



POMURSKI SEJEM



60 YEARS
Of tradition in the
palm of our hand.
Of visions in our eyes.



Janez Erjavec, President of the Pomurski sejem Management Board

TRADITION IN THE PALM OF OUR HAND. VISIONS IN OUR EYES.

On the occasion of this jubilee, which represents 6 decades of tradition and the vision of a story called Pomurski sejem, we can be justifiably be proud.

We can be especially proud because during this period there have been many landmark moments and times that could have turned this story in a completely different direction. Many people, individuals, institutions and friends in Pomurje, Slovenia and the wider region are responsible for keeping the story alive all these years. Gornja Radgona has become a synonym for resilience, one could also say stubbornness and perseverance, but also a synonym for genuine cooperation along the river Mura. Maybe it is the river Mura that brings that incredible energy and potential needed for the growth of plants along the river as well as all other life in its waterside world. Therefore, it is not surprising that the first article written in the newspaper Večer about the opening of the first Pomurski sejem trade fair on 15 September 1962, states that this could be the beginning of a long tradition ...

ANCESTORS AND BIRTH OF THE MODERN POMURJE FAIR

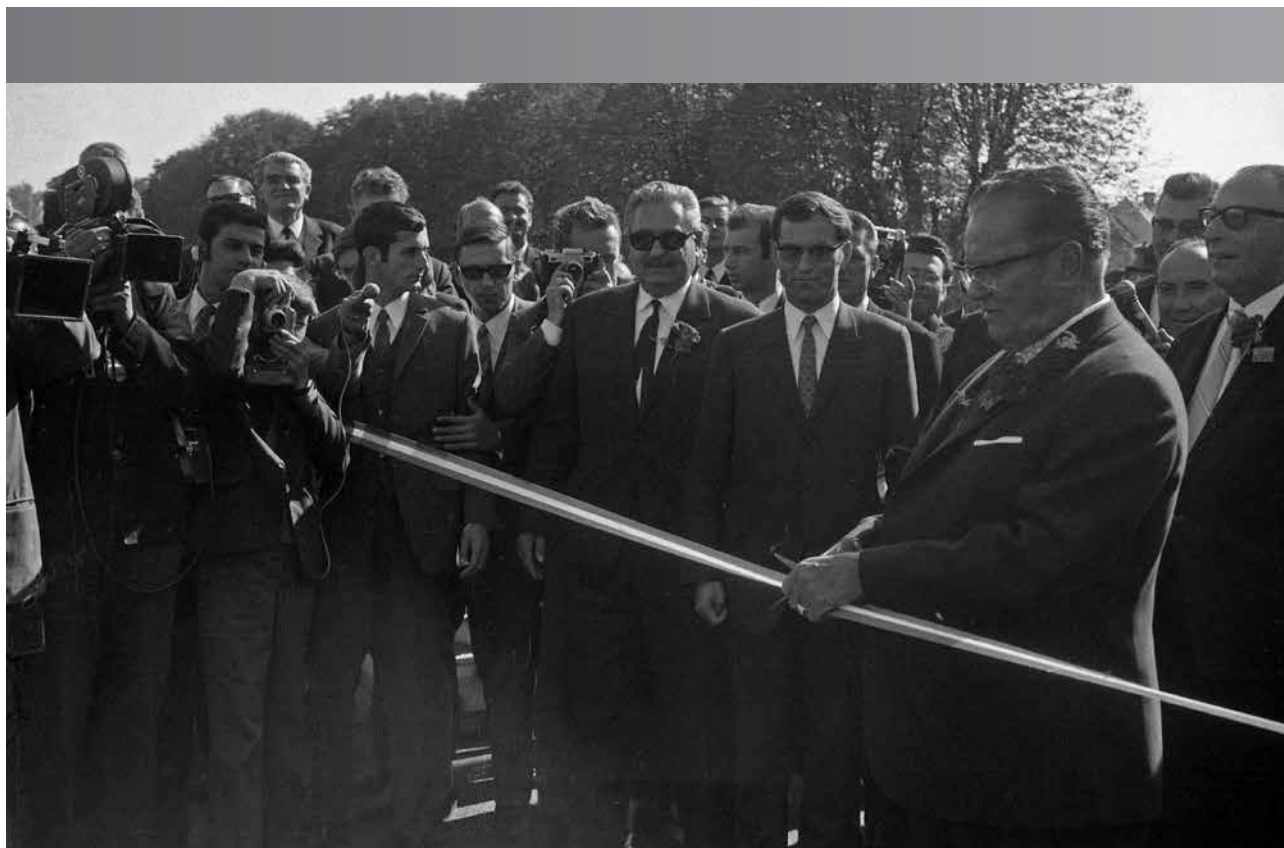


First Pomurski sejem trade fair in Gornja Radgona in 1962

The trade fair activity in Gornja Radgona has deep roots. As the property of a provincial duke in the Middle Ages, Radgona enjoyed great market privileges and soon became a fair town with a lively economic activity. In the 19th century, fairs in the true sense of the word developed. In September 1877, a large exhibition of agricultural produce, livestock and viticulture was held in Radgona. Since 1878, a livestock fair has been held here on the first Thursday of every month.

The vibrant fair activity was curtailed by the First and Second World Wars. In the post-war period, fairs were revived as the economy strengthened. The beginning of modern trade fairs in Gornja Radgona dates back to 1962, when a fair event was organized under the name Pomurski sejem. It was attended by more than 35.000 visitors, both Slovene and from neighbouring Austria, from where an official delegation also attended.

BRIDGE OF FRIENDSHIP



Opening of the Bridge of Friendship, 1969

Municipal leaders and decision-makers suddenly realised the importance of border cooperation, which took on new dimensions via trade fairs. Also leading representatives from the Austrian municipality of Radkersburg and the district of Bad Radkersburg, together with local traders and entrepreneurs sensed the opportunity for economic and friendly cooperation.

