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TEMA BROJA

COVER STORY

**ŠTA SU
„ZELENI“
SUSRETI?**

**WHAT IS
A GREEN
MEETING?**

CHRISTO DRUMEV, GENERALNI DIREKTOR KONGRESNOG CENTRA SOFIJA:

**VISOK KVALITET U SKLADU SA
EVROPSKIM STANDARDIMA**

ANKETA PORTALA WWW.KONGRESNITURIZAM.COM:

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JADRANSKI LUKSUZNI HOTELI**

KONGRESNI BIRO SRBIJE:

**INTEGRISANIM PRISTUPOM DO USPEHA
SRBIJE KAO KONGRESNE DESTINACIJE**

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**HIGH QUALITY IN ACCORDANCE WITH
THE EUROPEAN STANDARDS**

SURVEY OF INTERNET PORTAL WWW.KONGRESNITURIZAM.COM:

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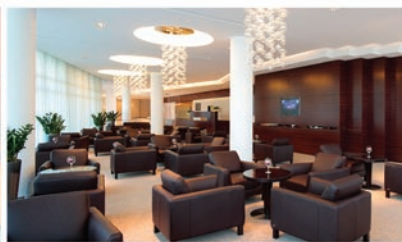
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а) Угоститељски објекти - Балканске државе
- Водичи

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Kongresni turizam. Korporativni klijenti. Najzahtevniji i najprofitabilniji vid turizma. U poslednje vreme, sve češće čujemo ponešto o tome, ali ne i dovoljno.

SEE Business Travel & Meetings Magazin (SEEbtm) je nastao kako bi pružio informacije i neophodna znanja za sve učesnike kongresne industrije. Istovremeno, namera nam

je da se u komunikaciji sa Vama, poštovanim čitaocima, bavimo aktuelnim pitanjima i problematikom poslovanja karakterističnim za ovu oblast, a u cilju razvoja kongresne industrije.

Časopis je namenjen poslovnim ljudima i svim učesnicima kongresnog i poslovnog turizma koje se skoro svakodnevno susreću sa potrebom organizovanja poslovnih putovanja, individualnih poslovnih sastanaka, upravnih odbora, seminara, proslava, tim bildinga, pa sve do konferencija i kongresa. Za realizaciju uspešnih susreta, neophodno je stalno usavršavanje, profesionalnost u radu, međusobna saradnja, razumevanje i povezivanje organizatora događaja i ponuđača (hotela, kongresnih centara, profesionalnih agencija i ostalih pružaoca usluga).

Cilj svih aktera je isti - zadovoljni delegati nakon održanog događaja, oplemenjeni novim iskustvima, idejama i vizijama.

Grupa ljudi sa komplementarnim sposobnostima koja radi u istom timu za ostvarivanje zajedničkih ciljeva, neuporedivo je efektivnija i efikasnija od istog broja pojedinaca koji rade pojedinačno za sopstvene ciljeve. Svi to znamo.

Zato je neophodno povezivanje industrije, razmena iskustava i saradnja regiona kako bismo sutra svi mogli da rezultate saradnje sagledamo kroz povećanu reputaciju i ekonomski učinak.

Časopis SEEbtm je regionalan, za područje Srbije, Crne Gore, Hrvatske, Slovenije, Bugarske, Bosne i Hercegovine, Makedonije, Rumunije i Grčke sa željom da se čita mnogo šire, te je iz tog razloga dvojezičan (jedna verzija na jeziku našeg govornog područja i engleska verzija).

Orijentisan je ka prezentovanju i povezivanju regiona u cilju razvoja kongresne industrije i povećanja ekonomskih efekata za sve učesnike uz međusobno širenje pozitivnih vibracija.



**Dobrodošli u svet kongresa,
seminara i poslovnih putovanja**

**Miona Šljivančanin,
glavni i odgovorni urednik**

Miona



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Christo Drumev,
Generalni Direktor
Kongresnog Centra Sofija

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Congress tourism. Corporate clients. The most demanding and most profitable type of tourism. Lately, we have been hearing more and more often about it, but this is still not enough.

The Magazine SEE Business Travel & Meetings (SEEbtm) was developed in order to provide information and the necessary knowledge for all of those

who are involved in the congress industry. At the same time, our intention is to deal with current issues and problems of doing business in this field, and this by communicating with you, our respected readers, all with the aim to develop the congress industry.

The target group of the magazine are all business people and all persons involved in the congress and business tourism, who need to organize, almost daily, business travels, individual business meetings, board meetings, seminars, festivities, team building events, and many more events, including conventions and congresses. In order to achieve a successful organisation of meetings, it is necessary to continuously improve oneself, to display professionalism at work, to achieve international cooperation and understanding, as well as to connect event organizers and providers (hotels, congress centres, professional agencies and other service providers). The goal of all involved actors is the same – to have satisfied delegates after the event has been held, enriched with new experiences, ideas and visions. A group of people with complementary abilities working in the same team for the realization of common goals is indisputably more effective and efficient than the same number of individuals who work on their own for their own goals. We all know that. This is why it is important to connect with others within the industry, so that tomorrow we can be able to yield a better economic output and earn a better reputation and as a result of our cooperation. The magazine SEEbtm is a regional magazine published for the regions of Serbia, Montenegro, Croatia, Slovenia, Bulgaria, Bosnia and Herzegovina, Macedonia, Romania and Greece with the aim to be also read in wider circles, and for this reason it is bilingual (one version in the language of our language region and the other in English). It is oriented towards presenting and connecting the region, with the aim to develop congress tourism and to increase the economic impact for all shareholders, as well as to mutually spread good vibrations.



**Welcome to the world of congresses,
seminars and business travel**

Miona Šljivancanin,
Editor-in-Chief



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SRBIJA: ZA EKOLOŠKE PROJEKTE 1,2 MILIJARDE EVRA

Elektroprivreda Srbije planira da u zaštitu životne sredine do 2015. godine investira 1,2 milijarde evra. Novac za te projekte biće pribavljen iz prihoda kompanije i kredita. Takođe, u finansiranju će učestvovati i strateški partneri, a novac će delom biti obezbeđen iz fondova Evropske Unije. Inače, za razvojne projekte EPS-a do 2015. godine biće potrošeno više od devet milijardi evra - izjavio je Dragomir Marković, generalni direktor Elektroprivrede Srbije, na predstavljanju Zelene knjige koju je objavilo to preduzeće. Prema njegovim rečima, u Zelenoj knjizi sažeti su planovi EPS-a za projekte poboljšanja zaštite životne sredine i taj dokument bi trebalo da pomogne u privlačenju donatora. Na prezentaciji Zelene knjige naglašeno je i to da je EPS prva elektroprivredna kompanija iz država potpisnica ugovora o Energetskoj zajednici jugoistočne Evrope koja je izdala dokument o potrebama i obavezama u zaštiti životne sredine.



SRBIJA: INTERNET NEDOVOLJNO ISKORIŠĆEN U PROMOCIJI TURIZMA



Internet kao jedno od masovnih sredstava savremene komunikacije, koji ne poznaje granice, nije dovoljno iskorišćen u promociji srpskog turizma, zaključeno je na okruglom stolu "Medijska promocija turizma Srbije" koji je održan u Vrnjačkoj Banji, u okviru Kongresa banja. Na skupu je rečeno da Internet najviše koriste obrazovaniji, imućniji ljudi koji su sve više ciljna grupa banja Srbije. Predstavnica Turističke organizacije Srbije Ljiljana Čerović podsetila je da je prošle godine bilo više od 12.000 informacija o turizmu Srbije u pisanim medijima, ali da je problem što se oni više bave turističkom ponudom nego što ga posmatraju kao značajnu privrednu granu. Ona je ukazala da bi trebalo posvetiti više pažnje turizmu kao privrednoj delatnosti koja omogućava brže zapošljavanje i smanjen odlazak stanovništva iz pojedinih krajeva. Profesor univerziteta "Singidunum" Jovan Popesku istakao je da je, pored plaćenih reklama važno da se pojavljuje što više drugih tekstova i priloga koji će u pozitivnom smislu prikazati Srbiju i dođao da to, ipak, neće mnogo pomoći ako ne bude imala dobar turistički proizvod. (tanjug)

BIH: AMBASADOR JAPANNA F.MUTAI NA PETOM SEMINARU O EKO TURIZMU



Ambasador Japana u BiH Futao Motai prisustvovao je u Sarajevu na petom zajedničkom seminaru o temi "Ekoturizam-širenje Pliva i Velež modela". Organizator seminara je Japanska agencija za međunarodnu saradnju (JICA), Projektni tim za održivi razvoj kroz eko-turizam u BiH. Ovaj tim je započeo svoje aktivnosti u BiH u februaru 2007, usmeravajući svoje napore na razvoj eko-turizma u regiji Pliva (Jajce, Jezero i Šipovo) i regiji Velež (Blagaj, Podvelež i Nevesinje), saopšteno je iz Ambasade Japana u BiH.

Vlada Japana ulaže napore u razvoj eko-turizma u BiH od 2003. godine, kada je JICA započela Razvojnu studiju o održivom razvoju kroz eko-turizam. U oktobru 2005. godine Vlada Japana je, u saradnji sa Razvojnim programom Ujedinjenih nacija (UNDP), bila koorganizator Druge regionalne konferencije o razvoju turizma na zapadnom Balkanu, koja je održana u Sarajevu. Od 2007. godine JICA projektni tim pruža podršku lokalnom stanovništvu kada je u pitanju razvoj i jačanje organizacione strukture, razvoj turističkih proizvoda, formulisanje

i implementacija marketing strategije, kreiranje i distribucija promotivnih materijala, te harmonizacija očuvanja i korišćenja kulturnog i istorijskog nasleđa. Japan je do sada uložio oko 840.000 eura u projekat, što uključuje i troškove izgradnje kapaciteta. (Izvor vesti: www.e-turizam.com)

UNIVERZIJADA 2009 U BEOGRADU



Između 1. i 12. jula ove godine održana je 25. letnja Univerzijada u Beogradu. To je bio najveći sportski događaj godine, koji je organizovan u Srbiji. Oko 9000 sportista-studenata iz 140 zemalja sveta takmičilo se u 15 sportova i 208 disciplina.

