

BUSINESS EVOLUTION

FINANCING • DIGITALIZATION • EFFICIENT MANAGEMENT

16 years of excellence

11,500-13,900 EUR EARNED MEDIA VALUE/EVENT
+142,000 TARGETED COMPANIES

+75
EDITIONS

11,200
COMPANIES

15,500
PARTICIPANTS

7,500
TOP BUSINESS
LEADERS

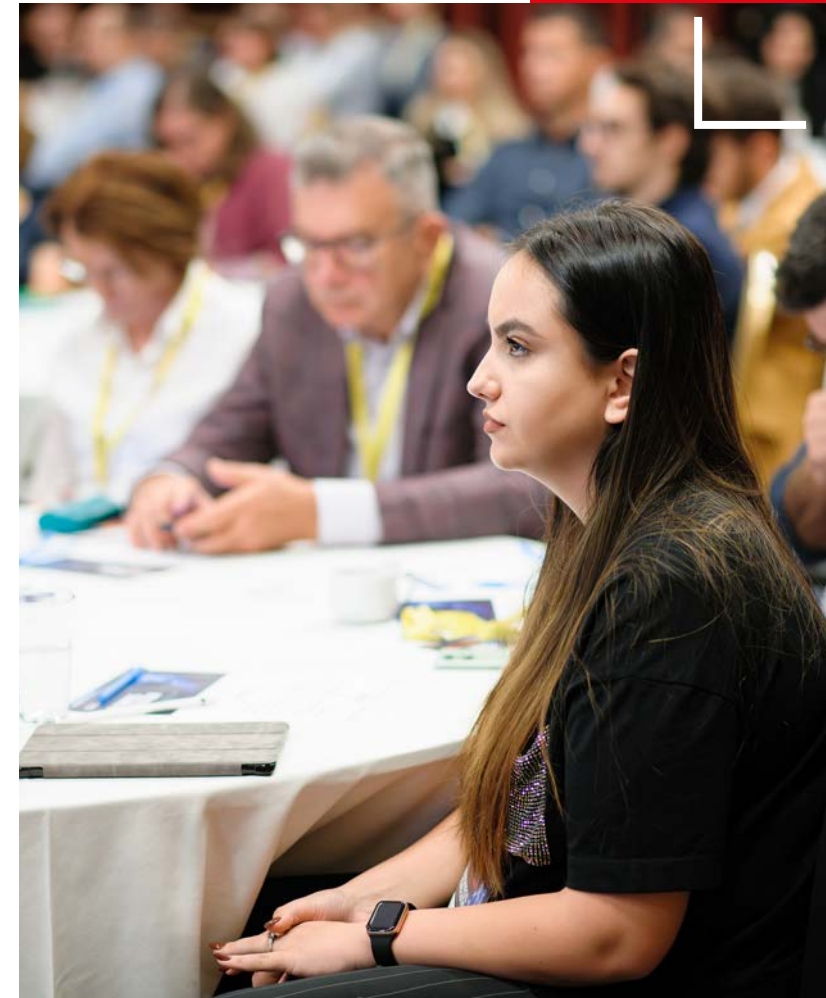
4,000
BUSINESS DEVELOPMENT
MEETING

It is all about you and your company!

Managers and entrepreneurs are facing **a period of challenges** generated by **multiple crises overlapping with the need to develop**, adapt and transform their businesses.

In this context, the Business Evolution roadshow offers relevant answers and solutions to managers' most important questions and concerns:

- ➔ **What to expect? Which are the most critical evolutions?**
What are the risks, and how to mitigate them?
- ➔ **How to access funds and grants for development?**
What other financing resources are available?
- ➔ **How to better retain customers and gain new ones?**
What business development opportunities are available?
- ➔ **How to adapt the business model? Which transformation technologies are appropriate? How to approach the process?**
- ➔ **How to retain the best employees and find new talents?**





The concept

Business Evolution is the business development roadshow promoting solutions and ideas, coming from the **best performing companies** and their leaders, challenging them to present **immediately applicable** and **practical solutions**, problem solving innovative concepts, proven unconventional approaches, **tools and resources** to identify **new business models and growth** methods.