The border with neighbouring Austria was still relatively closed in the 1970s. The bridge, which was opened on 12. 10.1969, by President Josip Broz Tito of Yugoslavia and President Franz Jonas of Austria, was also a new bridge in mutual relations. The Bridge of Friendship, as it is still called today, opened up opportunities in many fields. On the Slovenian side, industry began to develop, while on the Austrian side it was primarily trade and tourism. This led to the creation of a kind of synergy and admiration for each other. The fairs that were a constant more than 100 years ago in the then still common town on both banks of the river Mura, have after many years once again gained new impetus. But at that time nobody probably thought that the Pomurski sejem fairs in Gornja Radgona could compete with the renowned Yugoslav and European fairs.

NETWORKING WITH THE CENTRAL TRADE FAIR COMPANY IN THE REPUBLIC OF SLOVENIA



Leopold Krese and Ivan Kovač at the Pomurje fair in 1975

For the first decade and beyond, the fair's implementation and survival were based on the determination of enthusiasts from Gornja Radgona and Pomurje. The year **1975** was a turning point, which brought the help of the well-established and experienced team of the exhibition centre Gospodarsko razstavišče in Ljubljana.

The vision of the future of the then director of Gospodarsko razstavišče, **Leopold Krese**, was more than visionary. He knew that Gornja Radgona was better suited than Ljubljana for certain trade fair content and he had very open friends in Pomurje. The politics of the time, of which Leopold Krese was a part, was aware that it had to develop the border regions in particular, as they were the bastions of national identity and national consciousness.

Ivan Kovač was ready to enter this story. At the time of the bridge's opening, he was the mayor of Gornja Radgona, and at the time when the Gospodarsko razstavišče took over Pomurski sejem, he was the director of the utility services in Radenci. But two conditions had to be met for this to happen. The first was that Gospodarsko razstavišče, together with the local community, build an administration building and at least one hall, and the second condition was that he be employed on a permanent basis. Both conditions were accepted by the Gospodarsko razstavišče and in 1975 the fair venue was moved to its new location, where it still remains today. A few months earlier, Ivan Kovač and Albina Horvat were both employed at the fair.

ESTABLISHMENT OF POMURSKI SEJEM BUSINESS UNIT



Agriculture and Food Fair, 1981

With the takeover of Pomurski Sejm, the Ljubljana Gospodarsko razstavišče formed the Pomurski sejem business unit. In addition to the Agricultural and Food Fair, the company's plans also included the organisation of the Yugoslav Construction Fair with international participation. For this project, it was vital to employ someone who mastered the field of construction and, in particular, of technology.

The venue at the new Trate site was, so to speak, still in the construction phase. With the appropriate education and good references in the field of construction in Slovenia and Switzerland, I, the undersigned Janez Erjavec, commenced work as the Technical Manager of the Pomurski sejem Business Unit of Gospodarsko razstavišče on April 1, 1981.

THE SUCCESSFUL 1980s



Parade of country customs, 1988

The 1980s brought to Pomurski sejem everything that otherwise accompanied politics and the economy in that period. As a business unit of the Gospodarsko razstavišče, we were able to freely organise trade fairs and other projects without interference from local politics. On the other hand, the people from Ljubljana were happy that we were successful and that we were bringing in enough revenue for the joint coffers.



Presentation of animals at the menagerie, 1986

INDEPENDENCE



Lojze Peterle and Janez Erjavec, 1991

The problem was that the Gospodarsko razstavišče was not ready to make the necessary investments. This finally led to the fact that after 1991 and Slovenia's independence, we were left with virtually no powers at all. Ivan Kovač, who had fought for the success of Pomurski sejem up to that time, fell ill and Radgona was at a turning point in the fair's continued existence.

The privatisation of Gospodarsko razstavišče in 1992 finally put us on the sideline. We were faced with the choice of whether to surrender to fate or start the fight for independence. Both options were uncertain and could have led to the demise of Pomurski sejem. We decided to go for independence.



Jože Osterc, Janez Erjavec and Janez Drnovšek, 1992

SUPPORT FOR INDEPENDENCE



International Agriculture and Food Fair, 2001

A decade of perseverance and walking on the edge finally brought Pomurski sejem to complete independence on the threshold of the year 2000. During this time, it was above all important to keep our fair projects and assessments, as well as colleagues and friends, despite the uncertainty.

We were helped by local politics, Mayor Miha Vodenik and local businessmen, such as Gusti Grof, Managing Director of ABC Pomurka, who for many years was the Chairman of the Assembly of the Agriculture and Food Fair. We have also been supported by national institutions, the Ministry of Agriculture, Forestry and Food and many others.

THEY DETERMINED THE DEVELOPMENT OF POMURSKI SEJEM



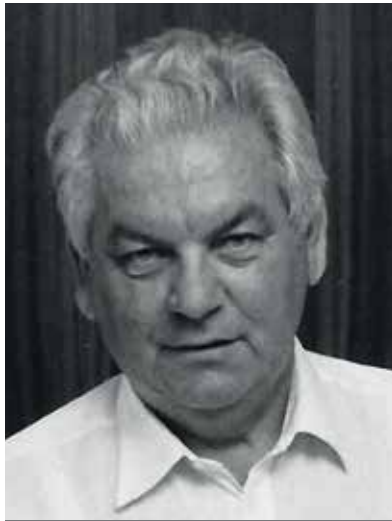
Leopold Krese, 1975

Over the course of six decades, Pomurski sejem was managed by six directors. The first was Jože Rogan. In the second half of the 1960s, Miran Pučko took over the reins, then in the first half of the 1970s, Hugo Kerner, who was followed by Herbert Šefer. In 1979, Ivan Kovač became the director and managed the company until 1992. In that year, I, Janez Erjavec, took over the management of Pomurski sejem, and I have been performing that task up to this day.