Srbija je ugostila sportiste koji su se takmičili u atletici, džudou, fudbalu, košarci, mačevanju, odbojci, plivanju, ritmičkoj gimnastici, ronjenju, umetničkoj gimnastici, stonom tenisu, streličarstvu, tenisu, tekvondou i vaterpolu.

Sportski događaj ovih razmera zahteva velike pripreme, uključujući gradnju i rekonstrukciju sportskih objekata. Na Novom Beogradu sagrađen je pravi mali grad – Univerzitetsko selo – gde su boravili sportisti za vreme trajanja Univerzijade. Takmičenje se održavalo na preko 60 lokacija i svaka od njih je morala da ispuni FISU standarde. Više od 10.000 novih promotera Srbije napustili su Univerzijadu kao ambasadori dobre volje, koji će preneti ostatku sveta utiske o Srbiji i Beogradu i koji će tako postići više nego i najveća promotivna kampanja. <http://www.ub2009.org/>

DRUGA MEĐUNARODNA KONFERENCIJA EKOTURIZMA U NOVOM SADU

ETIS 2009
2. MEĐUNARODNA
KONFERENCIJA
EKOTURIZMA

Kongresni centar MASTER
Novi Sad - 8 Oktobar 2009.

Druga međunarodna konferencija u okviru ekoturizma (ETIS 2009) – „Put do uspešnog ekoturizma“ u organizaciji Nacionalne asocijacije za ekoturizam „Ekoturizam Srbija“, a pod visokim pokroviteljstvom Ministarstva ekonomije i regionalnog razvoja, Izvršnog veća AP Vojvodine i dr, održana je 8. oktobra 2009. u Kongresnom centru MASTER u Novom Sadu. Cilj Konferencije bila je prezentacija svih dosadašnjih naučnih i stručnih iskustava i saznanja o ekoturizmu na jednom mestu, prezentacija novih saznanja i novih inicijativa, kao i postavljanje konkretnih modela za rešavanje problema i poboljšanja postojećeg stanja na polju zakonodavstva, finansijske podrške, promotivnih i marketinških aktivnosti. Konferencija je bila namenjena svima koji se direktno ili indirektno bave tematikom ekoturizma.

ŠLJIVA KAO TURISTIČKI BREND



Od 28. do 30. avgusta 2009. godine Osečina je bila domaćin privredno-turističke manifestacije - Sajma šljiva koju su ove godine posetili predstavnici opština iz svih republika bivše Jugoslavije. Svaki grad je imao svoj štand a najvažniji susreti su se odigrali u okviru Biznis kluba, na radionicama i predavanjima. Ova atraktivna poslovna, turistička, kulturna i zabavna manifestacija, u čijem centru je srpski brend – šljiva, ima za cilj da afirmiše voćarsku proizvodnju i proizvode od šljive, da edukuje kroz brojne stručne skupove, i da promoviše privredno-turističke potencijale Osečine (nalazi se između Koceljeva, Valjeva, Ljubovije, Krupnja i Loznice, podnožje planina Cer i Medvednik) i Zapadne Srbije u celini.

FESTIVAL RURALNE KULTURE, GRAD KNIN, HRVATSKA, AVGUST 2009.

Ovaj festival je bio idealan za sve one koji su zasićeni gradskim stilom života, za sve koji vole prirodno okruženje i cene tradicionalnu seosku kulturu. Festival je potpuno otvorenog tipa, a posvećen je životu bez stresa i gustih vremenskih rasporeda. Na njemu ste mogli da se upoznate sa seoskim poslovima i plodovima kojima priroda nagrađuje ljudski trud, učestvovati u radionicama i naučiti tradicionalno pevanje, sviranje i plesanje ili ste se mogli pridružiti seljanima Rape u njihovim svakodnevnim seoskim poslovima. Bitno je da dozvolite prirodi da dopre do vas i da vam smiri dušu. Web: www.eu-krka-kinin.hr



RUŽICA VINODOLA - NOVI VINODOLSKI, HRVATSKA

Jedna se priča među stanovnicima Novog Vinodolskog zahvaljujući usmenom predanju održala ve do danas. Naime, tokom berbe grožđa, kojoj su svake godine prisustvovali svi mladi toga kraja, pomno se pazilo na to koja je devojka najmarljivija. Po završetku berbe među beračicama se birala najlepša i najmarljivija te bi bila okrunjena vinovom lozom. Slavlje uspešne berbe bilo je posvećeno baš toj devojci. Vinodolci su odlučili obnoviti tu tradiciju i na jedan savremeni način obeležiti prošlost svoga kraja. Gosti na svečanosti mogu uživati u autohtonim vinodolskim delikatesima, ekološkim proizvodima, raznim narodnim igrama te tamburaškoj muzici. Web: www.tz-novi-vinodolski.hr



INFOFEST, XVI FESTIVAL INFORMATIČKIH DOSTIGNUĆA, BUDVA, 29.09. – 03.10. 2009.



INFOFEST je selektivna manifestacija sa umerenim takmičarskim karakterom, zbog dodele nagrada i priznanja. Zvanični sadržaji odvijaju se kroz nekoliko različitih programskih formi, kao što su kompanijska izložba, promocione i stručne prezentacije, autorski radovi, okrugli sto, tematske konferencije, panel-rasprave...

U programu su nastupale vodeće svetske i regionalne ICT kompanije, renomirani međunarodni eksperti, autori najboljih stručnih radova, ključni korisnici IC tehnologija. Pored zvaničnih programa, u okviru Festivala održano je i niz pratećih i animativnih sadržaja. U strukturi učesnika - pojednaca dominirali su donosioci odluka iz velikih poslovnih sistema, državne i javne uprave, finansijskih institucija, javnih preduzeća i industrije. www.infofest.com



3. REGIONALNA KONFERENCIJA „DIGITALNA PISMENOST – USLOV I OBAVEZA“



U organizaciji kompanija SDI iz Slovenije, HIZ iz Hrvatske, ECDL iz Bosne i Hercegovine i JISA iz Srbije, održana je Treća Regionalna ECDL konferencija, pod nazivom „DIGITALNA PISMENOST – USLOV I OBAVEZA“. Ove godine JISA je bila domaćin regionalnoj konferenciji gde su se predstavili napori i rezultati ne samo bivših jugoslovenskih republika već i drugih bliskih zemalja (Italija, Austrija, Mađarska, Rumunija...). Pored uobičajenih prezentacija, organizovani su i B2B razgovori, standovi, posebne sesije i sve drugo potrebno da se što pre i što više podstakne razvoj informatičke pismenosti regiona i smanji jaz koji danas postoji. Konferenciju je otvorio Predsednik Evropske skupštine profesionalnih informatičkih asocijacija (CEPIS), a uvodna izlaganja priredio je direktor ECDL fondacije i svi nacionalni lideri informatičkih asocijacija i državnih ministarstava zaduženih za razvoj i primenu novih tehnologija u ovim zemljama. <http://www.ecdl.rs/>

KURS MEĐUNARODNE ASOCIJACIJE ZA MARKETING DESTINACIJA (DMAI) U BEOGRADU



Od 21. do 25. septembra, Beograd i Srbija bili su domaćini ovogodišnje evropske DMAI obuke I i II za prodaju destinacije. Ova obuka za prodaju je interaktivna obuka fokusirana na prodaju destinacije, osmišljena za profesionalce iz domena turističkih organizacija (DMO) i kongresnih biroa (CVB). U okviru obuke obrađuju se pitanja i tehnike iz svake oblasti prodaje destinacije, kao i veštine prodaje i pregovaranja. Obuku su organizovale Međunarodna asocijacija za marketing destinacija (DMAI) i Kongresni biro Srbije. Kroz interaktivne radionice fokusirane na prodajne prakse, kao i na razvoj veština prodaje i pregovaranja, obuke za prodaju destinacije i destinacijskih aranžmana obezbedile su sticanje ključnih veština koje su neophodne za podizanje nivoa od stručnosti za delegate širom Evrope, od Danske, Belgije, Austrije, Slovenije, Hrvatske i Crne Gore. Ova obuka je postigla svoj cilj da stvori jedinstvenu mrežu između već razvijenih kongresnih destinacija i kongresnih destinacija u razvoju. Više informacija na www.destinationmarketing.org



POKRENUTA “DESTINATION PRO” U SRBIJI



Zajednička inicijativa između DMAI i mreže turističkih organizacija i kongresnih biroa evropskih gradova European Cities Marketing (ECM) za rezultat je imala lansiranje programa “Destination Pro”, programa za profesionalan razvoj i stvaranje stručnjaka za prodaju i marketing destinacija. Da bi se dobila Destination Pro Diploma, pojedinac mora da bude zaposlen u nekoj zvaničnoj organizaciji za marketing destinacija (DMO) ili u kongresnom birou (CVB) ili Turističkom odboru, kao i da uspešno završi ECM letnju školu i DMAI obuku I & II za prodaju aranžmana za destinacije. Sertifikat Destination Pro dodeljuje se samo ukoliko se obrazovanje završi u roku od dve godine. Sada je pravo vreme. Prvih 5 “Destination Pro” na svetu su ovde. Sertifikat se dodeljuje profesionalcima za skupove iz Kongresnog biroa Slovenije, Kongresnog biroa Srbije, Opatije, Beča, kao i iz kongresnih biroa Brisela i Flandrije. Više informacija o ovome na www.destinationmarketing.org

ESGO 2009 BEOGRAD, SRBIJA



Od 11. do 14. oktobra u Beogradu je održan 16. Međunarodni susret Evropskog udruženja ginekološke onkologije (ESGO) sa preko 1.700 međunarodnih učesnika. Beograd, kao središte privrede i nauke u regionu, obezbedio je izvršne uslove za održavanje dvogodišnjeg ESGO susreta za profesionalce iz oblasti ginekološke onkologije koja se brzo razvija. Cilj susreta bio je vođenje diskusija, debata, kao i širenje novih medicinskih i naučnih informacija vezanih za lečenje raka ginekoloških organa.