PROVEN
SOLUTIONS, SMART
BUSINESS IDEAS

OPEN DEBATES
ON THE MOST
IMPORTANT TOPICS

NEW
BUSINESS
OPPORTUNITIES

NEW BUSINESS
TOOLS AND TRUSTED
RESOURCES

PERSONAL
DEVELOPMENT

VALUABLE
BUSINESS
CONNECTIONS

Business Evolution Roadshow



Business Evolution Roadshow

Oradea



Braşov



Constanța



Oradea



Iași



Questions on the 2024 Roadshow Agenda

CHANGING BUSINESS LANDSCAPE

- What are the challenges, opportunities and solutions for the sustainable development of the company?
- How to set priorities adapted to the specifics of the company?
- How to prepare the company for transformation? How to finance it?
- What technologies and digital solutions to use and how?

PARTNERSHIP WITH THE BANK

- How to finance the company's development? What are the available financing options?
- What special programs have banks built to finance sustainable development?
- What projects are financeable? What are the products dedicated to green projects?
- What European, governmental, and PNRR non-reimbursable funds to access for development, digitalization and sustainability

TECHNOLOGICAL TRANSFORMATION

- How to establish the mix of technologies and productivity solutions adapted to the company's development strategy?
- How can the solutions for cloud migration, 5G and IoT connectivity, automation and robotization support productivity?
- What applications support the efficient management of the company's operations?



Questions on the 2024 Roadshow Agenda

ESG AND SUSTAINABILITY

- How to build an ESG strategy? What are the relevant approaches?
- How to meet the reporting requirements and those specified by the taxonomy?

DATA MANAGEMENT

- How to collect, use and manage the relevant data for company's development?
- How to use data intelligently for effective business management?
- How to protect the operations from cyber risks?

BUSINESS DEVELOPMENT

- What resources and applications to use to sell more and in more markets?
- How to find better suppliers and create an effective online presence to create opportunities?
- How to retain customers and provide them the best experience?

RISK MANAGEMENT

- How to minimize risks and ensure business continuity?
- What processes and activities are a priority?
- How to ensure a safe and successful business evolution?
- How to navigate the digital transformation and meet the green transition requirements?



Unlocking Sustainability:

A WORKSHOP ON SUSTAINABLE TRANSFORMATION

This workshop aims to equip managers with the knowledge and tools necessary to embark on a sustainable transformation journey, Discover strategic key points, best practices, actionable insights, challenges, opportunities and tools to drive positive change and enhance your business's sustainability. This event is open to all managers interested in understanding the roadmap to sustainability.

Topics for Discussion:

Sustainability Roadmap: Meeting Client Demands to become a sustainable supplier, considering your unique challenges and opportunities.

Sustainable Practices: Explore actionable sustainability practices that can be implemented effectively within business constraints.

Efficiency: Discover ways to optimize resource use, reduce waste, and lower operational costs while contributing to sustainability goals.

Measuring Impact: Discuss methods for measuring and communicating the environmental and social impact of your sustainability efforts.

Sustainable Practices for SMEs: Explore cost-effective and scalable sustainability initiatives that SMEs can implement immediately.

Stakeholder Engagement: Discover effective ways to engage stakeholders, including employees, customers, and the local community, in your sustainability efforts.

Sustainability Metrics: Gain insights into measuring and tracking sustainability progress, using relevant key performance indicators.

Accessing financing: Learn about available resources, grants, and incentives to kickstart your sustainability initiatives.