At least as important as the managers and employees of Pomurski sejem were its professional colleagues and friends... The soul of the Agricultural and Food Fair was Lojze Slavič, director of ŽVZ Murska Sobota and tireless organizer of professional exhibitions. Among those who lived for the fair is also Milan Erjavec, who gave a special seal to livestock exhibitions. Among great friends and professional colleagues ranks Milko Krajnc, who was considered a versatile expert and connector in relations with foreign partners, especially with the Austrians. He was receptive to new projects, because with his wide-ranging knowledge he had the ability to look far ahead.



Milko Krajnc



Ivan Kovač



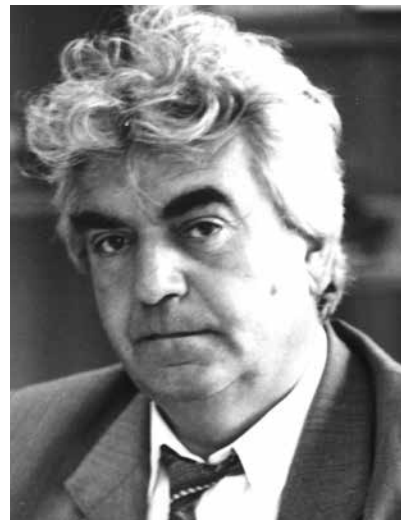
Leopold Krese



Gusti Grof



Dr. Lojze Slavč



Mag. Milan Erjavec



Ivan Kovač and Leopold Krese with Edvard Kardelj, 1977



Gusti Grof, Florjan Regovec, Ivan Kovač and Lojze Slavič, 1987



Milan Erjavec with Miran Potrč, 1986



Janez Erjavec, Franz Fischler, Jože Osterc, Lojze Peterle, Franc Goršič



Janez Erjavec with Milan Kučan, 1995



Ivan Kovač, Gusti Grof and Albina Horvat, 1989



Danilo Türk, President of the Republic of Slovenia accompanied by his wife, Janez Erjavec and Franc Bogovič, Minister for Agriculture, Forestry and Food at the 2012 AGRA Fair

PROFESSIONALS



Pomurski sejem team in 2022

Gornja Radgona breathed with the fair until the moment when it, in a sense, outgrew the frameworks that were still manageable in terms of transport infrastructure and the development of the town. Today, genuine cooperation with the environment is still present, however in the professional and market principle there is no longer much room for enthusiasm. What is needed is a professional approach as Pomurski sejem is also part of the European and global trade fair scene. Membership of the global association UFI and the European association EURASCO binds

Pomurski sejem to comply with international standards. We are also sworn to respect the highest professional and business ethics as an active member of the most important Slovenian professional and industry chambers: the Slovenian Chamber of Commerce, the Pomurje Chamber of Commerce, the Chamber of the Fair and Meeting Industry, the Chamber of Small Business and Trade, the Cluster of the Defence Industry of Slovenia, the Slovenian Chamber of Crafts and Small Business and many other organisations.