KONFERENCIJA SVETSKIH KANALA 2009 – SUSRET ISTOKA I ZAPADA

Konferencija 2009 World Canals Conference održana je u potpuno novom Master kongresnom centru u Novom Sadu. Bio je to forum neprocenjive vrednosti za više od 200 menadžera i korisnika vodenih puteva, kao i za entuzijaste koji se interesuju za kanale, plovne reke i nasleđe kontinentalnog vodenog saobraćaja regiona srednjeg toka Dunava. Opšta tema ove konferencije bila je buđenje svesti i poboljšanje ekonomskog učinka vodenih puteva, naročito u Istočnoj Evropi i Aziji, dvema svetskim regionima kojima ranije nije bio posvećen neki godišnji događaj. Ovde su se susreli Istok i Zapad. Više informacija na www.wcc2009serbia.org



WORLD CANALS CONFERENCE 2009

SVETSKA KONFERENCIJA KANALA 2009. NOVI SAD, SRBIJA

MEĐUNARODNA KONFERENCIJA I IZLOŽBA ZELENE GRADNJE (GREENBUILD)



11-13. novembar, 2009, Feniks (Phoenix), Arizona. Grinbild (eng. Greenbuild) je najveća svetska konferencija i izložba posvećena zelenoj gradnji.

Na hiljade profesionalaca iz sektora građevine iz celog sveta okupiće se na trodnevnoj konferenciji sa izvanrednim obrazovnim sesijama, renomiranim govornicima, turama zelene gradnje, specijalnim seminarima, kao i događajima koji omogućavaju umrežavanje učesnika. Greenbuild 2009 održava se u Američkom Jugozapadu, regionu sa jedinstvenim ekološkim i socijalnim izazovima i prilikama, a imperativ je jasan: zelena gradnja može i mora da dopre do svih ljudi, kako bi pospešila kvalitet života širom zemlje i sveta.

INVESTIRANJE U BUDUĆNOST: "BUSINESS TRAVEL SHOW"

Šesta smotra poslovnih putovanja u Dizeldorfu sa optimizovanim konceptima i novim partnerima, 30. septembar- 1. oktobar 2009. godine. "Business Travel Show", nemački vodeći trgovinski sajam za poslovna putovanja, koji se održava od 30. septembra do 1. oktobra 2009. godine, uvodi optimizovane koncepte. Šesta smotra poslovnih putovanja nudi ovaj put tri različite vrste obuke i individualne programe za različite potrebe učesnika, od asistenata i administrativnih sekretarica do menadžera za nabavke multi-nacionalnih korporacija. www.businesstravelshow.de



30. Sept. - 01. Okt. 2009 Messe Düsseldorf

BTC 2009: BUDI TAMO DA DEMONSTRIRAŠ



5-6. novembar 2009. godine, Rim, Italija. Već ima 25 godina, ali ne stari: BTC gleda u budućnost i afirmiše se kao referentna tačka italijanske kongresne industrije. XV BTC – Sajam italijanske kongresne industrije – jedan od najvećih samova u B2B sektoru, održaće se 5. i 6. novembra u Izložbenom centru u Rimu. Dvodnevna manifestacija sa visoko profesionalnim profilom okuplja predstavnike ponude i potražnje, koji zajedno donose zaključke o ključnom sektoru italijanske industrije turizma. Sa prodajom koja ide nešto više od 22 miliona evra, italijanska kongresna industrija oseća na svojoj koži neizbežni pad, ali, bez obzira na to, drži glavu gore i prkosi krizi.

48. KONGRES I IZLOŽBA UDRUŽENJA ICCA



7-11. novembar 2009. godine, Firenca, Italija

Obrazovni program ICCA kongresa posebno se priprema svake godine u skladu sa potrebama klijenata.

Na kongresu nastupaju najrazličitiji govornici, uključujući visoke predstavnike korporacija i udruženja iz kongresne industrije, poslovne stručnjake izvan domena kongresne industrije, a naravno govoriće i neki od najiskusnijih članova udruženja ICCA.

Internet stranica: www.iccaworld.com/dbs/congress2009

WTM 2009

9-12. novembra 2009. godine, London, Velika Britanija. Manifestacija koja se svake godine održava u Londonu, „Svetsko turističko tržište“ (eng. World Travel Market) je izuzetno živahan četvorodnevni događaj gde se susreću predstavnici poslovnog sveta. Na manifestaciji će britanskim i međunarodnim profesionalcima turističke industrije biti predstavljen raznovrsni spektar destinacija, kao i sektora industrije. Ovo je jedinstvena prilika za celu globalnu turističku industriju da se sretno, umreži, pregovara i ugovara poslove pod jednim krovom. Prisustvovanjem Svetskom turističkom tržištu, učesnici mogu efikasno, efektivno i produktivno da steknu neposrednu konkurentnu prednost za svoj posao i da budu u toku sa najnovijim razvojem u turističkoj industriji. Internet stranica: www.wtmlondon.com



EIBTM 2009 GLOBALNA IZLOŽBA KONGRESNIH MANIFESTACIJA I PODSTICAJA



1-3. decembar 2009. godine, Barselona, Španija.

EIBTM je vodeći globalni događaj za industriju kongresa i podsticaja, koji se održava u posve živoj poslovnoj i turističkoj destinaciji – Barseloni.

Trodnevna manifestacija skoncentrisana je na obezbeđivanje fokusiranog pristupa dinamičnom poslovnom okruženju, profesionalnog obrazovanja koje podstiče razmišljanje, a obezbeđuje i stvaranje poslovnih mreža za izlagače, organizatore, kupce i posetioce iz industrije.

Internet stranica: www.eibtm.com

SERBIA: FOR ECOLOGICAL PROJECTS 1.2 BILLION EUROS



The Electric Power Industry of Serbia (EPS) plans to invest 1.2 billion Euros into environmental protection until 2015. The money for these projects will be secured from the company's revenues and from loans. Also, strategic partners will take part in this financing, and the money will be partly provided from European Union funds. More than 9 billion Euros will be spent on EPS's developmental projects until 2015 – said Dragomir Marković, General Manager of the Electric Power Industry of Serbia, at the presentation of the Green book published by this company. According to him, the Green book contains summaries of EPS's plans related to projects for the improvement of environmental protection, so that this document should help in attracting donors. At the presentation of the Green book it was also emphasized that EPS is the first electric power industry company from the countries who signed the Energy Community South East Europe Treaty to publish documents on the needs and responsibilities related to environmental protection.

SERBIA: INTERNET NOT USED ENOUGH IN THE PROMOTION OF TOURISM

Internet, as one of the instruments of mass modern communication, which knows of no boundaries, is not used enough in the promotion of Serbian tourism - this was the conclusion of the round table "Media promotion of Serbian tourism", which was held in Vrnjačka Banja as a part of the Spa Congress program. During the convention, it was told that Internet was mostly used by educated, wealthier people who were becoming more and more the target group of Serbian spa centers. The representative of the Tourism Organization of Serbia, Ljiljana Čerović, reminded that last year there was more than 12.000 information pieces about tourism in Serbia in the written media, but the problem was that they dealt more with tourism offers than with the significance of tourism as a branch of economy. She pointed out that more attention should be paid to tourism as an economic branch that could enable faster employment and reduce the migration of population from certain areas. Jovan Popesku, Professor at the University "Singidunum", emphasized that, besides paid commercials, also other texts and articles about tourism should appear as much as possible, articles that would present Serbia in a positive way. He added, however, that if Serbia could not offer good tourism products, this could also not help crucially. (Tanjug)



BIH: JAPAN AMBASSADOR F. MOTAI ATTENDED FIFTH SEMINAR ON ECO-TOURISM



The Ambassador of Japan to Bosnia and Herzegovina Futaō Motai attended in Sarajevo the fifth joint seminar on "Eco-tourism – Expansion of the Pliva and Velež models". The seminar was organized by the Japanese Agency for International Cooperation (JICA), i.e. by its Project Team for sustainable development through eco-tourism in BiH. This team started its activities in BiH in February 2007, directing its efforts towards the development of eco-tourism in the region of Pliva (Jajce, Jezero and Šipovo) and the region of Velež (Blagaj, Podvelež and Nevesinje), informed the Embassy of Japan in BiH. The Japanese government has been investing into the development of eco-tourism in BiH since 2003, when JICA started the Developmental study on sustainable development through eco-tourism. In October 2005, the Japanese government organized, in cooperation with the United Nations Development Program (UNDP), the Second Regional Conference on the Development of Tourism in the Western Balkans, held in Sarajevo. Since 2007, the JICA project team has provided support to the local population for

the development and strengthening of organizational structures, development of tourism offers, formulation and implementation of marketing strategies, creation and distribution of promotional material and harmonization of the preservation and use of cultural and historic heritage. Japan has until now invested around 840,000 EUR into the project, which includes also capacity building costs. (Source: www.e-turizam.com)

UNIVERSIADE 2009 BELGRADE

The twenty fifth anniversary summer Universiade was held in Belgrade between July 1st and July 12th of this year. This was this year's largest sports event organized in Serbia. Some 9 thousand athletes - students from 140 countries competed in 15 sports and 208 disciplines.

Serbia hosted athletes who competed in athletics, judo, football, basketball, fencing, volleyball, swimming, rhythmic gymnastics, diving, artistic gymnastics, table tennis, archery, tennis, taekwondo and water polo.

Sports event of this size requires ample preparations, including building and reconstruction of sport venues. In New Belgrade, a veritable small town has been built – the University Village – where athletes stayed during the Universiade. Competitions took place on more than 60 locations, each of which needed to fulfill FISU standards. More than 10 000 new promoters of Serbia left Universiade Belgrade 2009, as good will ambassadors who will spread the word about Serbia and Belgrade and will do more than the most extensive promotion campaign. <http://www.ub2009.org/>



THE SECOND INTERNATIONAL CONFERENCE ON ECO-TOURISM IN NOVI SAD

The second international conference on eco-tourism in Serbia (ETIS 2009) – “The road to successful tourism”, organized by the National Association for eco-tourism “Eco-tourism Serbia”, and sponsored, as a high priority happening, by the Serbian Ministry of Economy and Regional Development, the Executive Council of the Autonomous Province of Vojvodina, as well as by other sponsors, was held on October 8th, 2009, in the Congress center MASTER in Novi Sad. The goal of the conference was to present all previously gained scientific and professional experience and knowledge on eco-tourism on one place, to present new findings and initiatives, as well as to set concrete problem-solving models and improvement schemes related to the existing legislative, financial support, as well as promotional and marketing activities. The conference aimed to reach all who, directly or indirectly, are engaged in eco-tourism.

