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Forbes  
**BUSINESS  
FEST**

**BUCHAREST**

**BUSINESS**

WITH A FESTIVAL RHYTHM

**May 12, 2026**

**Crowne Plaza Bucharest**

**FORBES BUSINESS FEST 2026** continues the mission of an international concept that brings together relevant ideas, connected people, and conversations that shape the future. The event preserves its unique format—a blend of festival energy and the rigor of business content—delivering a modern, relaxed, and truly inspirational experience.

In 2026, **FORBES BUSINESS FEST** will bring together leaders, innovators, entrepreneurs, and professionals from diverse industries in a space dedicated to the exchange of perspectives, innovation, and authentic connections. High-quality business content meets creative activations, entertainment moments, and organic networking opportunities, all within a fresh and dynamic setting.

The agenda features keynotes, panels, debates, workshops, and interactive formats, all unfolding in a festival-style atmosphere. Six thematic stages will run in parallel, offering participants new perspectives, up-to-date solutions, and memorable experiences.



# CULTURE / WELLBEING & LONGEVITY

## IN THE MORNING

### CULTURE: THE HUMAN CONSTANT

In 2026, the stage dedicated to culture becomes the space where we speak clearly about what enables a society to endure over time: identity, meaning, memory, and creativity. Culture is not the backdrop of progress—it is its foundation. Here, cultural leaders, artists, curators, creative entrepreneurs, and professionals from related industries explore relevance, reputation, cultural legacy, and the future we build through our stories and values.

- ▶ How we build Romania's cultural brand
- ▶ Art as a tool for business, wellbeing, and education
- ▶ The creative economy: theatre, film, music, festivals, design—industries that generate economic value, not just symbolic capital
- ▶ Rethinking cultural experiences: digital museums, hybrid performances, tech + tradition
- ▶ Cultural diplomacy: how we export our values, talent, and creativity



## PROPOSED ACTIVATIONS

- ▶ **THE GREAT ART DEBATE** – “Is the Art of the Future Physical or Digital?”

A classical artist vs. a digital creator vs. an entertainment entrepreneur.

Fast format: 3 rounds × 2 minutes

- ▶ **“THE FUTURE OF STORYTELLING”**

Several speakers from diverse fields—chef, actor, director, writer, gamer, etc.—answer the same question: How will stories be told in 2035?



# CULTURE / WELLBEING & LONGEVITY

## IN THE AFTERNOON

### WELLBEING & LONGEVITY – GOOD LIFE, LONG LIFE

- ▶ **Wellbeing as a business strategy, not just a perk:** what truly works in 2026
- ▶ **Longevity in corporations:** sleep, stress, nutrigenetics
- ▶ **Leadership of Care:** what a leader who doesn't "burn out" people looks like
- ▶ **The psychology of modern burnout:** prevention based on data, not impressions
- ▶ **Workflows for mentally healthy teams:** not theory, but practical mechanisms
- ▶ **Professional longevity:** how to stay relevant, healthy, and high-performing for 30+ years
- ▶ **Wellbeing and the hospitality industry:** experiences, new standards, quality
- ▶ **Work & Travel:** how travel experiences influence wellbeing and performance



## PROPOSED ACTIVATIONS

- ▶ **WORKPLACE REBOOT** – “The Office That Boosts Productivity”  
Not “zen” solutions, but productivity paired with employees’ quality of life.
- ▶ **STRESS SIMULATOR** – “What Do You Do When Your Body Says STOP?”  
A specialist presents three typical overload scenarios. Different guests (a CEO, a psychologist, a high-performance athlete) respond LIVE: What is the first thing you would do?
- ▶ **LONG LIFE STORIES** – “The Moment That Changed Everything”  
Three guests (a physician, an entrepreneur, an athlete) share a two-minute story about a decision that radically changed their health and performance. The moderator draws the key takeaways.
- ▶ **TRAVEL & TALENT** – “Why Do Travel Experiences Influence Retention?”  
HR managers and tourism industry representatives discuss programs that truly work: themed retreats, destination-based training, and team experiences.



