

COOPERATION FOR 2020



WORCON

YOUR PARTNER IN INDUSTRIAL DIGITALIZATION

Who we are?

Worcon was founded after working and gaining experience in the field of metal and plastic industry, in which we discovered some flaws in modern manufacturing, procurement, and distribution in global economics.

The most important reason why we started our start-up project is the impossibility to find an ideal partner in the manufacturing of unique products with specific dimensions and material quality.

We started with the development of the industry platform in late 2017 and got its first working version in March of 2018.

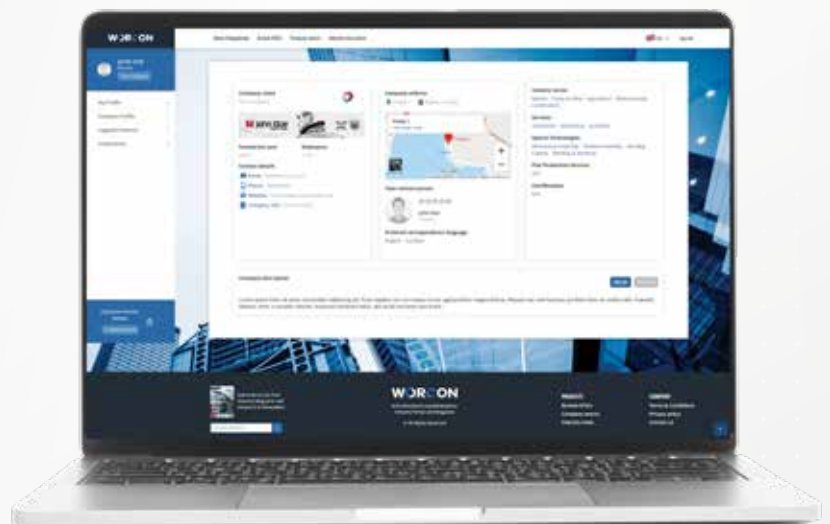
At the beginning of 2019, the industry news portal was launched with the latest industry news and articles.

During September of 2019, within our portal, we launched industry magazine in digital format which is sent within our monthly newsletter.

Slowly but surely we are building the community of company owners, development engineers, engineering students, and industry sales experts.

In the beginning of 2020, Worcon platform will be hugely redesigned with a lot of new features like: new company's profile page (ability to promote company's catalogue, products, machines, and references) and a marketplace where our exclusive partners will be able to directly sell new or used machines, cutting tools, hand tools or software which they represent.

UNIQUE
PLATFORM IN
CENTRAL AND
SOUTHEAST
EUROPE



New Interface and Company Profile - January 2020

B2B Platform

B2B platform connects manufacturers and subcontractors in the manufacturing and machining industry.

Buyers / clients in need of services (RFQ)

Companies that need machining or custom manufactured parts, various engineering services, prototype manufacturing.

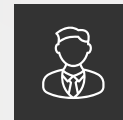
Companies on our platform come from various industry sectors such as the automobile industry, transportation, pharmaceutical industry, aviation industry, etc. Currently, there are 180+ registered companies from mostly European countries (Germany, Austria, Switzerland and Italy).

Subcontractors / Suppliers

Companies that can fulfill desired claims and specifications in listed RFQ.

They mostly offer services like CNC machining, laser cutting, welding, injection molding, prototyping, etc.

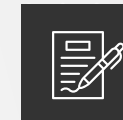
530+ suppliers on our platform are processing metals, polymers, wood, ceramics, and composites.



**PUBLICATION
OF RFQ**



AUCTION SYSTEM



**CHOOSING THE
BEST OFFER**



WE CONNECT SUPPLY AND DEMAND AT THE SAME PLACE

Industry (news) portal

Within the industry platform, we started an industry news portal which we publish on Croatian and English language.



8.891
unique web
visitors per month

5 Min 47 Sec
average visit time
on industry portal

50+
editorial articles
per month

On industry portal, we publish news from various fields of industry, such as:

machining and manufacturing, additive manufacturing, industry 4.0, industrial automatization, robotics, machine tools, tools, metrology, industrial software: CAD/CAM, PLM, analysis of world markets, reports from fairs worldwide.

Worcon is media partner for:

BIAM and Welding, Zagreb
Forma Tool, Celje
NEC, Fastener Exhibition & Conference, Birmingham



Exclusive video reports
from industry fairs

YOUR CONNECTION FOR INDUSTRIAL MANUFACTURING OF THE FUTURE

Worcon Magazine

Industry magazine in digital format is published every 2 months on English and Croatian language.

It is sent via Newsletter to over 23.039 e-mail addresses to our partners, and subscribers from which 3.158 are located in Croatia (on day 27.01.2019.).

Every issue has its monthly theme, industrial fair and interview/article with a company's representative.

Issue every 15th in the month

Content submission no later than 5th in the month

Open click rate: 11,76%

Click through rate: 3,98%

Click to open rate: 13,59%



Columns

Industry news, news from Croatia, manufacturing, automatization, fairs, machine tools, tools, interviews with company's experts and the world's most popular engineering marvels.