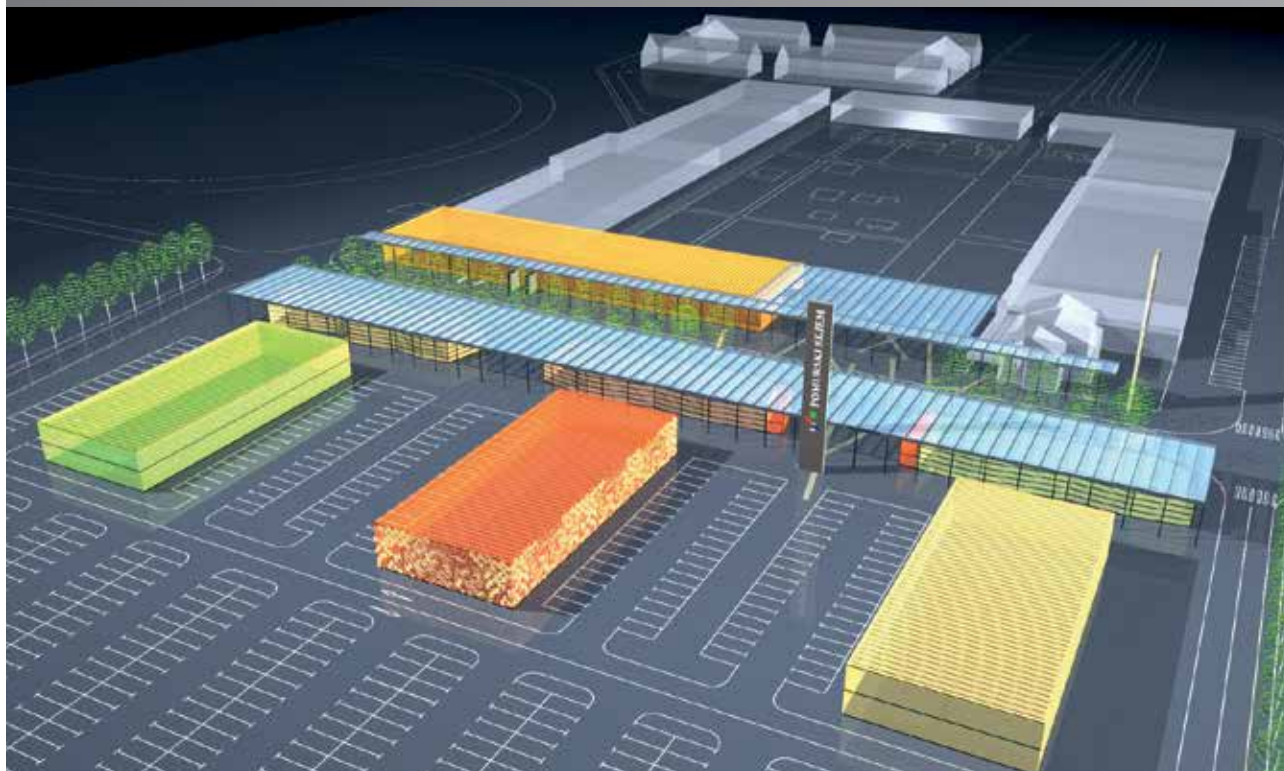
TODAY'S CHALLENGES



International Agriculture and Food Fair AGRA, 2019

In the last two years trade fair activity, not only in Gornja Radgona and Slovenia but around the globe, has faced the biggest challenges in the history of the trade fair industry. The epidemic of the new Coronavirus almost brought the entire fair industry to a standstill. Whether the industry will be able to recover will depend on the further development of the global economy, digitalisation and health-related measures. Of course, Pomurski sejem will continue to build on traditional and new projects.

THE FUTURE



Spatial vision for the development of Pomurski sejem

Trade fair activity, which in Europe we also refer to as the fair industry, is an activity for which it would be difficult to define the path and direction of education in the existing educational systems. All the knowledge that one acquires at any school comes in handy. In essence, it is an activity in which the main objective is to satisfy exhibitors on the one hand and trade fair visitors on the other. The first

need to achieve a business impact, promotion and sales at the fair, and the second to gain the right information and find the right products. Add to this education and sociability on both sides and you are well on the way to a successful fair. Pomurski sejem has always followed this tried and tested but always innovative, path and will continue to do so in the future.

On the occasion of this jubilee, I would like to thank all those who have helped us create our trade fair success stories. I hope that future generations will also find the courage, perseverance and understanding of the trade fair philosophy. Their mission and commitment should be to preserve and further develop Gornja Radgona as a successful town of fairs and champagne.

Janez Erjavec, President of the Management Board of Pomurski sejem

AT HOME IN THE WORLD



The river Mura and Bridge of Friendship today

The trade fair town of Gornja Radgona lies along the river Mura in the middle of Pomurje, a land of mineral springs and hospitality, between fertile plains and wine-growing hills. From the very beginning the location of the Pomurski sejem venue at the crossroads of Slovenia with Austria, Hungary and Croatia dictated the international character of its events. Today, it ranks among the three largest Slovenian trade fair organisers and is the most important organiser of professional quality assessments in Slovenia.

Among its 9 trade fairs and 10 professional quality assessments, the most prominent is still today the International Agriculture and Food Fair AGRA. It is not only the largest business and professional celebration of agriculture and food in Slovenia, but also the most influential event of its kind in a circumference of 500 kilometres of its centre in Gornja Radgona.

THE WORLD AT HOME



Pomurski sejem in Gornja Radgona

Pomurje is known for its immensely rich natural and cultural heritage, which lends a touch of indigenusness to even the most global events. As the home of Slovenia's oldest sparkling wine cellar, Gornja Radgona is rightly proud to be called »the town of fairs and sparkling wine«.

The Pomurski sejem fairground covers a surface area of 90,000 m². Of this, 30,000 m² of outdoor exhibition space, 3,000 m² of stables for livestock exhibitions, 15,000 m² of sample plantations and 17,000 m² of parking and other surfaces.

The halls have 25,000 m² of space. The five halls, dedicated to professional, business and cultural events, can individually host from 60 to 220 guests and as many as 640 participants at a time.

Having its own technical service and working in cooperation with verified co-operators, enables Pomurski sejem to design, manufacture, set-up and equip individual exhibition stands or a complete service for even the most demanding trade fair, business, professional, entertainment or cultural event.

Trade fair events attract between 120,000 and 160,000 visitors to Gornja Radgona annually. In addition to their professionalism and business skills, they are distinguished by the special energy of Pomurje hospitality, varied tourist offers, excellent cuisine and wines. Because fairs in Gornja Radgona are fairs with a soul ...



INTERNATIONAL AGRICULTURE AND FOOD FAIR AGRA

Traditionally fresh!



For already six decades the Agriculture and Food Fair has been a celebration of the land, the profession, the business and the heart... With its rich contents, it is the most important story of Pomurski sejem and is also key for the development of Slovenian agriculture and the countryside. It brings bold innovations and sustainable guidelines to growers and producers. It presents noble traditions, innovations in technology, excellence in culinary products and wines to all those who want to experience a genuine connection with the countryside.

This international trade fair showcases innovations, cutting-edge technology and techniques for agriculture, livestock breeding, forestry, viticulture, wine production, organic farming and the food-processing industry. It offers equipment, seeds, plant and animal care products and the best produce and food from Slovenia, Europe and the world.

Producers, business people, professionals and consumers are brought together by the most important national and international professional, economic and trade bodies, alongside the best suppliers from Slovenia and the international trade.



Agricultural machinery

The best breeding practices are showcased in professional exhibitions and presentations of achievements in the field of cattle breeding, horse breeding, pig breeding, small animal breeding and the breeding of native breeds of farm animals with an offer of farm products. The menagerie is the venue where varied daily events and expertly managed animal shows are held. Visitors are invited to see exhibitions of small animals and beekeeping, a high-tech model apiary and a presentation of edible fish from the fair pond.

The central fair garden, the Green Gems of Nature polygon, and the permaculture centre with its straw bale house attract visitors with their interesting workshops, lectures, practical tips and guided tours... There is also a plantation of Slovenian vines, old apple trees and a forest park grove.