# AI & SUSTAINABILITY

## IN THE MORNING

### AI – FUTURE UNLEASHED: MIND OVER MACHINE

- ▶ **How companies use AI for efficiency, innovation, and growth**
- ▶ **The evolution of AI technologies and their impact on industries**
- ▶ **Regulation, ethics, and responsibility: how we manage emerging technologies**
- ▶ **The future of work in a context where AI is redefining processes and roles**
- ▶ **Advanced models, practical applications, and case studies**



## PROPOSED ACTIVATIONS

- ▶ **ROLE-PLAY: “When AI Goes Wrong”**  
Three extreme (yet real) scenarios.  
Speakers propose solutions live.
- ▶ **DEBATE: AI vs. Human — “Who Makes the Better Decision?”**  
Three business situations.  
Human decides → AI decides → the audience votes.
- ▶ **AI ETHICS CHALLENGE**  
The moderator presents controversial statements about AI, and three speakers take turns arguing their perspective.
- ▶ **AI Playground**  
Hands-on testing of emerging AI applications.



IN THE AFTERNOON

**SUSTAINABILITY: SEEDS OF CHANGE**

- ▶ **“Smart Waste”:** the new global race for absolute efficiency — how to cut costs through design, technology, and business model decisions
- ▶ **Resilience Economics:** which companies survive climate, energy, and logistics crises?
- ▶ **Climate crises** → traditional solutions vs. modern solutions
- ▶ **Radical efficiency:** how to generate profit purely through optimization
- ▶ **Digital solutions** that promote energy efficiency



PROPOSED ACTIVATIONS

- ▶ **THE REVERSE PITCH — “Sell Me Your Waste!”**  
Three speakers present a real area of waste or inefficiency (logistics, production, packaging). Each has two minutes to answer: How do you turn this problem into a new product or service?
- ▶ **MICRO CASES — “One Decision That Changed Everything”**  
Three leaders present, in 90 seconds each, a single decision that truly reduced their costs, emissions, or waste.
- ▶ **“THE LOCAL PRODUCT CHALLENGE”**  
**One or two entrepreneurs receive the challenge:** “How do you turn an agricultural product into a brand?”  
Concept → Packaging → Pricing → Positioning → Audience vote.



# RETHINK REAL ESTATE & MOBILITY



## A FULL DAY DEDICATED TO REDEFINING REAL ESTATE AND MOBILITY

- ▶ Smart buildings and new sustainability standards
- ▶ How technology is changing the way we build, work, and live
- ▶ Urban mobility: infrastructure, electrification, connectivity
- ▶ The workplaces of the future and their impact on productivity
- ▶ The evolution of cities in relation to community needs and global trends

### PROPOSED ACTIVATIONS

- ▶ **VIRTUAL TOUR:** “Spaces of the Future – sustainable, efficient, digital”
- ▶ **DEBATE:** “Urban mobility: what can we apply today?”
- ▶ **EXPO AREA:** technological solutions, mobility concepts, and architecture
- ▶ **INTERACTIVE LAB:** “The City of 2040 – scenarios and applications”



# BANKING BEYOND BOUNDARIES



## A FULL DAY DEDICATED TO FINANCE AND MODERN BANKING

- ▶ **The evolution of digital payments and financial infrastructure**
- ▶ **The role of AI in banking processes: efficiency, analytics, security**
- ▶ **Competition between traditional banks, fintechs, and big tech**
- ▶ **Security and trust in financial ecosystems**

### PROPOSED ACTIVATIONS

- ▶ **LIVE DEMO: "5 Seconds to Payment"**  
A comparative test of ultra-fast payment technologies.
- ▶ **WORKSHOP: "Rebuild the Bank"**  
Banking processes are rearranged on a large physical board: what we keep, what we automate, what we eliminate.
- ▶ **DEBATE: "The Bank of the Future – platform, ecosystem, or hybrid?"**
- ▶ **FINTECH SHOWCASE:** trends, new products, emerging technologies





## 1/2

### EXTENDED BRAND VISIBILITY

- ▶ The company logo will appear on all festival promotional materials, both online and offline, ensuring consistent exposure to a premium audience.
- ▶ A video spot of up to 2 minutes will be broadcast at the beginning and end of the event, boosting brand awareness at peak-impact moments.
- ▶ The designation “Powered by (partner name)” will be displayed on screens, providing premium visibility as the main partner of the stage.

### REMARKABLE EVENT PRESENCE

- ▶ Two dedicated activation spaces in the networking area: indoor (5 m x 2 m) and outdoor (7 m), providing the opportunity to interact directly with participants.
- ▶ The option to distribute goodie bags to attendees in both the indoor and outdoor areas.
- ▶ 15 event invitations for the company’s team and/or partners.

### RECOGNITION AND ASSOCIATION WITH EXCELLENCE

- ▶ The company will be mentioned as an official partner during the event and in follow-up materials published afterward.
- ▶ Representative photos will be included in the official event album, with the option for the company to use them, crediting Forbes Romania as the source.
- ▶ Two invitations to the exclusive Forbes Liga Campionilor în Business 2026 event, providing access to an elite circle of industry leaders.