Region of origin of magazine subscribers - Croatian edition

Croatia - 70%, Serbia - 14,27%, Slovenia - 9,16%, Bosnia and Herzegovina - 3,95%, Macedonia - 2,62%

Region of origin of magazine subscribers - English edition

USA - 18,27%, Germany - 14,55%, Canada - 10,01%, UK - 7,63%, Italy - 8,62%, Austria - 7,56%, Hungary - 5,74%, China - 4,42%, India - 3,16%, France - 3,15%, Nigeria - 2,62%, Ireland - 2,31%, Japan - 1,93%, South Korea - 1,71%, Brasil - 1,01%, Other countries - 7,30%

DELIVERED BY NEWSLETTER



SOCIAL MEDIA

82.000 monthly impressions
4.000 followers



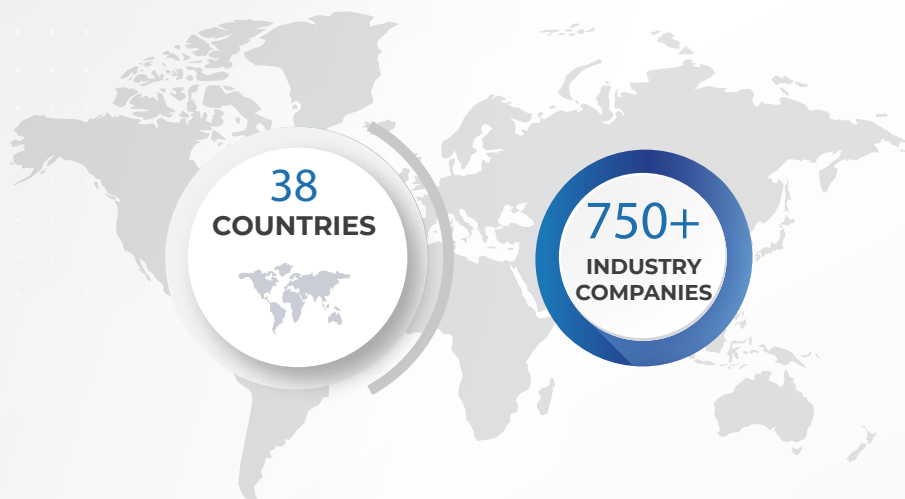
VISITORS

5 min 47 sec average stay time
10.000+ unique visitors per month

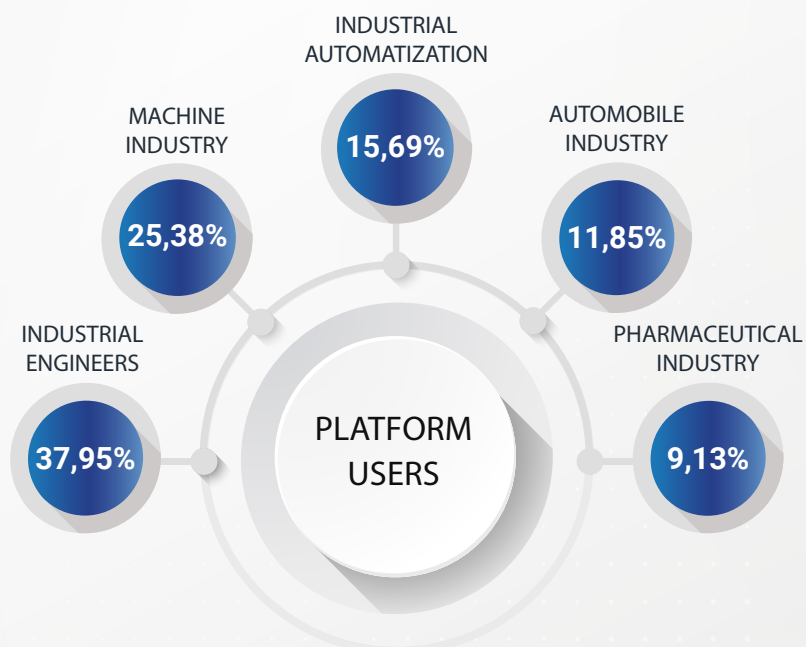
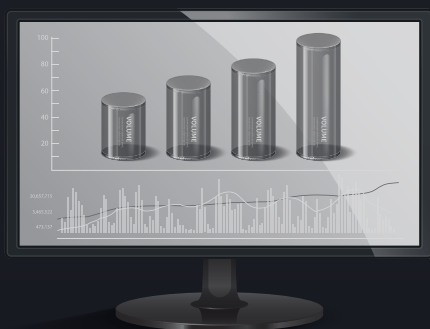


NEWSLETTER

23.039 e-mail subscribers
3.158 are from Croatia



STATISTICS IN 2019





Offer for cooperation in 2020

Each company is specific and unique.

That is why during the cooperation we approach each client individually and create a marketing plan according to the client's specific needs and goals.

- expand your business on domestic and international market,
- sell your machines, tool, software directly on the platform,
- publish expert articles,
- publish special offers and discounts,
- video coverage from fairs in the region,
- find employees.

PREMIUM	EXCLUSIVE
 Duration: 1 year	 Duration: 1 year
✓ LICENSE ON THE PLATFORM	✓ LICENSE ON THE PLATFORM
✓ ABILITY TO PUBLISH RFQ	✓ ALL FUNCTIONS OF THE PLATFORM
✓ ABILITY TO BID	✓ EMPLOYMENT ADVERTISEMENTS & BANNERS, PROMOTIONS ON NEWSLETTER
✓ A4 AND B2 BANNERS	✓ PUBLICATION OF ARTICLES VIA PORTAL & MAGAZINE
✓ 2 ARTICLES ON INDUSTRY PORTAL	✓ SELL YOUR MACHINES, PRODUCTS & SOFTWARES
	✓ CUSTOM ADVERTISING SPACE

**IN 2020 TOGETHER WITH GREATER GOALS
- GROW - RESULTS**



FACEBOOK

www.facebook.com/worcon.hr



LINKEDIN

www.linkedin/company/worcon



TWITTER

[@info_worcon](https://twitter.com/info_worcon)



INSTAGRAM

www.instagram.com/worconofficial



YOUTUBE

www.youtube.com/chanel/UC8lbhFi7L63jvwr1PfvndzA

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