PLUM AS A TOURISM BRAND

From August 28th-30th 2009, Osečina was the host of an economic and tourism event – the Plum Fair, which was visited this year by representatives of municipalities from all Ex-Yugoslavian republics.

Every town had its own exhibition stand, and the most important meetings were held within the Business Club, at workshops and during lectures.

This attractive business, tourism, cultural and entertaining event, where the Serbian brand – the plum – was in the centre of attention, has set as its goals to reaffirm the fruit production industry and plum products, to educate through numerous professional meetings, as well as to promote the economic and tourism potentials of Osečina (which is located between Koceljevo, Valjevo, Ljubovija, Krupanj and Loznica, beneath the mountains Cer and Medvednik) and of the whole Western Serbia.



RURAL CULTURE FESTIVAL, CITY OF KNIN, CROATIA, AUGUST 2009



This festival was ideal for people who are fed up with the urban lifestyle, who like a natural environment and appreciate traditional rural culture.

The festival is fully open and dedicated to stress-free living with no tight schedules.

You could learn about the rural activities and the fruits of nature rewarding the human effort, participate in workshops and learn traditional singing, playing and dancing, or you could join the villagers of Rape in their daily rural chores.

The important thing was that you allow nature to seep into you and calm your soul.

Web: www.eu-krka-knin.hr

LITTLE ROSE OF VINODOL - NOVI VINODOLSKI, CROATIA

A story from ancient times has survived among the residents of Novi Vinodolski, handed down the centuries by word of mouth. Traditionally, during grape harvest in which all the young took part, special attention was being paid to girls and which one among them was the most hard working. Once the harvest was completed the prettiest and the most diligent girl was selected and crowned with a crown of grape vine. And the whole celebration of a successful grape harvest was dedicated to her. The people of Vinodol decided to revive this tradition, and celebrate their past in a manner suited to the present times. The guests to the festivity can savour indigenous dishes of Vinodol, enjoy the local eco-products, partake in different popular games and relax to the sound of tambouritzas. Web: www.tz-novi-vinodolski.hr

INFOFEST, XVI FESTIVAL OF ACHIEVEMENTS IN INFORMATICS, BUDVA, 29.09 – 03.10. 2009.



INFOFEST is a selective event with a moderately competitive character, with prizes and rewards being awarded. Official contents take place in several different programme forms, such as company exhibitions, promotional and professional presentations, copyrighted original works, a round table, theme conferences, panel discussions, etc. The programme featured leading world and regional ICT companies, reputable international experts, authors of best professional works, key users of ICT technologies. Apart from the official programmes, also many accompanying and entertaining contents were presented during the Festival. Dominant among the individual participants were decision makers from big business systems, governmental and public administration, financial institutions, public companies, as well as from the industry.

3rd REGIONAL CONFERENCE DIGITAL LITERACY – CONDITION AND OBLIGATION



The Third Regional ECDL conference was held in Belgrade (Hotel Continental) under the name „DIGITAL LITERACY – CONDITION AND OBLIGATION“, organized by the companies SDI from Slovenia, HIZ from Croatia, ECDL from Bosnia and Herzegovina and JISA from Serbia.

This year JISA was the host of the Regional Conference. At the conference, efforts and results were presented not only from the former Yugoslav republics, but also from other neighbouring countries (Italy, Austria, Hungary, Romania...). Apart from the usual presentations, also B2B discussions, stands, special

sessions and all kinds of other events were organized, so as to stimulate the development of informatics literacy in the region, as well as to reduce the gap that exists today. The President of the Council of European Professional Informatics Societies (CEPIS) opened the Conference. The introductory presentations were prepared by the Director of the ECDL Foundation, as well as by all national leaders of informatics societies and by state ministries that are in charge of the development and application of new technologies in these countries.

DMAI COURSE IN BELGRADE



From 21st to 25th of September Belgrade and Serbia have host this year Europe’s DMAI Destination Sales Training I & II.

Destination Sales Training was a hand on and destination sales focused training designed for DMO and CVB professionals, addressing issues and techniques in every area of destination sales as well as sales & negotiation skills, organized by Destination Marketing Association International (DMAI) and Serbia Convention Bureau.

With interactive workshops focused on sales practices, and developing of sales and negotiation skills, the Destination Sales Trainings has provided the essential skills necessary for increasing level of meeting proficiency for Europe wide delegates from Denmark, Belgium, Austria, Slo-

venia, Croatia and Montenegro. This training achieved goals in creating the unique network between already established and emerging meeting destinations. More info on www.destinationmarketing.org

“DESTINATION PRO” STARTED IN SERBIA

Joint initiative between DMAI and European Cities Marketing (ECM) have resulted the launch of “Destination Pro”, a professional development programme for entry to senior level destination sales and marketing professionals.

To receive the Destination Pro Diploma, an individual must be employed by and official DMO (CVB or Tourist Board) and successfully complete the ECM Summer Scholl and DMAI Destination Sales Training I & II. A Destination Pro certificate will be awarded only if the education is completed within a two year time frame. The time is now. First 5 “Destination Pro” in the world are here. The certificate goes to meeting professionals in Slovenia CVB, Serbia CVB, Opatija CVB, Vienna CVB, Brussels and Flanders CVB. More info on www.destinationmarketing.org



ESGO 2009 BELGRADE, SERBIA



The 16th International Meeting of the European Society of Gynaecological Oncology, ESGO, has taken place from 11th to 14th October in Serbian capital Belgrade and it has attracted over 1.700 international attendees. Belgrade, as the central hub of economy and science in the region, provided the biennial ESGO meeting with excellent settings for professionals in the rapidly changing field of gynecological oncology to discuss, debate, and disseminate new medical and scientific information for gynecological cancer treatment and care.

WORLD CANALS CONFERENCE 2009 – EAST AND WEST HAVE MET



The 2009 World Canals Conference has taken place in city of Novi Sad and its brand new Master Congress Centre. It was an invaluable forum for more than 200 waterway managers, users and enthusiasts with an interest in the canals, navigable rivers and inland waterway heritage of the Middle Danube Region.

The general theme of the Conference was to raise awareness and to improve the economic performance of waterways, especially in Eastern Europe and Asia, two world regions which have not previously been covered by an annual event. East and West have met.

More info on www.wcc2009serbia.org

GREENBUILD INTERNATIONAL CONFERENCE & EXPO



November 11th-13th 2009, Phoenix, Arizona. Greenbuild is the world's largest conference and expo dedicated to green building. Thousands of building professionals from all over the world come together at Greenbuild for three days of outstanding educational sessions, renowned speakers, green building tours, special seminars, and networking events. Greenbuild 2009 is heading to the American Southwest, a region with unique environmental and social challenges and opportunities, and the imperative is clear: Green building can and must come home to all people, boosting the quality of life on main streets across the country and around the world.

INVESTING IN THE FUTURE: SIXTH BUSINESS TRAVEL SHOW IN DÜSSELDORF

Sixth Business Travel Show in Düsseldorf with Optimized Concept and New Partners, September 30th-October 1st 2009. "Business Travel Show", Germany's leading trade fair for business travel, which took place from September 30th to October 1st 2009, employing an optimized concept. The sixth Business Travel Show will now feature three separate training areas, offering individual programs for the participant's diverse needs, from assistants and secretaries to purchasing agents of multi-national corporations. www.businesstravelshow.de



BTC 2009: BE THERE TO DEMONSTRATE



November 5th-6th 2009, Rome, Italy. It's 25 years old and it doesn't show: BTC looks to the future and asserts itself as the point of reference for the Italian meetings industry. The XXVth BTC – Italian Meetings and Events industry fair – one of the biggest international B2B fairs in the sector, will take place on 5th and 6th November at the Rome Exhibition Centre. A two-day event with a high professional profile, where supply and demand meet and draw conclusions on a key sector for the Italian tourist industry. With sales of more than 22 million Euro, the Italian meetings industry is feeling the inevitable downturn but is nevertheless "holding up" in the face of the crisis.

48TH ICCA CONGRESS & EXHIBITION



November 7th-11th 2009, Florence, Italy. The ICCA Congress education programme is custom-designed every year, and features a mix of speakers including top corporate and association meetings clients, expert business speakers from outside the meetings industry, and of course a selection of some of the most experienced ICCA members. Website: www.iccaworld.com/dbs/congress2009

WTM 2009

November 9th-12th 2009, London, United Kingdom. Staged annually in London, World Travel Market is a vibrant must attend four day business to business event presenting a diverse range of destinations and industry sectors to UK and International travel professionals. It is a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business under one roof.

By attending World Travel Market, participants efficiently, effectively and productively gain immediate competitive advantage for their business and stay abreast with the latest developments in the travel industry Website: www.wtmlondon.com



EIBTM 2009 THE GLOBAL MEETINGS & INCENTIVES EXHIBITION



December 1st-3rd 2009, Barcelona, Spain. EIBTM is the leading global event for the meetings and incentive industry, held in the vibrant business and tourism destination of Barcelona. The event delivers three days of focused

access to a dynamic business environment, thought provoking professional education and business networks for exhibitors, Hosted Buyers and trade visitors. Website: www.eibtm.com



Novi hotel Lone u Rovinju sa najbolje opremljenim kongresnim centrom u regiji

Vešto sakriven u zelenom srcu Rovinja, Hotel Lone veličanstven je primer poštovanja prirodnog krajolika. Obgrljen šumom i okrenut moru, doima se kao luksuzni brod koji je pažljivo pristao u okruženje, ničim ne narušivši zatečeni sklad prirode. Jednostavnost, minimalizam, čista elegancija – prve su asocijacije koje dolaze u valovima pri svakom pogledu na ovo savršeno zdanje. Izuzetna udobnost i visoko personalizovana usluga njegove su osnovne karakteristike, a od sadržaja se izdvaja najbolje opremljen kongresni centar u regiji. U sklopu hotela Lone nalaziće se jedna od najvećih kongresnih dvorana na Jadranu

kapaciteta 600 mesta te nekoliko manjih dvorana za sastanke. Sve dvorane će biti klimatizovane i opremljene audio-vizualnim sredstvima te bežičnim Internet priključkom, a bogata gastronomska ponuda ovog hotela omogućavaće organizaciju raznih događanja koji uključuju ponudu hrane i pića.

