

P r e s s r e l e a s e

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Our small producers conquering Europe



Thanks to the second edition of competition „Idea for better tomorrow“, organized by UniCredit Foundation, Foundation Ana and Vlade Divac and UniCredit Bank, with a support of Smart kolektiv and National Tourism organization of Serbia, enterprise Daj daj, which is producing bamboo fiber diapers managed to improve its business and make first steps towards placement of this product abroad.

Namely, as one of main aims of this enterprise, defined during Business plan creation within competition Idea for better tomorrow, is establishment of a new business model which implies association of enterprises lead by women, whose products support the idea of natural parenting, under one brand – „Fairbeez“. The association would, besides Daj Daj diapers, involve Gugadžina unique design children’s clothing and Archiplay educational wooden toys. Thanks to this joint venture, they will manage to overcome the common problem which is placement of these products on the local market, considering the fact that hand made products quite differ from current offer in Serbia both, in terms of, quality and the price.

On the other hand, demand for this kind of products abroad is increasing, especially in Germany, where yearly are born over 700,000 babies and where the awareness about the benefits of buying ecological and socially responsible products is much higher. Therefore, Daj Daj used the part of grants receive within the competition Idea for better tomorrow for participation at the biggest International Toy and child Equipment Fair in Europe „Spielwarenmesse“, held this January in Nurnberg.





The largest number of visitors of the Fair were big distributors, small and large stores, and online stores from different continents. Thanks to its innovative design and top-quality products, "Fairbeez" was not behind the other exhibitors. Besides bamboo diapers, unique design children's clothing and natural products for moms, the most attention attracted "Archiplay" educational sets of wooden toys which contribute to the development of creativity and abstract intellectual skills of children of different ages.

"We are very satisfied with our participation at the Fair, which for us represented also great experience from which we learned a lot, especially when it comes to product placement. We found that in terms of quality and ideas we do not lag behind the European manufacturers and we plan further participations at small and large trade fairs in Europe for the purpose of finding distributors and successful placement of our products on the European market. We are sure that contacts we made in Germany will open various opportunities for export and further business development" stated Sonja Dakic, representative of business associations Fairbeez.

