

Final report

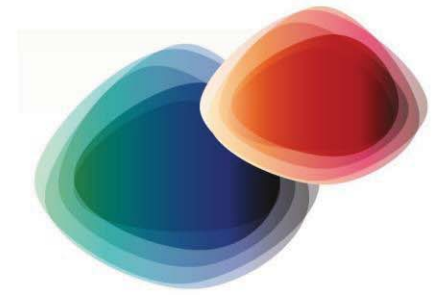
**International Sales Exhibition of Minerals, Fossils, Jewellery and
Natural Products Brno Exhibition Centre, Hall B**

10. – 11. 7. 2021

www.mineralybrno.cz

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July MINERALS BRNO in numbers



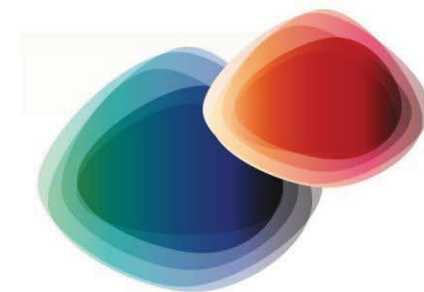
208 exhibitors from 12 countries
48 exhibitors from abroad



4 337 visitors



757 m² exhibition area



Exhibitors by country

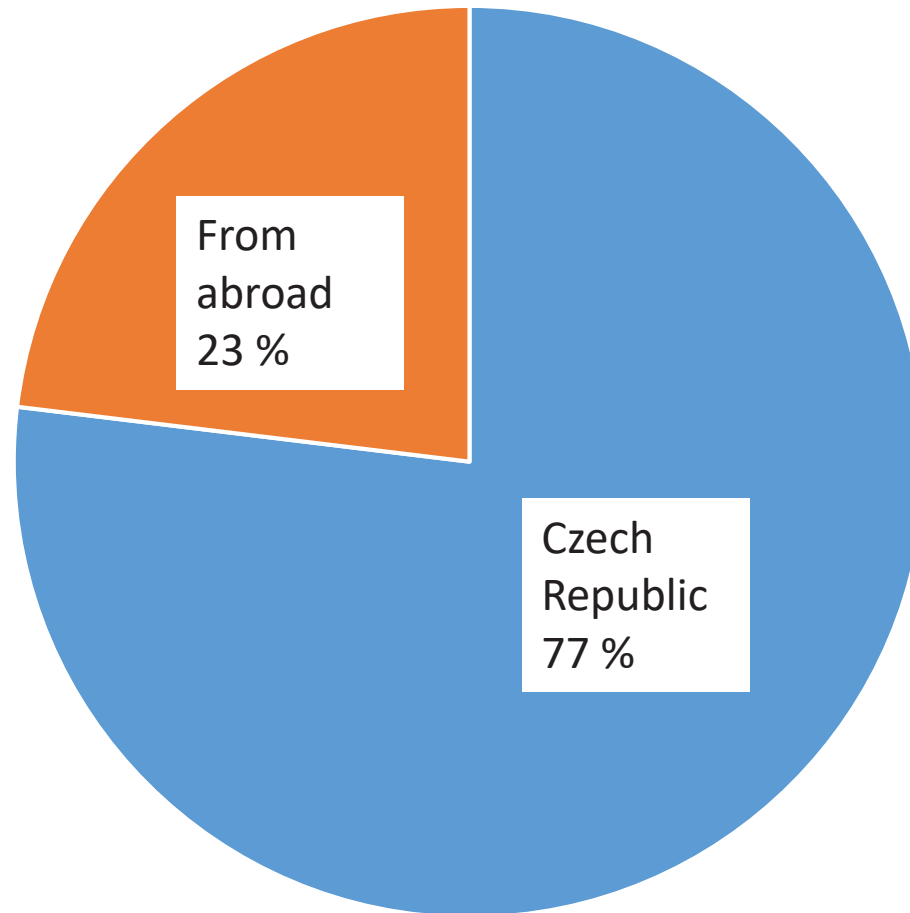
Czech Republic	160	Romania	2
Slovakia	15	Bulgaria	1
Germany	10	China	1
Poland	8	Georgia	1
Hungary	7	Italy	1
India	1	Russia	1