Veliko otvaranje renoviranog hotela Metropol Palas u Beogradu

Poznat kao jedan od najvećih beogradskih hotela, Metropol Palace se nalazi na idealnoj lokaciji u Starom gradu, nedaleko od parka Tašmajdan, u blizini poslovne i boemske četvrti.

Renomiran već gotovo polovinu stoleća kao žarište kulturnog i socijalnog života grada, Metropol Palace nudi nezaboravni doživljaj za većinu poznatih, poslovnih ljudi kao i za turistička putovanja u Beogradu. Jedinstven po svojim konferencijskim i banketskim kapacitetima, Metropol Palace postaje omiljeno mesto okupljanja svakog internacionalnog i lokalnog događaja, venčanja i prijema. Hotel je trenutno u procesu opsežne rekonstrukcije i veliko otvaranje planirano je za 2010. godinu. Metropol Palace je član lanca Classical hotela. Četnaest gradskih hotela zajedno sa pet budućih razvojnih objekata pod imenom brenda Classical, garantuju nenadmašan nivo kvaliteta i raskoši. Bilo kroz poslovna ili turistička putovanja, kroz odmor u gradu, ili kroz kombinaciju sva tri, bićete ubeđeni da Classical hotel ispunjava sve Vaše potrebe. Classical hoteli su ponosni član N. Daskalantonakis grupe.



„Tašmajdan“ u novom ruhu

Sportsko-rekreativni centar „Tašmajdan“ u Beogradu, i njegova okolina, prema urbanističkom projektu za rekonstrukciju i dogradnju, trebalo bi da se pretvori u sportski kompleks sa poslovnim zgradama, hotelima, javnom podzemnom garažom i pretkomorom koja omogućava ulaz u pećine i lagume, koje će imati i neke nove namene (gradski akvarijum, noćni klub, bioskop). U planu su tri funkcionalne zone, i to: postojeći objekat SRC „Tašmajdan“ sa otvorenim bazenom i tribinama, hotel za sportiste i poslovna zgrada, druga zona obuhvata stadion sa pratećim sadržajima i javnom podzemnom garažom, a treća funkcionalna celina bi trebalo da obuhvati gradski hotel sa komercijalnim sadržajima, pretkomoru sa ulazom u pomenute pećine i lagume sa gradskim akvarijumom, noćnim klubom i bioskopom.



Novi objekat za biznis turizam u Nišu

Niš je u septembru dobio novi objekat, reprezentativan za sportski, kongresni i biznis turizam. U sastavu Tami Residence hotela koji ima 60 standardnih i deluks soba uključujući 4 apartmana, kao i sobe za hendikepirane osobe nalazi se i depandans Tami sa 10 deluks soba i konferencijskom salom. Sobe su elegantno dizajnirane sa prelepim pogledom na grad i crkvicu Sv. Arh Mihaila koja predstavlja posebnu čar hotela.

Što se kongresnog dela tiče, Hotel raspolaže sa dve sale za konferencije: Residence sala 145m² kapaciteta do 200 gostiju u koktel varijanti i 150 mesta u pozorišnom stilu.

Tami sala 120m² kapaciteta do 100 gostiju u koktel varijanti i 80 mesta u pozorišnom stilu. Sala za sastanke kapaciteta do 10 gostiju, faks/tel/e-mail – 24 sata, kopir-aparat, skener, štampač, DVIT televizija, digitalni projektor.

Prvi kongresni centar u Crnoj Gori – Mediteran Congress Center

U maju ove godine otvoren je PRVI KONGRESNI CENTAR U CRNOJ GORI – Mediteran Congress Center, koji posluje kao sastavni deo hotela „Mediteran“ u Bečićima, u Crnoj Gori. Kongresni Centar Mediteran je savremena građevina sa izvanrednom akustikom prostora za višenamensku upotrebu.

Nudi brojne mogućnosti za organizovanje sajmova, međunarodnih kongresa, konferencija, tim bildinga, izložbi, gala večera, koncerata kao i različitih kulturnih manifestacija.





Eko-restoran otvoren u Varni

Prvi restoran sa ekološki čistim menijem otvara svoja vrata u Varni. Zove se Naturel i 90% jela pripremljeno je od ekološki čistih proizvoda sa sertifikatom za kvalitet.

Svako jelo pripremljeno je na pari. Vino koje se nudi u Naturelu je takozvanog organskog tipa - grožđe je iz regija udaljenih od fabrika i autoputeva. Nisu upotrebljena hemijska sredstva u njegovoj pripremi.

„Naše ciljne grupe su ljudi koji preferiraju zdravu ishranu. Uzeli smo u obzir takođe vegeterijance, kao i one koji drže stroge dijete ili jedu odvojene namirnice.

Izabrani su najbolji recepti iz francuske, nemačke i italijanske kuhinje“, objasnila je menadžerka „Naturel“, Iuliana Nedkova.

Brioni otvaraju novi butik u hotelu Excelsior

„Brioni“ se otvaraju u Dubrovniku - istinskom dragulju Jadrana - u okviru prestižnog hotela Excelsior, sagrađenog u starom gradu 1907. godine, koji je ugostio poznate ljude kao što su Kraljica Elizabeta II, Margaret Tačer, Rodžer Mur, Elizabet Tejlor i Ričard Barton, imena koja su neizbežno povezana sa ostrvima Brioni, kao i sa legendarnim butikom „Brioni“ u Rimu.

„Prvi put kada su „Brioni“ otišli sa druge strane Jadrana bilo je 1971. godine, zbog modne revije u Zagrebu i u Trogiru u Dalmaciji“, podseća Andrea Perrone, CEO „Briona“, „a to pokazuje kako je naša kompanija uvek bila pionir u svetu mode. Trenutni razvoj u ovom delu Evrope predstavlja veoma interesantnu perspektivu za „Brione“, a osim toga naše ime je duboko povezano sa ovim delom sveta: ostrva Brioni su bili jedno od najekskluzivnijih odmarališta u prvoj polovini dvadesetog veka i razlog zbog kojeg i nazivamo sebe „Brioni“.

Danas smo odabrali hotel Excelsior, koji je isto toliko divno i ekskluzivno odmaralište sa čarima Rivijere, kao što je bilo i na početku dvadesetog veka, isto kao i ostala mesta u kojima imamo butike, kao što su Portofino, Kapri i Kan“.



Hotel Bellevue donosi organski šik u Dubrovnik

Investiranjem u vrednosti od 24 miliona eura, hotel Bellevue, iz vodeće hrvatske hotelske grupacije Adriatic Luxury Hotels (ALH), doživeo je svoje ponovno otvaranje, kao luksuzni butik-hotel sa pet zvezdica u Dubrovniku.

Sadržeći 93 sobe i apartmana, hotel Bellevue smešten je na steni, 30 metara iznad uvale Miramare, samo kratkom šetnjom udaljen od Starog grada.

Ulaskom u predvorje hotela, pruža se panoramski pogled na more, koje bi se moglo iskusiti ploveći jedrilicom ili na udaljenom ostrvu. Ovaj osećaj udaljenosti od stresa svakodnevice praćen je i kroz ostali dizajn hotela, ali i visokim standardom usluga i ponuda.

„Chic art“ enterijer hotela Bellevue dizajniran je od strane Renate Strok, koja je podređena kvalitetnim organskim materijalima i teksturama, kao što su maslinovo ulje i sivi granit.



HOTEL ANTUNOVIĆ ZAGREB

Hotel Antunović – najsavremeniji kongresni centar u Zagrebu

U idealnom spoju ambijenta najmlađeg hotela iz lanca Antunović pored ekskluzivnog smeštaja i opuštanja u čarobnim wellness prostorijama možete organizovati kongrese, seminare i okupiti svoje zaposlene onda kada želite da u svom radnom okruženju probudite timsku energiju i kreativnost. Ovakav cilj

lako je ostvariv u jednom od najsavremenijih kongresnih centara izgrađenom na 2500 m² uz high-tech opremljenost koja odgovara i najzahtevnijim poslovnim potrebama i pruža neograničene mogućnosti komuniciranja. Sve dvorane imaju izvor prirodnog svetla, klimatizovane su i opremljene bežičnim internetom. Najveća dvorana može da primi 1000 osoba, druga po veličini 500, dok su ostale kapaciteta od 10tak učesnika.

Nakon radne atmosfere čeka vas opuštajuća, u jednom od restorana ili pak u Aspa wellness centru gde ćete, u idiličnom spoju toplog drveta i snage vode, pronaći izgublenu energiju i opustiti duh i telo. Rotirajući bar, kupola iznad svih barova, odakle se pruža neverovatan pogled na ceo Zagreb, samo je još jedna informacija koja će vas, verujemo, navesti da posetite hotel Antunović i očarate se već pri prvom susretu.





New hotel Lone in Rovinj - best congress center in the region

Smartly concealed in the green heart of Rovinj, Hotel Lone is a grand example of respect for the natural landscape. Embraced by a forest and facing the sea, it looks like a luxury boat incorporated in

the surroundings without impairing the existing harmony of nature. Uniqueness, minimalism and pure elegance are the first words that come to mind every time you look at this perfect building. Exceptional comfort and a highly personalized service are its basic features, while its amenities include the best congress center in the region. The hotel Lone will have one of the largest congress halls at the Adriatic Sea with a capacity to host 600 persons, as well as several smaller meeting halls. All halls will have air-conditioning and audio-visual accessories, as well as a wireless Internet connection. The rich catering offer of this hotel will enable the organization of various events that include food and beverage.



Grand re-opening of Metropol Palace Hotel in Belgrade

Recognized as one of Belgrade's largest hotels, the Metropol Palace is ideally located in the old town, just beside the Tašmajdan park, near the business and leisure districts of the city. Known for almost half a century as the focal point of the city cultural and social life, Metropol Palace has been offering a memorable experience for most celebrities, business people and tourists traveling to Belgrade.

Being unique for its conference and banqueting facilities, the Metropol Palace becomes the preferred venue for every international and local event, wedding and reception.

The hotel is currently undergoing extensive renovation and the grand re-opening is planned for the year 2010. The Metropol Palace is a member of the chain Classical Hotels. The fourteen city hotels, along with five future development projects of the Classical brand,

guarantee an unsurpassed level of quality and luxury. Whether traveling for business, leisure, a city break or a combination of the three, you will be sure to find a Classical hotel that meets your needs. Classical Hotels are a proud member of the N. Daskalantonakis group of companies.