2024 Calendar

6-8 FROM THE FOLLOWING CITIES:

ORADEA, BRASOV, CRAIOVA, TG. MURES, SUCEAVA,
TULCEA/GALAȚI, BAIJA MARE/SATU MARE, BACĂU



Key topics

STRATEGY, EVALUATION & MANAGEMENT

- Rethinking strategy
- Mastering change management
- Securing smart, green financing
- Understanding new customer behaviours

SUSTAINABILITY AND RESILIENCE

- Challenges of the transition to Net Zero
- Sustainability and ESG requirements
- Balancing transition and resilience
- Resources for business development

DECODING TECH FOR BUSINESS

- Business processes transformation
- Innovative productivity solutions
- Sales and marketing resources
- Integrated smart business solutions
(AI, RPA, IoT, cloud, cybersecurity)

MANAGING TALENT

- Labour market challenges
- Employees retention and loyalty
- Filling the talent gap
- Reskilling the workforce

MAIN FIGURES PER EVENT



2500+

COMPANIES CONTACTED

3500+

MANAGERS CONTACTED

150-200

PARTICIPANTS

The audience

COMPANIES WITH TURNOVER
EXCEEDING 500,000 EUR

- 47%** Leaders – CEO, General Manager, Administrator, Owner
- 30%** Professionals – Consultants, Department Managers, Team Leaders
- 23%** Cx Managers - CFO, CMO, CIO, COO, Regional Managers, Division Managers



Why join our partners?



DIRECT COMMUNICATION CHANNEL

with top managers of target companies



SOLUTIONS PRESENTATION

to a relevant segment of potential buyers



PRIVATE DIRECT MEETINGS

with participants of interest



TARGETED PROMOTION

to the most relevant segment of companies



EXPOSURE, MEDIA COVERAGE

before, during and after the events



EXCELLENT ROI

Business opportunities, new relevant contacts

Important partners trust us

We have formed alliances with leading trusted Partners to provide access to innovative solutions to the complex problems faced by businesses during this uncertain period.

Their expertise and in-depth understanding of business processes allow us to offer outstanding consulting, technology knowledge and unmatched support to the Romanian companies.



Important partners trust us



FIRSTBANK



Business



Microsoft

Deloitte.

e-on

accenture

KPMG

Life Is On

Schneider Electric



REI
YOUR SUCCESS. OUR SUCCESS!