Exhibitors: 208

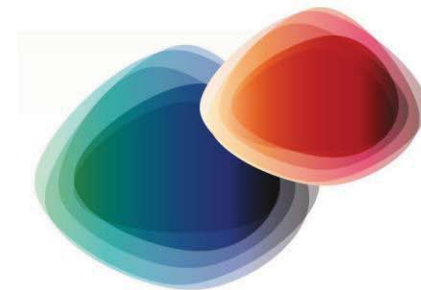
Countries: 12



Share of exhibitors from the Czech Republic and abroad

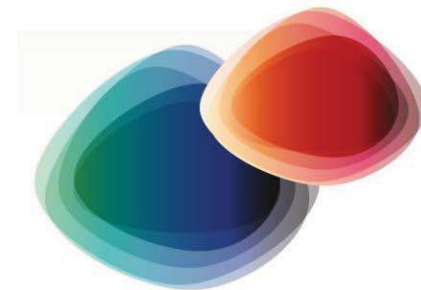


Extraordinary date, smooth event



Due to the epidemic situation and the possibility of organizing mass events, the date of the spring Minerals Brno 2021 has been postponed to the beginning of July. Despite the extraordinary conditions, the exhibition was successfully organised, including the usual services. The exhibitors and visitors welcomed the opportunity to meet after a long time and to close business deals.

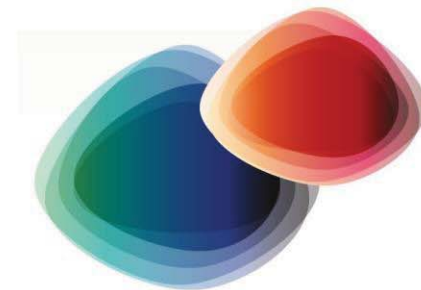




A stable community of visitors and exhibitors

July's Minerals Brno clearly showed that the Brno sales exhibition has a stable community of visitors who visit Minerals Brno regularly and who can adapt even in a exceptional circumstances.

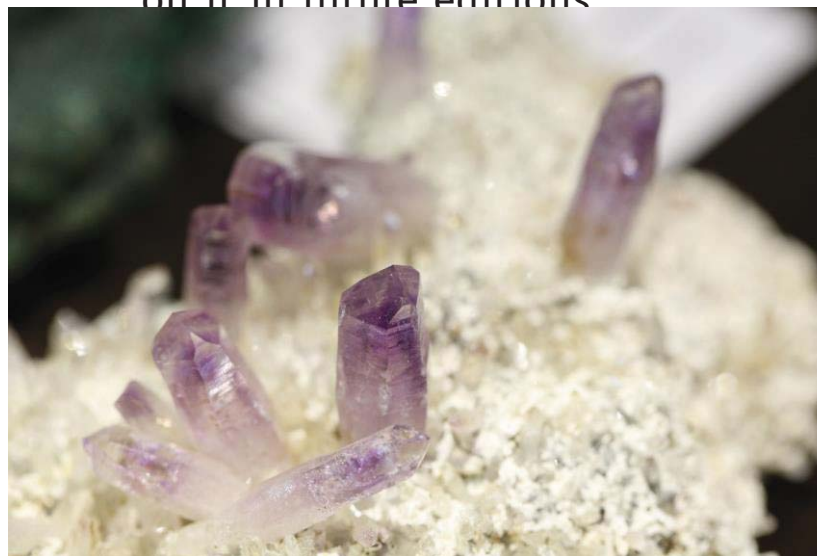


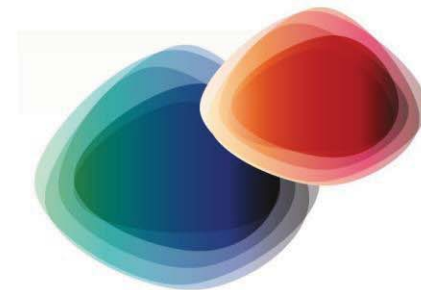


Advertising primarily online



Due to the short preparation time, the share of online communication was higher than in previous years. We also used social networks, the Brno daily press and posters in Brno and its surroundings. This approach proved to be effective and we will build on it in future editions.





See you on 4-5 December 2021

The traditional Autumn Minerals Brno will take place at the beginning of December this year. The date close to Christmas promises good sales.



MINERÁLY BRNO

Výstaviště Brno, pavilon B

04. - 05. 12. 2021