Every year, the fair is highlighted by numerous topical professional lectures, round tables and meetings, where there is an abundance of good practices, innovative ideas and stimulating opinions.

Individual fair days are dedicated to different farming rank organisations, young farmers, beekeepers, forestry, food producers, breeders, winegrowers and wine merchants, co-operatives ... Each day is enriched with rank organisation and social happenings, competitions and cultural events. There are presentations of the fair's expert quality assessment awards, which are carried out under the auspices of the fair, and visitors can enjoy tastings of award-winning products. They can also take part in guided wine tastings from the *Vino Slovenija Gornja Radgona* wine assessments in the company of the Wine Queen of Slovenia.



Satisfied visitors time and time again



Presentation of food products



Forestry equipment



Sample plantations



Professional animal exhibitions



A polka dancing competition



Meeting of vintage Steyr tractors



Presentations by foreign countries and regions



Consultations with experts



INTERNATIONAL QUALITY ASSESSMENTS UNDER THE AUSPICES OF AGRA

Objectivity Excellence

Quality is the commitment to a tried and tested tradition of experienced people, the result of hard work, consistent procedures, cutting-edge knowledge and sophisticated technology... Often, all of the above is spiced up with a good measure of creativity. AGRA quality assessments measure quality objectively.

AGRA, a brand with a successful sixty-year tradition of marketing and promotion in field of agriculture and food, soon began to build its reputation through international quality assessments. In 1974, the first official professional wine assessment was organised, in 1980 the quality assessment of meat and meat products, and then following year the professional assessment of agricultural machinery. In 1982, the tradition of the Slovenian Oscar for packaging was revived at the INPAK fair. In 1987, the professional evaluation of milk and dairy products was launched. In addition to the above, Pomurski sejem also organises international expert assessments for fruit juices, soft drinks and bottled water, wines made from organically produced grapes, Traminer, honey, honey drinks and honey products, and, under the auspices of the International Hunting and fish Fair LOV, venison salami.

AGRA awards provide winners with objective proof of product quality, increased brand awareness, customer trust and tangible market impact.

The products are assessed by professional, independent panels of certified and experienced testers from Slovenia and the countries from which the samples come. The judges come from biotechnical faculties, veterinary medicine, winemaking, food quality institutes ... Food technologists are also involved in some assessments, as are winemakers in the case of wine assessments. It is a condition that the judges must undergo additional training for the assessments, must have the relevant certificates and excellent references, including international ones.

Each assessment follows a strict set of rules and procedures, which are the result of a joint effort by Pomurski sejem and the leading professional institutions, and are adapted to current global trends. For each assessment, objectivity is the criteria. In each assessment the criteria of objectivity are strictly controlled.



The Commission of the Open national Wine Assessment "Vino Slovenija Gornja Radgona" in 2018



International quality assessment of agricultural machines and equipment



International quality assessment of meat and meat products



Quality assessment of Honey with international participation



International quality assessment of juices, non-alcoholic drinks and bottled waters



The highest awards at the International quality assessment of milk and milk products, 2021



INTERNATIONAL FAIR OF PACKAGING, PACKING TECHNIQUES AND LOGISTICS

Care about content



SEJEM INPAK

Clothes make the man, and packaging makes the product... It must be dressed, stored and brought to the customer in a way that it is safe, healthy for people and kind to the environment.

Since 1982, INPAK has been presenting innovations in the field of packaging, materials, machinery, equipment and labelling systems. It offers ideas for increased productivity and savings in storage, transport and logistics. It highlights the importance of marketing communication and point-of-sale equipment. It promotes sustainable production and ways of handling packaging and raises awareness of the entire life cycle of the product.

The INPAK Fair is held biennially and at the same time as AGRA, providing exhibitors with an excellent opportunity for inter-organisational networking with companies in the fields of agriculture, food and trade.

The Slovenian Oscar for Packaging is a professional award held under the auspices of the Slovenian Chamber of Commerce and Industry. Designers, inventors, constructors, manufacturers and users compete in the competition to assess the quality of packaging solutions. The expert jury assesses originality, innovation, content protection, sustainability aspects of packaging and production, practicality of use, aesthetics, market communication and uniformity between product, packaging and marketing message.

The awards are presented at the INPAK trade fair, which is accompanied by a special exhibition of the winning products.



INTERNATIONAL FAIR OF SUSTAINABLE TECHNOLOGIES AND GREEN LIFESTYLE



GREEN

Building with nature!

Only green can be the future. It is not led by a short-sighted consumerist view of the comforts of today.. It can only be achieved with a vision of sustainable development that dictates a green lifestyle.

GREEN brings together developers, manufacturers and users of sustainable technologies. It fosters cooperation between providers and consumers of green products and services, between scientific institutions, innovators, governmental and non-governmental institutions and consumers who are moving towards a green lifestyle.

The fair presents tangible innovation and sustainable achievements in the exhibition areas. It offers economic, social and development models that are friendly to nature, people and society. It presents natural building and clothing materials, electric mobility, seeds, plants and saplings from organic production, gardening tools and green craft products.

It exchanges views on sustainable development through professional meetings. It recruits new ambassadors of the sustainability ideology and green lifestyle trends through popular educational events.



INTERNATIONAL FAIR FOR CONSTRUCTION, ENERGETICS, MUNICIPAL SERVICES AND TRADE

Building with nature!



SEJEM MEGRA

When we build a residential and business environment, we also build economic progress. More importantly, it is about how we build ourselves, our relationships with each other and our relationship with the environment.

The MEGRA fair continues in Gornja Radgona to upgrade the tradition of building, which began in 1981. It connects suppliers with investors, with those who build, renovate and modernise for the market, for well-known clients or for themselves. It represents construction materials, machinery and services, equipment and tools, energetics, utilities, landscaping and trades. It promotes the introduction of renewable energy, sustainable and ecological construction ...