2/2

### EDITORIAL AND PROMOTIONAL OPPORTUNITIES

- ▶ A dedicated **Brandvoice** featuring the partner's representative, published on [www.forbes.ro](http://www.forbes.ro), highlighting the brand's story and values.
- ▶ Two advertising pages in the special **Forbes Romania 500** edition.
- ▶ C-level participation in an episode of the online show **Forbes Forward**, or a marketing department representative in **Forbes MarComm**, with a dedicated article published online and later in print.
- ▶ Official recognition in follow-up articles published in **Forbes Romania** editions

### SPEAKER PROMOTION AND DEDICATED ACTIVITIES

- ▶ Participation of a CEO or founder in a one-to-one session with a **Forbes Romania** journalist.
- ▶ A second C-level speaker included in a relevant panel discussion, with dedicated promotion on **Forbes Romania social media** before the event.
- ▶ On-site **video testimonials** for both speakers, promoted post-event.

### ADDITIONAL BENEFITS FOR THE PARTNER

- ▶ Two annual subscriptions to **Forbes Romania**, two annual subscriptions to **Forbes Life Romania**, and two subscriptions to **Forbes Woman Romania**.

## 1/2

### EXTENDED BRAND VISIBILITY

- ▶ The **company logo** will be featured on all event promotional materials, both online and offline, ensuring **consistent exposure** to a premium audience.
- ▶ A **video spot** of up to 1 minute will be broadcast at the beginning and end of the event, enhancing **brand awareness** at peak-impact moments.

### EXTRAORDINARY EVENT PRESENCE

- ▶ **Dedicated activation space** in the networking area: indoor (3 m x 2 m), providing the opportunity to interact directly with participants.
- ▶ The option to distribute **goodie bags** to attendees in both indoor and outdoor areas.
- ▶ **10 event invitations** for the company's team and/or partners.

### RECOGNITION AND ASSOCIATION WITH EXCELLENCE

- ▶ The company will be mentioned as an **official partner** during the event and in follow-up materials.
- ▶ **Representative photos** will be included in the official event album, with the option to use them, crediting **Forbes Romania** as the source.

## 2/2

### EDITORIAL AND PROMOTIONAL OPPORTUNITIES

- ▶ A dedicated **Brandvoice** featuring the partner's representative, published on [www.forbes.ro](http://www.forbes.ro), highlighting the brand's story and values.
- ▶ Two advertising pages in the special **Forbes Romania 500** edition.
- ▶ Participation of a marketing department representative in an episode of the online show **Forbes MarComm**, with a dedicated article published online and later in print.
- ▶ **Official recognition** in follow-up articles published in **Forbes Romania** editions.

### SPEAKER PROMOTION AND DEDICATED ACTIVITIES

- ▶ A C-level speaker included in a relevant panel discussion, with dedicated promotion on **Forbes Romania social media** before the festival.
- ▶ An **on-site video testimonial** for the speaker, promoted post-event.

### ADDITIONAL BENEFITS FOR THE PARTNER

Two annual subscriptions to **Forbes Romania**, two annual subscriptions to **Forbes Life**, and two subscriptions to **Forbes Woman Romania**, providing continuous access to inspiration and relevant insights for the company.

## SPEAKER SLOT PARTNER

€ 7.000 (+VAT)

### EXTENDED BRAND VISIBILITY

- ▶ The company logo featured on all festival promotional materials, both online and offline, ensuring strategic and consistent exposure to a premium audience.

### ON-STAGE PRESENCE

- ▶ A 15-minute presentation or participation of the speaker in a panel discussion, providing a high-impact platform to convey the company's key messages.
- ▶ Speaker promotion on the festival's social media pages.
- ▶ Two online advertorials published on [www.forbes.ro](http://www.forbes.ro).
- ▶ Five festival tickets for the company's team and/or partners, ensuring exclusive access to a premium experience.



## ACTIVATION SPACE PARTNER

€ 5.000 (+VAT)

### EXTENDED BRAND VISIBILITY

- ▶ The company logo featured on all festival promotional materials, both online and offline, ensuring strategic and consistent exposure to a premium audience.

### PROMINENT EVENT PRESENCE

- ▶ Dedicated 2x2 m stand space, ideal for showcasing the company's products or services and interacting directly with participants.
- ▶ One online advertorial published on [www.forbes.ro](http://www.forbes.ro).
- ▶ Three festival tickets for the company's team and/or partners, ensuring exclusive access to a premium experience.

# SEE YOU AT



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