

# DIGITAL SIGNAGE

& VISUAL COMMUNICATION



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# promogramma





# Our Vision

## Expand Your Market Reach in the EEU

We leverage data-driven strategies and operational excellence to unlock new opportunities in the Eastern European Union (EEU) market. Partner with us for sustainable results and impactful outcomes.

## Your Trusted Partner for EEU Market Expansion

We provide the expertise and operational solutions you need to succeed in the EEU. From data-driven strategies to strong partnerships, we're dedicated to delivering impactful results and sustainable growth for your business.

# Motivation

- Ready to Capitalize on Untapped EEU Market Potential?
- Navigating global market trends and political uncertainties requires a strategic approach.  
We help you secure sustainable market expansion in the EEU by minimizing costs and maximizing profitability.
- Contact us to explore how we can help you thrive in the EEU market.

# Business Areas

## Sales Representative

- Overview of systems, customer engagement, after sales support, installation and commissioning to end user
- Key to enhance sales efficiency, boost customer retention and maximize revenue potential



## Regional Store

- Logistics & Distribution  
Product handling, inventory management, and timely delivery
- Expansion & Strengthening  
Increase regional presence, reaching new EU markets



## Event Exhibition

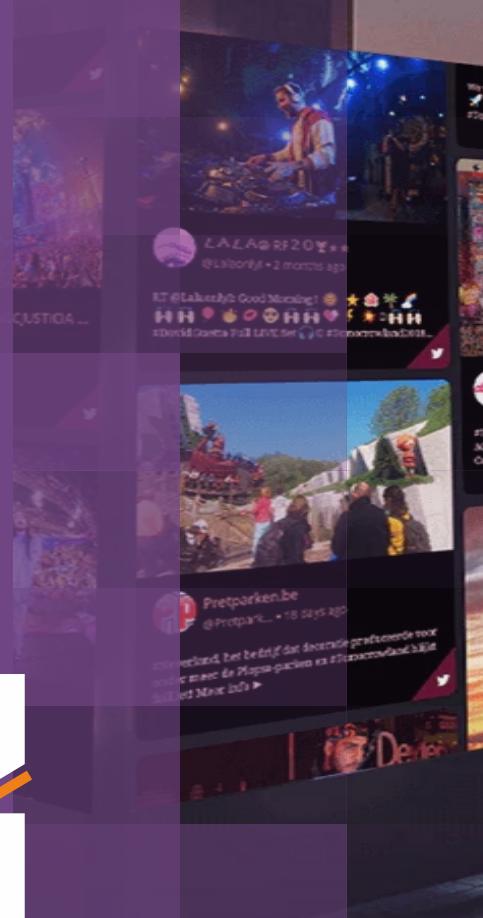
- Brand Promotion  
Enhancing visibility and awareness through local campaigns and exhibition events
- Business Highlights  
Maximizing sales potential through strategic partnerships and localized sales efforts



# Sales representative

We offer expert sales through a network of established partners, forging new active collaborations with leading companies in Romania and Eastern EU. Our focus is promoting your complete virtual and physical product portfolio, driving consistent sales and unit growth.

## Steps & Milestones



# Regional Store

## Expand Your Reach in Emerging EU Markets with Strategic Regional Stores

We are positioned in the region to expand your customer base in emerging markets, including Hungary, Bulgaria, Serbia, Croatia, and Slovenia. We attract clients through in-store experiences, showcasing our technical solutions to facilitate purchase decisions. Our range of offerings includes dedicated product showrooms and retail outlets.

### Stage of Actions

**TARGET REGION**

**LOCATION SELECTION**

**PRODUCT MANAGEMENT**

**MARKETING & PROMOTION**

# Event Exhibition

We propose the annual organization of technology and electronics exhibitions in key EEU cities

- Bucharest (Romania)
- Cluj-Napoca (Romania)
- Zagreb (Croatia)
- Budapest (Hungary)
- Belgrade (Serbia)
- Sofia (Bulgaria)
- Ljubljana (Slovenia)

Partnering with local and international brands, these events will promote innovation, create networking opportunities, attract investors and consumers, and generate long-term, strategic business opportunities.





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contact for business:  
[office@promograma.ro](mailto:office@promograma.ro)

# Collaboration

## Our Role

- Experienced in Eastern Europe's culture and business practices
- Effective communication strategies and cultural understanding.
- Legislative requirements with precision and compliance expertise

## Your Role

- Networking in the field of technology and electronics
- Expertise in market trends
- Expansion and footprints





# Why Romania and Eastern Europe?

- **Seize the Advantage. Open the Way in Europe's High-Demand Tech Industry**
- **Fiscal incentives and favourable business environment to support technology-focused growth**
- **Long-term relationship-building with local stakeholders**
- **Unlock New Horizons in a Rapidly Growing Visual Technology Market**
- **Lower operating costs compared to other EU countries ensure maximum efficiency and long-term profitability**

Timisoara - Belgrade (Serbia) = 160 km

Timisoara - Budapest (Hungary) = 300 km

Timisoara - Sofia (Bulgary) = 550 km

**Thank You!**



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