor and show owner education on government incentives for each sector
- ✓ Contracted Europe and Turkey-based Law Offices for all legal matters and consultations
- ✓ Exhibitor education on show material transportation, ocean freight and customs regulations
- ✓ Visa application services through foreign government-accredited visa service companies
- ✓ Event planning and management

OUR PEOPLE

Matjaž Žigon and Hilal İċsöz are supported by six in house team members based in Slovenia and Turkey; who are fluent in English, Italian, and European and Latin languages. For detailed biographies of management and team members of MŽ: https://mz-consulting.org/about_us/

OUR GOAL

Providing premier sales services for trade show organizations, while focusing on exhibitor success and ease of participation to build long-term, mutually-beneficial relationships.