The individual trade days are aimed at builders, road builders, the utilities profession, energy professionals and tradespersons. Youth competitions in building skills, carpentry and roofing add to the action. Craftsmen Street showcases the work, services, products of craftspeople and deficit professions. Visitors can get free building and energy advice. The award ceremony for the Quality Seals in Construction takes place during the fair.



INTERNATIONAL FAIR OF OUTDOOR ACTIVITIES AND RECREATION IN NATURE

Connected to nature!



NATURO

We are increasingly aware that a concrete jungle cannot replace a real forest. Looking at even a state-of-the-art computer screen does not outweigh the real experience of mountains, lakes and rivers...

Every other spring, nature lovers and sustainable tourism enthusiasts gather in large numbers at the fair's venue on the crossroads of Slovenia, Austria, Croatia and Hungary. Together with the most important tourism and nature conservation organisations, they are looking for expert answers and opportunities for planned leisure time in unspoilt surroundings.

The fair is brimming with ideas, products, live demonstrations and tips for nature trips, activities and natural living. Amidst the many providers, visitors can learn about and equip themselves with the latest gadgets, clothing and footwear. They can discover new green destinations, hiking and mountain tours, recreational and adrenaline sports

or hidden places for camping. Ways to pamper the body and soul can be found among Slovenia's natural spas, tourist farms and healthy cuisine providers. Presentations of ancient and alternative medicine help visitors to achieve a full sense of well-being.

An important part of the NATURO fair is the accompanying program, which includes professional and educational exhibitions, presentations of natural health spas, regional cuisine and local crafts as well as dynamic presentations of activities in nature. As an important part of sustainable tourism, care for technical heritage is embodied in the exhibition of vintage vehicles »AUTO-MOTO CLASSICS«.



INTERNATIONAL HUNTING AND FISHING FAIR

In love with nature ...



LOV



RIBOLOV

Hunting and fishing were once key to human existence. Today, they are essential to the existence of wildlife and their habitats, and for their coexistence with humanity ...

Since 2003, the LOV fair has been growing in both content and in terms of the numbers of exhibitors and visitors. It offers equipment for hunting, fishing, dog breeding and kennels, outdoor activities and a genuine connection with the unspoilt environment. Visitors can equip themselves with the latest gadgets, clothing, footwear and vehicles.

From the very beginning, it has been significantly shaped by Slovene environmental umbrella organisations and non-governmental institutions, as well as many associations working to preserve natural and cultural heritage.

The rich trade fair programme offers cogent expert lectures, roundtables, exchange of views and educational exhibitions.



Hunters, fishermen and nature lovers are united by numerous rank organisations as well as social, competitive and culinary events, such as the National Championship in imitating deer rutting, performances by hunting horn players

and hunting choirs, and a competition in cooking Hunters' goulash and fish chowder; National dog show of all hunting breeds - CAC and the evaluation and tasting of venison salami.





INTERNATIONAL FAIR OF MODERN MEDICINE

Caring for our health!



MEDICAL

A person cannot be truly healthy without a healthy community. It is impossible to treat diseases without sharing the latest knowledge and modern technical accessories. Health care is never selfish...

Since 2016 the MEDICAL fair in Gornja Radgona has addressed both the professional and lay public. With its exhibition program and events it attracts medical personnel, healthcare professionals, patients and those who care for their own health and that of their loved ones.

In the preparation of the fair, Pomurski sejem cooperates closely with the economic umbrella organisations, as well as with state institutions, institutes, associations, patient associations and humanitarian organisations, which ensure a rich event supported by expertise and experience.

MEDICAL offers state-of-the-art medical and rehabilitation equipment, innovative methods of detection and treatment of diseases, products and services for better well-being and a healthy lifestyle. The fair pays special attention to innovations and new technologies. At the same time, it enables and encourages the exchange of experiences between producers, providers and users of medical products and services.

The fair connects all important stakeholders in the field of healthcare and patients with business presentations, professional meetings, professional medical consultations and practical healthcare workshops.

Great attention is dedicated to protection against various diseases and raising public awareness of the importance of public and personal health. Visitors can get an insight into national and international prevention programs. They can have a number of their vital parameters measured free of charge. Health experts from various disciplines are on hand to give the best advice. Visitors are invited to practical workshops on self-examination, disease detection and prevention, as well as correct posture, breathing and nutrition, relaxation techniques, reflexology, and naturopathy...



INTERNATIONAL VINEYARDS OF BOTH BANKS OF THE MURA PAINTING COLONY

The art of friendship...

Artists are often people who do not know or recognize boundaries. But when they see boundaries, they make them softer with words, music and with a brush... And when the boundaries are rivers, they paint bridges over them. Bridges of friendship...

The painting colony »Vineyards of both banks of the Mura« was started in 1994 as an expression of the good cross-border cooperation of Pomurski sejem in Gornja Radgona and the district government in Bad Radkersburg. The excellent cooperation between the Director of Pomurski sejem, Janez Erjavec, and the then Governor of Bad Radkersburg, Dr Konrad Kranich, contributed to the successful realisation of the idea of the art colony and ultimately to its successful tradition. Pomurski sejem and President of its Management Board Janez Erjavec continued the tradition in an exemplary way with Dr Aleksander Majcan, the Governor of the »Southeast Štajerska« district, which was created by merging the districts of Radkersburg and Feldbach in Südost Steiermark.

The colony is hosted alternately, now by Slovenia and next time Austria. It is usually attended by five Slovenian and five Austrian painters. The works produced in the painting colony are presented at several exhibitions, the first of which is traditionally organised by the host country.

Every year, the Austrian Styria Day at AGRA is dedicated to cross-border friendship.



