



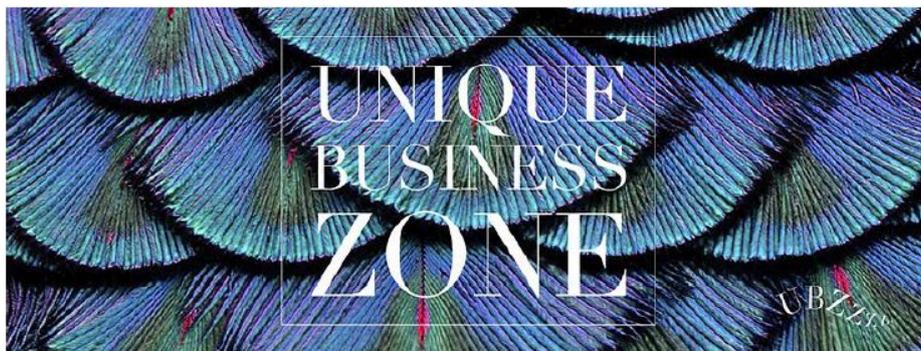
Press Release

26th September 2016

New project Unique Business ZONE focuses on fashion, design and networking in Prague.

6th & 7th October 2016

Kaiserštejnský Palác, Malostranské náměstí 37, Praha 1



Project Name:

Unique Business Zone

#ubzzz

Abbreviation:

UBZZ...

Claim:

“Think Global, act Local.”

Date: 6-7 October 2016

Kaiserštejnský Palác, Malostranské náměstí 37, Praha 1

Project Description:

This new project focuses on the luxury fashion and design segments. The success experienced at Unique Fashion Week's in recent years has led the Unique One Events agency to announce this new platform. Unique Business Zone is a premium trading platform whose main objective is to provide an exclusive space for design installation, sales exhibitions, B2B and networking.

Unique Business Zone provides the opportunity to establish business contacts and relationships and to meet with new business partners and clients.

The project is supported by the British Chamber of Commerce, British Embassy, the Italian-Czech Chamber of Commerce and the Italian Embassy.

Target Group:

Premium brands from the following segments: fashion, design, food and drinks, development and services. The aim/objective of the project is to find the ideal business partner. The receptions and dinners are for distributors in the specific segments.

With presentations from luxury product companies and VIP guests from the Chamber of Commerce, embassies and top management of major companies (with limited hours open for the public).

What exactly does the project offer?

The project offers the potential to establish new business contacts, approach prospective clients and view exclusive presentations of products and services.

The main :

Unique Business ZONE

Additional subzones:

Unique Fashion ZONE

Unique Luxury ZONE

Unique Design ZONE

Unique Creative ZONE

Unique Networking ZONE

Exhibitors :

Czech Tourism

GIOIA by Pavlina Němcová - <http://www.gioia.cz/>

BLAŽEK Made to Measure - <http://madetomeasure.blazek.cz/>

SEPHORA

Franck Provost

Denisa Dovalová, fashion designer, Black Card Winner 2014

Jiří Kalfar, fashion designer

Tereza Otahalíková, fashion designer

JSEM Lenka Štěpánková, fashion designer

Barbora Kubi, fashion designer, Black Card Winner 2015

Univerzita Jana Evangelisty Purkyně, UJEP (Jan Evangelista Purkyně University)

Slim Pasta

Aqua Angels

Karen Millen

Celebrities/ VIP guests:

Petra Němcová – philanthropist, founder of Happyheartsfund.org

Šimon Pánek – Director of People in Need, one of the largest humanitarian organisations in Europe

Beata Rajská – Fashion designer beatarajska.cz

Pavel Novák – Negotiation Master. Trainer. Game Changer. <http://www.pavel-novak.com/>

Unique Business Zone

UBZzzz

Program:

Thursday 6/10

11:00 Business Talk: Business versus Charity - Petra Němcová (Happy Hearts Fund), Šimon Pánek (People in Need), Marcela Roche (Managing Director of the British Chamber of Commerce)

12:00-13:00 Space for networking

14:00 Business Talk CAMIC, on the theme of success – Mattoni, Alessandro Pasquale

15:00 UJEP Fashion Show

16:00- 16:45 Meeting with Ladislavem Blažkem a Beatou Rajskou – male/ female principal in Fashion industry

17:00 BLAŽEK Fashion Show

20:00 BLAŽEK Fashion Show – invitations only

Friday 7/10

11:00 Hair and Make-up workshop with Franck Provost and SEPHORA

13:00 Lecture, Negotiation a tool to build a personal brand –Pavel Novák: Business negotiation www.pavel-novak.com

14:00-15:00 Space for networking

15:00 Showroom of Czech designers (Jiří Kalfar, Denisa Dovalová- Black Card Winner 2014, Tereza Otahalíková, Lenka Štěpánková- JSEM, Barbora Kubi –Black Card Winner 2015)

16:00 Lecture, fashion and style to success – with fashion consultant and stylist Klára Klempířová

18:00 Cocktail reception with the British Chamber of Commerce, Cocktail reception with Karen Millen Fashion show – invitations only

FREE ENTRY!

Only for those registered at: Bit.ly/UBZ2016

PR Contact

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