„Tašmajdan“ in a new design

According to the town planning reconstruction and expansion project, the centre for sports and recreation „Tašmajdan“ in Belgrade, as well as its surroundings, should be turned into a sports complex with business buildings, hotels, a public underground garage and with an antechamber that would provide access to the caves and underground passages, which will also have a new purpose (city aquarium, night club, cinema). There are three functional parts, such as: the existing object of the sports centre „Tašmajdan“ with an outdoor pool, the planned hotel for athletes and business building, second zone includes a stadium with supporting facilities and the public underground garage, and third zone encompasses a city hotel as well as the already mentioned antechamber with an entrance into the caves and underground passages with the city aquarium, night club and cinema.



New object for business tourism in Niš

Niš got a new object this year in September, which is representative for sport, congress and business tourism. Beside 60 standard and deluxe rooms including 4 suites, as well as rooms for disabled persons, The Tami Residence hotel include and 10 deluxe rooms and conference room in Tami depandance. The rooms are designed with elegant furniture and beautiful view at the city and church of St. Arh Mihailo which represents the special charm of the hotel.

Regarding congress sector, hotel contains two conference halls: Residence Hall of 145m² with capacity of 200 guests for cocktails and 150 seats for theatre shape of the hall. Tami Hall of 120 m² with capacity of 100 guests for cocktails and 80 seats for theatre shape of the hall. Meeting room with capacity of 10 guests, contains fax, telephone, e-mail – 24 hours, copy-machine, scanner, printer, DVIT TV, digital projector.

The First Congress Center in Montenegro opened

In May this year the first Congress Center was opened in Montenegro – the Mediteran Congress Center.

The Congress Center Mediteran, which operates as a part of the hotel “Mediteran” in Bečići, Montenegro, is a perfect multi-functional construction with brilliant acoustic properties. It offers numerous possibilities for organizing fairs, international conventions, conferences, team building events, exhibitions, gala dinners, concerts, as well as various cultural events.





Eco-restaurant opened in Varna

The first restaurant with an ecologically clean menu opened in Varna. It's called Naturel, and 90% of the dishes have been prepared with ecologically clean products with certificates for quality.

Each dish is prepared on steam.

The wine offered in Naturel is of the so-called organic type - the grape is from regions away from factories and highways.

No chemicals have been used in its preparation. "We're aiming towards the people that prefer healthy foods.

We've considered vegetarians as well, and also those that keep strict diets or eat separately.

The recipes are selected from the best of the French, German and Italian cuisine", explained the manager of "Naturel", Iuliana Nedkova.

Brioni opens a new boutique in Hotel Excelsior

MILAN, JULY 2009 - Brioni opens in Dubrovnik – a real jewel in the Adriatic – inside the prestigious Excelsior Hotel, built in the old town in 1907, that has played host to people such as Queen Elizabeth II, Margaret Thatcher, Roger Moore, Elizabeth Taylor and Richard Burton, names that are inevitably linked to the Brioni islands and the legendary Brioni boutique in Rome. "The first time Brioni went beyond the Adriatic



was in 1971 for a fashion show in Zagreb and in Trogir in Dalmatia," recalls Andrea Perrone, Brioni CEO, "and it proved how much the company has always been a pioneer in the world of fashion. At the moment growth in this part of Europe is a very interesting prospect for Brioni and furthermore our name is profoundly linked to this part of the world: the Brioni islands were one of the most exclusive resorts in the first half of the twentieth century and the reason behind calling ourselves Brioni.

Today we have chosen the Excelsior as it is a charming and exclusive resort that has the allure of the Riviera as it was at the beginning of the twentieth century, the same as in other places in which we have boutiques such as Portofino, Capri and Cannes."



Hotel Bellevue Brings Organic Chic to Dubrovnik

With an investment of 24 million Euros, the Adriatic Luxury Hotels (ALH), the leading Croatian Hotel Group, reopened last year the Hotel Bellevue as a luxury five-star boutique hotel in Dubrovnik.

Featuring 93 rooms and suites, the Hotel Bellevue is situated on a rock, 30 meters above the Miramare Bay and just a short walking distance from the Old Town. Upon the entrance into the lobby, there is a panoramic view of the sea of the kind one might experience on a sailing boat or a remote island. This feeling of being far away from the stress of everyday life is present also throughout the rest of the hotel, owing to its design, but also to the high standard of services it provides. The "Chic art" Interior of the hotel was designed by Renata Strok, who uses quality organic materials and textures, such as olive wood and grey granite.



Hotel Antunović – the most modern congress center in Zagreb



The ideal ambience combination of the youngest hotel from the Antunović chain enables you not only to enjoy the exclusive accommodation and relaxation in the magic wellness rooms, but also to organize conventions, seminars and gather your employees when you want to arouse team energy and creativity in your working environment.

This kind of goal can easily be achieved in one of the most modern congress centers built on 2.500 m² with high-tech equipment that can respond to the most demanding business needs and provide unlimited communication possibilities.

All halls have a source of natural light, they also have air-conditioning and wireless internet. The largest hall can host 1000 persons, the second in size 500, whereas the others have a capacity for dozen participants each.

A relaxing atmosphere waits for you after the working ambience, in one of the restaurants or in the Spa wellness center where you can, in the idyllic combination of

warm wood and water strength, find your lost energy and relax your body and mind. The rotating bar, the cupola above all bars, from where you can have a beautiful view of whole Zagreb, is just another information that will – as we believe – make you want to visit the hotel Antunović and be captivated already at first sight.

Kongresni turizam kao industrija

UVOD I ZAČECI KONGRESNE INDUSTRIJE

Obzirom da imamo dobre preduslove da postanemo evropska destinacija za kongresni turizam koji donosi veliki profit i poboljšava međunarodnu reputaciju same destinacije, nije uzaludno uložiti vreme i trud za proširivanje saznanja o ovoj dinamičnoj i prosperitetnoj industriji – kongresnoj industriji.

Kongresi, konferencije, seminari i razne manifestacije su jako značajni za jednu zemlju i sve pojedine učesnike, od organizatora, delegata, zatim hotela, kongresnih centara i ostalih pružalaca usluga, i imaju veliki uticaj na ekonomiju i privredu jedne zemlje.

Zato sa pravom možemo govoriti o kongresnom turizmu kao kongresnoj industriji.

Profit, iskorišćenost kapaciteta i zaposlenost ljudi koji kongresna industrija uključuje, nameće potrebu za objedinjavanjem, povezivanjem svih njenih učesnika i rad na njenom razvoju.

Kongresna industrija je mlada, dinamična industrija koja rapidno raste i sazreva.

Region Jugoistočne Evrope tek treba da se postavi u svest evropskih i svetskih asocijacija i organizatora, kao destinacija za kongrese, pa možemo reći da je ovo tržište u začetku razvoja (u odnosu na razvijena svetska tržišta koja diktiraju trendove), ali sa veoma dobrim i bitnim preduslovima, kao što je geografski položaj na svega par sati leta od većine evropskih metropola, sa dobrim odnosom cena/kvalitet (mada na ovom parametru uvek treba raditi), sa infrastrukturom u koju

su uloženi i ulažu se bilioni, iskustvo iz prethodnog perioda, i uz sve to, tržište Jugoistočne Evrope predstavlja novu, neistraženu i neistrošenu destinaciju, što je takođe njegova prednost.

Obzirom da imamo dobre preduslove da postanemo evropska destinacija za kongresni turizam koji donosi veliki profit i poboljšava međunarodnu reputaciju same destinacije, nije uzaludno uložiti vreme i trud za proširivanje saznanja o ovoj dinamičnoj i prosperitetnoj industriji – kongresnoj industriji.

Zato ćemo se, u ovom broju magazina, kratko osvrnuti na začetke kongresne industrije i njen razvoj u svetu.

Začeci kongresne industrije vode poreklo iz Evrope i Severne Amerike. Razvojem u 19. veku, na univerzitetima je sve češće postojala potreba za deljenjem informacija u akademskim krugovima, što je uzrokovalo sve veći broj okupljanja i potrebu za veće javne prostore za tu namenu. U isto vreme, razvoj železnice je pratilo otvaranje hotela na većim stanicama. Mnogi od ovih hotela su imali namenske prostorije za iznajmljivanje. Pored promocija proizvoda, godišnjih zasedanja upravnih odbora i stručnih okupljanja, početkom 20. veka dolazi do aktivnosti koje su uključivale edu-

kaciju zaposlenih, a naročito u prodaji. Kako su gradovi sve više postajali svesni vrednosti koje održavanje kongresa ima, istorija je zabeležila da je prvi put, u Detroitu, Mičigen, grupa biznismena odlučila da zaposli prodavca da poziva kongrese u njihov grad. Na ovaj način, prvi kongresni biro je oformljen, 1896. i industrija je započeta.

Osnivanje profesionalnih udruženja takođe daje koristan, objektivian uvid u nastanak industrije.

Neke od najznačajnijih udruženja u kongresnoj industriji sa godinom njihovog osnivanja:

International Association of Exhibitions and Events (IAEE)	1928
Professional Convention Management Association (PCMA)	1957
Association Internationale des Palais de Congres (AIPC)	1958
International Congress and Convention Association (ICCA)	1963
European Federation of Conference Towns (EFCT)	1964
International Association of Professional Congress Organizers (IAPCO)	1968
British Association of Conference Destinations (BACD)	1969
Meeting Professionals International (MPI)	1972
Meetings & Events Australia (MEA)	1975
Association of British Professional Conference Organizers (ABPCO)	1981
Meeting Industry Association (MIA)	1990



Od 1960. počinje stalan rast ulaganja u infrastrukturu namenjenoj da podrži konferencije, kongrese, susrete i događaje, čija vrednost investicija se meri u desetinama i stotinama miliona funti.

