

INSPIRE

INNOVATE

CONNECT



Forbes
**BUSINESS
FEST**

CLUJ-NAPOCA

BUSINESS

WITH A FESTIVAL RHYTHM

November 5, 2026

Cluj-Napoca

FORBES BUSINESS FEST returns in 2026 with an expanded and more ambitious edition, strengthening an international concept that brings together relevant ideas, influential leaders, and conversations shaping the future of the economy and society.

The event preserves its authentic and innovative format—a unique blend of rigorous business content and the energy of a festival—while taking a natural step toward national expansion, with editions in **BUCHAREST** and **CLUJ-NAPOCA**.

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 meaningful 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 delivered in a festival-style atmosphere. Four thematic stages will run in parallel, offering participants new perspectives, up-to-date solutions, and memorable experiences.



REAL ESTATE & MOBILITY / WELLBEING



IN THE MORNING

RETHINK REAL ESTATE & 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"



REAL ESTATE & MOBILITY / WELLBEING



IN THE AFTERNOON WELLBEING & LONGEVITY – GOOD LIFE, LONG LIFE

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





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 BANKING BEYOND BOUNDARIES

- ▶ 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





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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.

EDITORIAL AND PROMOTIONAL OPPORTUNITIES

- ▶ A dedicated **Brandvoice** featuring the partner's representative, published on 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.
- ▶ 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.
- ▶ 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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