WM
WISEMONEY

FUJITSU



VALORIA



DigiQuery

DELL Technologies

ALEF



BDO



logicom
Partners in your success

sas

ORACLE



Grapefruit



OMV Petrom

CHEP
A Brambles Company

Postis
WE MOVE FORWARD

SETRIO
creștem afaceri prin tehnologie

CREATIVE
& bright

Crystal
system

BIRISGORAN
LEGAL + TAX



TUDOR GALOȘ
CONSULTING

HIKVISION



proteus
Diona

CAMERA DE COMERT
ȘI INDUSTRIE
IASI



About doingbusiness.ro

27 years of experience
IN HELPING COMPANIES GROW THEIR BUSINESSES

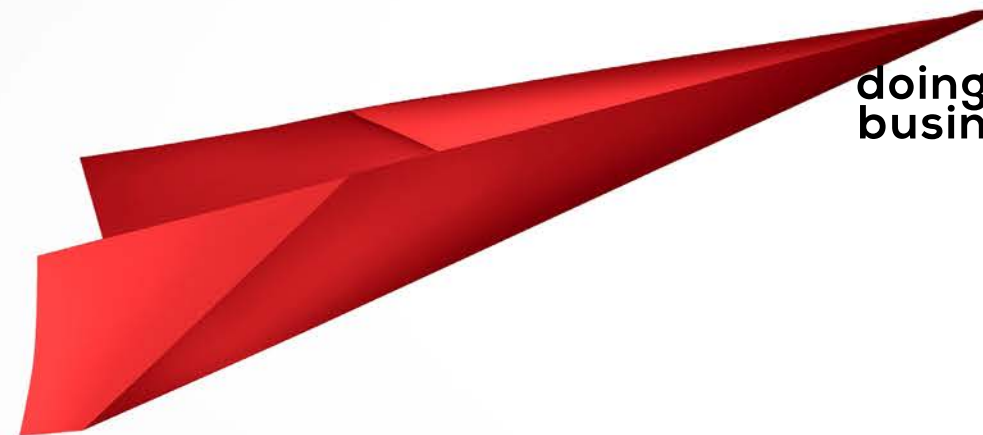
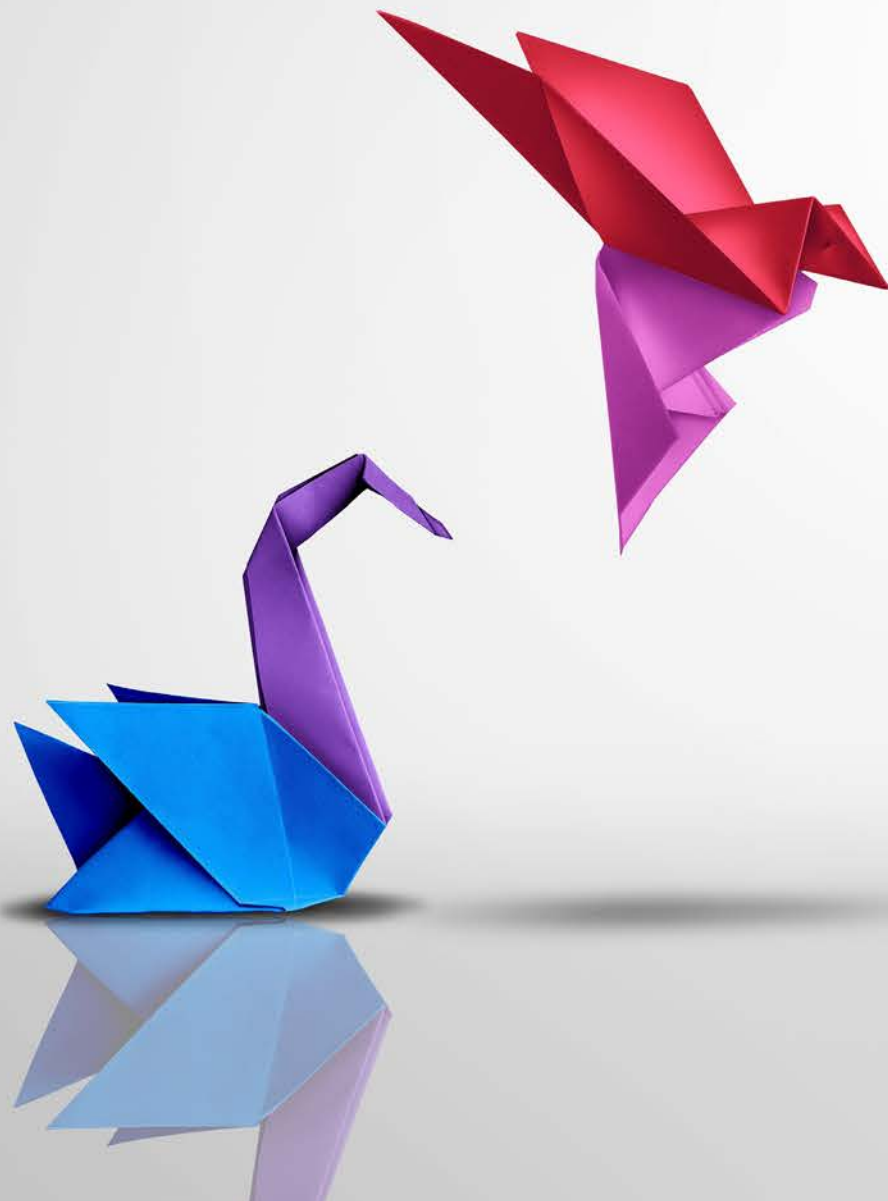
PREMIUM PROJECTS

LinkLeaders, the program exclusively dedicated to the leaders of the largest companies and business organizations

BUSINESS DEVELOPMENT SOLUTIONS

An advanced portfolio of tools, solutions, and resources for business development

Let's build together the best mix of services for your company!



Contact us!

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