Neke od njih, u Velikoj Britaniji:
Sheffield Arena (kapacitet 12.000 mesta, vrednost investicije 45 miliona funti),
Birmingenska Nacionalna Arena (kapacitet 13.000 mesta, 51 milion funti),
Wales Milenijum Centar, Kardif (kapacitet 19.000 mesta, 104 miliona funti),
Značajno je investirano i u Severnoj Americi, Australiji, Africi (naročito Južnoj Africi).
Sava Centar u Beogradu, kao najveći kongresno – poslovni centar u re-

gionu, izgrađen je 1977. sa kapacitetom do 4000 delegata.
 Ovakve investicije se nastavljaju i danas, a koristi od njih su ve-

like, i ekonomske i socijalne, i daju mogućnost gradu i zemlji da se pozicionira na mapi međunarodnih događaja.

Zanimljivost

Jedan od događaja najvišeg profila u zadnjih nekoliko stotina godina i verovatno događaj koji je pokrenuo sadašnju kongresnu industriju je Bečki Kongres (Congress of Vienna) koji se održavao od septembra 1814. do juna 1815!

Kongres je sazvan kako bi se izvršila preraspodela teritorije nakon Napoleonovih ratova, i učesnici su bili predstavnici svih velikih sila današnjice. Može se samo zamisliti potrošnja po delegatu, ukoliko imamo na umu da su to bili delegati kao što su Aleksandar I, Car Rusije, Princ Karl August von Hardenberg (nekadašnja Prussia) i Vojvoda od Wellingtona kao glavni britanski predstavnik. Svaki učesnik je bio u pratnji znatnog broja osoblja i partnera, sa potrebom da se obezbedi smeštaj, društveni programi, raskošne zabave, logistika, i naravno, najmoderniji kongresni sadržaji.

Kongresni Biro Beča je, bez sumnje, dugo slavio uspeh u privlačenju i realizaciji takvog događaja u gradu!



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Congress tourism as an industry

THE HISTORY OF MEETINGS INDUSTRY

With regard to the fact that we have good prerequisites to become a European destination for meetings tourism, which will lead to large profits and improve the international reputation of the destination itself, it is not useless to invest time and effort to improve our knowledge about this dynamic and prosperous industry – the meetings industry.

Conventions, conferences, seminars and other events are highly significant for each country that organizes them, as well as for single participants, starting from organizers, delegates, further hotels, convention centres and other service providers. These events

very good and crucial prerequisites, such as its geographic position, being only a couple of hours flight away from most European large cities, its good price-quality ratio (although this parameter should always be worked on), its infrastructure in which trillions have been invested and its experience from the past periods. Above all these, one can say that the Southeast European market represents a new, unexplored, unexhausted destination, which is also one of its advantages. With regard

look back onto the beginnings of the meetings industry and its development in the world.

The beginnings of the meetings industry can be traced back to Europe and North-America. In the course of their development in the 19th century, universities had an increasing need to share information in academic circles, which led to an increasing



The following are some of the most significant associations in the meetings industry, with the year of their foundation given on the right side:

International Association of Exhibitions and Events (IAEE)	1928
Professional Convention Management Association (PCMA)	1957
Association Internationale des Palais de Congres (AIPC)	1958
International Congress and Convention Association (ICCA)	1963
European Federation of Conference Towns (EFCT)	1964
International Association of Professional Congress Organizers (IAPCO)	1968
British Association of Conference Destinations (BACD)	1969
Meeting Professionals International (MPI)	1972
Meetings & Events Australia (MEA)	1975
Association of British Professional Conference Organizers (ABPCO)	1981
Meeting Industry Association (MIA)	1990

have a large impact on the economy of a country.

This is why it is justifiable to speak of the meetings tourism as of the meetings industry. The profits, capacity usage and the number of hired employees that the meetings industry includes, creates the need to unify and relate all its participants, as well as the work done with the aim to develop this industry.

The meetings industry is a young, dynamic industry, which is rapidly growing and maturing.

The region of Southeast Europe has yet the task to position itself in the minds of European and world associations and organizers as a meetings destination. Thus, we can state here that its market is only at the beginning of its development (as opposed to developed world markets that dictate the industry trends), but it has

to the fact that we have good prerequisites to become a European destination for meetings tourism, which

For the first time in history, a group of businessmen decided in Detroit, Michigan, to employ a salesman to invite meetings to be held in their town. In this way, the first convention bureau was established, and so 1896 was the year when the industry officially came into being.

will lead to large profits and improve the international reputation of the destination itself, it is not useless to invest time and effort to improve our knowledge about this dynamic and prosperous industry – the meetings industry. This is why, in this edition of the magazine, we shall shortly take a

number of gatherings and also created the need for larger public spaces for this purpose.

At the same time, together with the development of the railway, also hotels were opened at large railway stations. Many of these hotels had also special-purpose rooms for rent.

Besides events related to the promotion of products, annual meetings of managing boards and expert meetings, new events emerged at the be-

As from 1960, there followed a continuous growth of investments into the infrastructure with the purpose to support conferences, conventions, meetings and events.

These investments amount to dozens and hundredths of millions of pounds.

ginning of the 20th century, including also a better education for people engaged in the organization, especially for those engaged in sales.

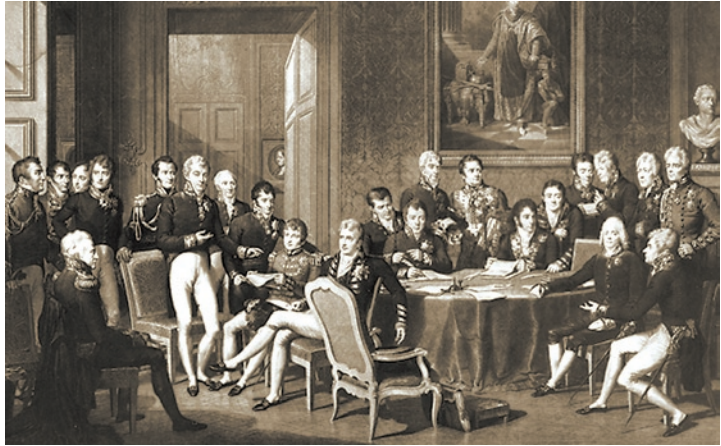
As towns became more and more aware of the value the organization of meetings had for them, a group of businessmen decided in Detroit, Michigan, for the first time in history,



to employ a salesman to invite meetings to be held in their town. In this way, the first convention bureau was established, and so 1896 was the year when the industry officially came into

Curiosity

One of the highest-profile events in the last couple of centuries and probably the event that stirred the development of the modern meetings industry is the Congress of Vienna that was held from September 1814 until June 1815!



The Congress was convened in order to redistribute the territories after Napoleon's wars, and the participants were representatives of today's largest forces.

You can imagine the amounts that were spent per single delegate, if you take into account that these were delegates such as Alexander I, Russian Emperor, prince Karl August von Hardenberg (former Prussia) and the Duke of Wellington as the main British representative.

With each participant came a significant number of staff and partners. Many things had to be organized: accommodation, social programmes, lavish entertainment, logistics, and of course, up-to-date meetings contents.

The convention bureau in Vienna undoubtedly celebrated for a long time its success in attracting and materializing such an event in their city!

being. The establishment of professional associations also gives a useful, objective insight into the origination of the industry. As from 1960, there followed a continuous growth of investments into the infrastructure with the purpose to support conferences, conventions, meetings and events. These investments amount to dozens and hundredths of millions of pounds.

Some of investments that were made in Great Britain:

The Sheffield Arena (capacity 12.000 seats, investment amount 45 million pounds),

The National Arena, Birmingham (capacity 13.000 seats, 51 million pounds),

The Wales Millennium Centre, Cardiff (capacity 19.000 seats, 104 million pounds).

Significant investments in congress industry were also made in North America, Australia and Africa (especially in South Africa).

Sava Centar in Belgrade, the largest convention and business center in the region, was built in 1977 with a capacity to host up to 4.000 delegates.

Such investments continue also today, some of them are large, with both economic and social significance, offering their town and country the opportunity to position itself on the map of international events.

Christo Drumev, Generalni Direktor Kongresnog Centra Sofija

VISOK KVALITET U SKLADU SA EVROPSKIM STANDARDIMA

1. Kongresni Centar Sofije, Nacionalni dvorac kulture dobio je 2005. godine AIPC Apex nagradu, šta ova nagrada zapravo znači? Šta to znači vama kao kongresnom centru?

Apex nagrada za nas ima specijalno značenje i teško je izraziti koliko smo svi ponosni što smo proglašeni za najbolji svetski kongresni centar u 2005. godini od strane Međunarodne Asocijacije Kongresnih Centara u Kvebeku. Ova pobjeda je prava pohvala za naše odlične odnose sa klijentima, koji su krajnji donosioci odluka u programu APEX nagrada i temelj na osnovu čega smo izabrani. Naše dostignuće je demonstracija mere u kojoj visoko kvalitetna usluga može da unapredi centar na današnjem veoma konkurentnom tržištu. Lokalno, Apex nagrada će nam dati šansu da ubedimo odgovarajuće vlasti u Bugarskoj o važnosti ove

nove branše turizma, prevashodno kongresnog i inovativnog („insentiv“) turizma, kako bismo dobili veću državnu i zakonodavnu podršku. Na



međunarodnom nivou, očekuje se da će kvalitet naših usluga privlačiti sve veće interesovanje međunarodnih

kupaca, što će nam svakako pomoći u promociji i održavanju visokih standarda performansi u organizaciji i administraciji kongresa i konferencija u budućnosti.

2. Kako ste uspjeli da ojačate ulogu centra u razvoju domaće kongresne industrije?

Radim sa izuzetnim timom. Ne dobijamo ni paru u smislu državne finansijske pomoći, ali smo dokazali da možemo da se finansiramo sami. Najznačajniji događaji još uvek se održavaju u Nacionalnom dvorcu kulture. Imamo veoma bogat kulturni program. Od naših aktivnosti uspjeli smo da sačuvamo dovoljno novca i potpuno opremimo tri nove sale za konferencije. Trenutno, centar ima 15 multifunkcionalnih sala i prostora za konferencije sa modernom opremom. Naši toaleti su verovatno

O KONGRESNOM CENTRU SOFIJA

Kongresni centar – Sofija, Nacionalni dvorac kulture je jedan od najvećih multifunkcionalnih kompleksa na Balkanskom poluostrvu, koji spaja kongrese, kulturu i izložbeni centar.

Okrujen prelepim parkom za opuštanje, sa veličanstvenim pogledom na planinu Vitoša, Kongresni centar odražava jedinstvenu karakterističnost Sofije, čak i samom zgradom.

