



Veletrh fiktivních firem Olomouc

Trade Fair of practice firms Olomouc

Dear business partners,

We would like to invite you to **the Twelveth Trade Fair of Practice enterprises** in Olomouc, which will be held on **January 21, 2026** and **January 22, 2026** in the Exhibition grounds Flora Olomouc.
(www.flora-ol.cz)

PROGRAM

Wednesday, January 21, 2026

08:00 a. m. – 11:00 a. m.	arrival of the firms, accommodation, preparation of stalls
11:00 a. m. – 11:30 a. m.	opening of the fair, introducing of the jury, practice firms
11:30 a. m. – 03:00 p. m.	trading, jury evaluation, company presentations,
03:00 p. m. – 04:00 p. m.	announcement of the first part winners

Thursday, January 22, 2025

09:00 a. m. – 12:00 a. m.	Fair of practice enterprises - presentations - trading in the presence of public - jury evaluation „My favorite company“
12:00 a. m. – 12:30 a. m.	an announcement of the competition results for individual categories
12:30 a. m	the end of the exhibition, cleaning stalls and departure home

Pořádá



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COMPETITIONS

This year the competition will be divided **into two categories**:

- Competition assessed in advance, **before the start of the fair**
- Competition assessed **directly at the fair**

COMPETITIONS ASSESSED BEFORE THE TRADE FAIR

1. **The best electronic presentation** - in electronic form
 - Graphic Page
 - ONLY Powerpoint
 - approximately 10 slides
2. **The best video** - advertising spot - in electronic form
 - the maximum length of the spot is 30 seconds
 - Spot must be created by students, **WITHOUT** shots from videobank and **WITHOUT** a help of anybody who is not from the practise company
 - promotion of the company, goods or services
 - English version is required
3. **The best catalogue** - Presentation of goods sold – **in electronic form**
4. **The best slogan in English** - in electronic form
It would be nice if you write us, what kind of service your company provides and what your slogan means and why you create exactly this slogan.
5. **The best company logo** (logotype) - in electronic form, pdf or jpg
6. **The best business card** - in electronic form, pdf or jpg
7. **The best leaflet** - Special Offer of goods sold – in electronic form, pdf or jpg
8. **The best web** – the link

The materials in **electronic form** should be sent to veletrhff@sslch.cz.

Catalogues should be sent **to 12.12.2025** to the following address:

Střední škola logistiky a chemie, Olomouc, Trade fair of Practise firms in Olomouc 2019, **U Hradiska 29, 779 00 Olomouc**.

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COMPETITIONS JUDGED DURING THE TRADE FAIR

1. The best company

- Knowledge of the offered goods
- Communication with a client
- Promotional materials
- Offers and discounts

2. The best presentation

- Length of presentation max 5 minutes
- English version is necessary

3. The best business communication – English

4. The best trade stall

- stall decoration
- promotional materials
- business communication
- mascot of the company

5. The best representative

- Appearance
- Knowledge about Products
- Business skills

6. My favorite company – public evaluation

- It will be evaluated by students
- Marketing approach to students

Activity for students Competition will be judged by a jury.

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TERMS AND ADDITIONAL INFORMATION

- Application fee is **500 CZK** (20 Euro - 1 firm)
- application for trade fair needs to be sent until **31.10.2025**
- Materials for the competition should be sent until **12.12.2025**

The application of the International Trade Fair of practice companies:

<https://docs.google.com/forms/d/e/1FAIpQLSeVSsne-clx6XFNqYPi-sQVuvKKZRjgg367D4AuzOZOcmLR2g/viewform?usp=header>

Information about the Trade Fair you can find:

<http://veletrh-fiktivnich-firem-olomouc.estranky.cz/>

Contact:

Ing. Jiřina Letochová, letochova@sslch.cz, +420 720 621 871

We are looking forward to seeing you 😊

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