INTERNATIONAL FAIR OF DEFENCE, SECURITY, PROTECTION AND RESCUE

Alliance of trust



SOBRA

There is no security in a world where wars are raging, where violence and crime rule, and which is plagued by natural disasters... But we can overcome all this by working together.

The first international fair in the field of defence was organised by Pomurski sejem in 2003. Today bearing the name SOBRA it is one of the most important and at the same time the only one of its kind in this part of Europe. It is intended for all those professionals or volunteers who are already included in the system of defence, security, protection and rescue, are associated with these areas in a business and professional manner or simply want to take care of the safety and protection of their families and property.

In the business part, the SOBRA Fair presents the latest weapons, means of transport, electronic and optical equipment, information, communication and laboratory technology and food products. On display is equipment

for personal protection, medical material, aids for rescue in the event of natural disasters, anti-burglary protection as well as equipment for first aid and protection at work.

Along with business exhibitors, SOBRA presents equipment, know-how and mission of the most important national institutions that ensure defence readiness, citizen security as well as protection and rescue in natural and other disasters. In a cross-border alliance of trust and cooperation it connects professional, statutory and voluntary organizations and ensures the transfer of knowledge and experience from the mature to the younger generation, from the institutional to the civil sphere...



The participants of the fair are connected by professional exhibitions and consultations, round tables, advice for visitors, dynamic presentations and educational - social events. Rank institutions such as the military and the police present professions and opportunities for employment. Voluntary organizations invite people to voluntarily join the ranks of firefighters and civil defence. Visitors can ride real military vehicles, try stews from the military cauldron and enjoy performances by the Slovene Military Orchestra and the Police Orchestra. Every day they can watch presentations of equipment, special military and police skills, displays of firefighting and rescue operations, and learn self-defence. The fair with its special children's corners and puppet shows also cares for the education and awareness of the youngest.





Ana Pavlin, 24th Wine Queen of Slovenia in the company of the President of the Republic and the Honey Queen of Slovenia

WINE QUEEN OF SLOVENIA

Dedicated to wine



In the company of people,
the Wine Queen is a vine,
is a wine that caresses our senses,

is the sun that warms as silk,
is the pearl borne from a grape.

The Wine Queen of Slovenia institution brings together the valuable knowledge of viticulture and winemaking with the knowledge of wine and wine culture, with the aim of spreading the story of Slovenia as a distinctive wine-growing country. It is a promotion symbol of the excellence and diversity of Slovenian wines, the rich heritage of viticulture and winemaking, which has developed from generation to generation and improved through modern viticulture know-how and guidelines. The first honorary selection and coronation of a Wine Queen dates back to 1996 and since then her voice has spread to all corners of the world. The selection of the Wine Queen takes place every year. The celebratory winner is chosen by a special committee based on a public competition. Young women who demonstrate a good general knowledge, a knowledge of viticulture and wine making in Slovenia as well as knowledge in the art of offering and serving wine can compete for this coveted title. The selection criteria also take into consideration the skills and know-how required for public speaking, as well as foreign language skills.

Recognition of the Wine Queen of Slovenia in Slovenia and the world is also an excellent opportunity to promote Slovenian tourism in general and to get to know the rich Slovenian cultural heritage related to the production, nurturing and cultural enjoyment of wine and other activities, customs and traditions.



Lidija Mavretič, 1st Wine Queen of Slovenia



Andreja Erzetič, 14th Wine Queen of Slovenia



Katarina Jenžur, 3rd Wine Queen of Slovenia



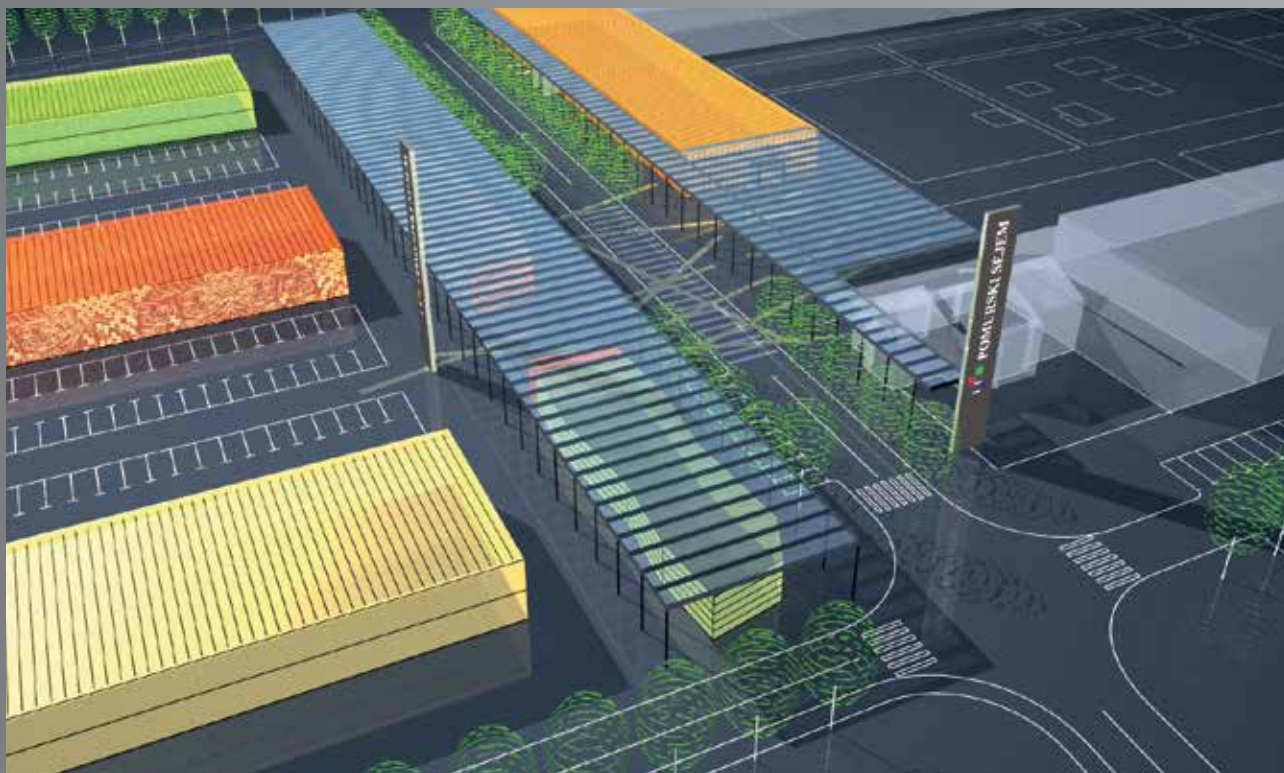
Sandra Vučko, 19th Wine Queen of Slovenia



Meta Frangež, 23rd Wine Queen of Slovenia



Maja Cigoj, 10th Wine Queen of Slovenia



AT THE END OF TRADITION IS THE FUTURE

Tomorrow belongs to us, who see it

On important anniversaries, looking back on the already travelled path can make it easier for us to look to the future. The sometimes-bitter experiences and challenges we had to overcome have strengthened us, that is why we look forward to the new ones. We look forward with confidence...

The trade fair industry has been hit harder by the new Coronavirus pandemic than any other activity and it will need more time to recover. Namely, trade fairs cannot be organized in a week or a month, as an international trade fair, such as AGRA, takes at least a year. In Europe, 11,200 fair events were cancelled in 2020. It was similar in 2021 and we still do not know when fairs will be permitted again without any restrictions.

It is difficult to predict what the trade fair industry will look like after the epidemic. It will certainly depend on the condition of the economy and the general social climate.

Pomurski sejem planned a thorough modernization of the fairgrounds and construction of new exhibition halls in precisely the year the epidemic began. In order to get through almost two years of closure, we had to temporarily forego all non-essential investments. Of course, we have not given up on our plans and our future. With the new cycle of successful business, we will strive to accumulate enough funds for the renovation of the fairgrounds and improvement of the infrastructure, which will be based on the principles of sustainable development. In the near future, we want to offer exhibitors and visitors a fairground that will breathe bigger and offer an even more competitive and higher quality centre for meeting, socialising and learning about everything new.



We remain optimistic... We do not lack creative energy and we are willing to work hard to even exceed the results we were looking forward to prior to 2020.

With content related to agriculture and the countryside, we are focusing on the tradition and mission that we feel for this space and environment. In the future, we will also be looking for partners and friends who want to cooperate in the interest of environmental protection, everywhere and in all branches.

We are also embarking on a digital transformation of the business, but we see it primarily as a supplement to personal contacts. While digitalisation and virtual promotion will partially replace live events in a transitional period, as is the case for example in sport, this is not a long-term solution. Personal contact and cooperation are essential for doing business, exchanging products and services, and enriching each other with experience and new insights. Real cooperation is only possible when people meet each other. This is what has made us and keeps us as human beings.

The positive effects of trade fair activity cannot only be measured in terms of the trade fair company's business results, but they must also be seen in terms of the multiplied benefits for the place, the region and the country. Any serious country, and especially one that is and wants to be economically successful, also has a well-developed trade fair industry. It supports it as much or more than other industries, as trade fair activity has synergistic effects on a number of activities, the social climate and the self-confidence of the region and the country. Just as we can be proud of our sporting successes, we can also be proud of our internationally renowned and successful trade fairs, as they can promote both the economy and national strategies. They bring together economic ties, invaluable experience and innovative ideas, which lead to continuous progress at all levels of life.

Fairs do not coincidentally have the name Messe in the Germanic language, which also means ceremony and in the English language fair means beautiful or honest.

In this sense and on the occasion of its jubilee Pomurski sejem would like to highlight not only its rich tradition but also the mission, which is symbolised by the fair ceremony in the magnitude of all that is beautiful and fair in relations between people. At the fair, everyone shows themselves as they are in person and can be perceived with all the senses

Janez Erjavec,
President of the Pomurski sejem Management Board

FAIRS



LOV



RIBOLOV

LOV RIBOLOV
International Hunting
and Fishing Fair



NATURO

NATURO
International Fair for
Outdoor Activities and
Recreation



SEJEM MEGRA

MEGRA
International
Construction Fair



GREEN

GREEN
International Fair
of Sustainable
Technologies and
Green Lifestyle



AGRA

AGRA
International Fair of
Agriculture and Food



SEJEM INPAK

INPAK
International Fair of
Packaging, Packing
Techniques and
Logistics



MEDICAL

MEDICAL
International Fair of
Modern Medicine



SOBRA

SOBRA
International Fair of
Defence, Security,
Protection and Rescue



POST VIVA

POST VIVA
International Funeral
and Cemetery Trade
Fair

EXPERT QUALITY ASSESSMENTS



International quality assessment of meat and meat products

International quality assessment of milk and milk products

International quality assessment of juices, non-alcoholic drinks and bottled waters

Quality assessment of honey beverages

Quality assessment of Honey with international participation

Assessment of honey bee products

International quality assessment of agricultural machines and equipment

Assessment of venison salami

Open national Wine Assessment "Vino Slovenija Gornja Radgona", 12. Open national BIO Wine Assessment



SEJEM INPAK

Slovenian Packaging Oscar



Pomurski sejem d.o.o.

Cesta na stadion 2

SI-9250 Gornja Radgona

Slovenia

T: +386 (0) 2 564 2 100

E: info@pomurski-sejem.si

www.pomurski-sejem.si

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