Dobitnik EBA „Evropski kvalitet“ nagrade (2008. godine) i AIPC Apex nagrade za „Najbolji svetski kongresni centar“ (2005. godine), član ICCA i AIPC, bio je domaćin 62-og Letnjeg Kongresa NATO Rezervnih Oficira 2009, Evropske Izložbe Filatelista Bugarske 2009, Samita Energetike „Prirodni gas za Evropu: Sigurnost i Partnerstvo 2009, Svetskog Šampionata u šahu Polufinale 2009, Sastanka NATO Inostranih Ministara 2006, OSCE Godišnjeg Sastanka Ministarskog Saveza 2004, Skupštinskog Sabora NATO 2002. i mnogih drugih događaja.

Centar raspolaže sa 15 sala kapaciteta od 100 do 4000 mesta i 55 soba za sastanke. Tokom godina postao je središte aktivnog intelektualnog i kulturnog života, na čijim podijumima su imali čast da budu Herbert von Karajan, Claudio Abbado, Riccardo Muti, Jose Carreras, Andrea Bocelli, Bolshoy Teatar, La Scala, Londonski Simfonijski Orkestar, Bečka opera i Švedski Kraljevski Balet. Vladimir Putin, Papa Jovan Pavle II and Bill Clinton su samo nekoliko velikodostojnika koji su posetili Centar.

Jedinstven po svojoj arhitekturi, umetničkim i funkcionalnim odlikama, ovo mesto nudi visok nivo sofisticiranosti usluga, objekta i savremene opreme. Centar se samofinansira, bez finansijske pomoći države kao deo njegovog programa društvene odgovornosti, Kongresni Centar Sofije postao je najveća javna ustanova u Bugarskoj, koja je potpuno pristupačna osobama sa posebnim potrebama. Centar je takođe uveo popuste za učenike, studente i penzionere.

Gdin. Christo Drumev je Generalni Direktor Kongresnog Centra Sofija, Nacionalnog dvorca kulture od 1990. godine. Pod njegovim menadžmentom ovo mesto ne samo da je postalo profitabilno već je uspjelo da privuče visoko rangirane investitore. Njegovo ime vezuje se sa veoma složene i značajne kongrese, konferencije, sajmove, izložbe i reklame za koje je odlikovan od mnogih različitih institucija. Gdin. Drumev je takođe i osnivač i predsednik Kongresnog Biroa Sofije.



najbolji u celoj Sofiji, a znate da su toaleti važan pokazatelj celokupnog stanja kongresnog centra.

Štaviše, centar sada nudi pristup osobama sa posebnim potrebama. Sem toga, u 2008. godini dodeljena nam je „Nagrada za Evropski Kvalitet“ od strane Evropskog poslovnog sabora u Oksfordu, Engleskoj.

Ovu odliku najvišeg ranga dobili smo za naš stalni trud da dostignemo visok kvalitet u skladu sa evropskim standardima.

3. Da li u nečemu manjkate?

Nažalost, država nam nije ponudila pomoć i svi mi koji smo uključeni u poslovni sektor moramo sami da se snalazimo. Ali vlada bi trebalo da preuzme inicijativu i da nam ponudi deset miliona leva koje bi mogli da iskoristimo za reklamiranje.

Naravno, centar ima koristi od organizovanja međunarodnih skupova, ali drugi dobijaju čak veći profit.

To su npr. avionske kompanije koje vrše transport delegata, aerodrom

koji naplaćuje takse, javni prevoz, hoteli, restorani i prodavnice. Ukratko, ekonomija zemlje dobija.

4. Vaši planovi za budućnost kongresnog centra?

Sada smo usmereni na IMEX Izložbu za kongresni turizam u Frankfur-

EBA Nagrada 2008. godine za kvalitet, kao i plaketa na kojoj piše da smo najbolji svetski kongresni centar u 2005. godini nastaviće da krasi naš štand i da nam pomaže u dobijanju poverenja kod ljudi.

Znaće da kada dođu ovde neće naići na neprijatna iznenađenja.

Centar je jedan od osnivača Kongresnog biroa Sofije. Imamo impresivno članstvo, ali smo specijalno ponosni što imamo Bugarsku akademiju nauka i Uniju naučnika na toj sjajnoj listi.

Dobro je poznata činjenica da smo nacija intelektualno obdarenih ljudi i da su naši naučnici članovi različitih evropskih i svetskih asocijacija, a svake godine centar je domaćin Međunarodnih naučnih konvencija.

Kongresni biro Sofije je od 2007. godine stalni član organizacije European Cities Marketing.

A što se budućnosti tiče, nameravamo da unapredimo našu poziciju na nacionalnom i međunarodnom tržištu i da pronađemo šansu za dostizanje novog nivoa prepoznatljivosti unutar industrije.



tu (25-27. Maj, 2010), Nemačkoj. Naše samopouzdanje se povećalo.

KONGRESNI CENTAR SOFIJA · LISTA DOGAĐAJA

62. Letnji Kongres NATO Rezervnih Oficira 2009

Evropska Izložba Filatelista Bugarska 2009

Samit Energetike "Prirodni gas za Evropu: Sigurnost I partnerstvo 2009

Svetski Šampionat u Šahu Polufinale 2009

Druga Vanredna Misija Intergovernmental Komisije za Očuvanje Nedodirljivog Kulturnog Nasleđa UNESCO u 2008

CEI Samit 2007. Starešina Državne Uprave 2007

PES Savez 2007

Neobavezni Sastanak NATO Stranah Ministara 2006

Drugi Međunaradni Kongres Energetske, Efikasnosti i Obnovljenih Energetskih Izvora 2006

Treći Simpozijum Dermatologije i Venerologije 2005

53. Liberalni Međunarodni Kongres 2005

Jugoistočni Ekonomski Forum 2005

Međunarodni Forum Bolne Medicine 2005

12. Sastanak OSCE Ministarskog Saveza

Godišnja misija UNICEF-a

13. Regionalna Konferencija FAO-a za Evropu

23. Opšti UNESCO Skup

Opšti Skup Svetskih Turističkih Organizacija

80. Konferencija Interparlamentalne Zajednice

17. Kongres Međunarodne Federacije Filatelista

21. Svetski Kongres FIATA

35. Opšti Skup AIPC

5. Godišnji Sastanak Odbora EBRD

11. Opšti Skup ICOMOS

6. Svetski Zbor Međunarodnog Udruženja Zatvora

Prolećna Misija Parlamentalnog Skupa NATO 2002

Christo Drumev, General Director of Congress Centre-Sofia

HIGH QUALITY IN ACCORDANCE WITH THE EUROPEAN STANDARDS

1. Congress Centre-Sofia, National Palace of Culture received the 2005 AIPC Apex Award, what does this award really mean? What it means to you as a congress centre?

The Apex award has a special meaning for us and it is hard to express how proud we all are to be announced the World's Best Congress Centre for 2005 by the International Association of Congress Centres in Quebec. This win is a real tribute to our great relations

with clients, who are the ultimate decision-makers in the APEX Award Program and the basis on which we have been selected. Our achievement is a demonstration of the extent to which great service can advance a centre in today's highly competitive meetings market. Locally, the Apex award will give us the opportunity to convince the appropriate authorities in Bulgaria of the importance of this new branch of tourism, namely,

growing attention from international buyers, which will undoubtedly help us promote and maintain the highest performance standards in the organization and administration of congresses and conferences in the future.

2. How did you manage to strengthen the role of the venue in the development of congress tourism at home?

I work with a great team. We do not get a penny in terms of state subsidies, yet we proved that we could support ourselves. The most significant events still take place at the National Palace of Culture. We have a very rich cultural programme. Due to our activity we have managed to save enough money and to fully equip three new conference halls. At the moment, the venue has 15 multifunctional halls and conference areas with modern equipment.



ABOUT CONGRESS CENTRE - SOFIA

Congress Centre-Sofia, National Palace of Culture is the largest multifunctional complex on the Balkan Peninsula, incorporating congress, cultural and an exhibition centre. Surrounded by a beautiful leisure park, with a magnificent view of Mount Vitosha in the background, the Congress Centre reflects such a singular personality of Sofia, even in the essence of the building itself.

Winner of the 2008 EBA "European Quality" Award and the 2005 AIPC Apex Award for the "World's Best Congress Centre", Member of ICCA and AIPC, the venue has been the host of the 62nd Summer Congress of NATO Reserve Officers 2009, the European Philatelic Exhibition Bulgaria 2009, the Energy Summit "Natural Gas for Europe: Security and Partnership 2009, the World Chess Championship Semi-final 2009, the 2006 Meeting of NATO Foreign Ministers, the 2004 OSCE Annual Ministerial Council Meeting, the 2002 Parliamentary Assembly of NATO, and many more.

The venue boasts 15 halls with a capacity ranging from 100 to 4000 seats and 55 meeting rooms. Over the years it has become the hub of an active intellectual and cultural life, whose stages have been honored by Herbert von Karajan, Claudio Abbado, Riccardo Muti, Jose Carreras, Andrea Bocelli, The Bolshoy Theatre, La Scala, The London Symphony Orchestra, The Vienna State Opera and The Royal Swedish Ballet. Vladimir Putin, Pope John Paul II and Bill Clinton are just a few of the dignitaries who have visited the Centre.

Remarkable for its architectural, artistic and functional merits, the venue offers the highest level of services sophistication, facilities and state-of-the-art equipment. With no subsidies from the government the venue is entirely self-supported. As part of its social responsibility program, Congress Centre-Sofia has become the largest public establishment in Bulgaria, which is fully accessible for wheelchairs and handicapped visitors. The venue has also implemented discounted rates for pupils, students and pensioners.

Mr Christo Drumev is a General Director of Congress Centre-Sofia, National Palace of Culture since 1990. Under his management the venue did not only become self-funded but also managed to attract large-scale investments. His name is linked with the highly developed congress-conference activity, the trade shows, the exhibitions and advertisements for which he has been honored by many different institutions. Mr Drumev is also a founding member and Chairman of Sofia Convention Bureau.



Our toilets are probably the best in the whole of Sofia and you know that toilets are an important indicator for the overall condition of a congress centre. Moreover, the venue now offers a wheelchair access to our disabled visitors. Besides, in 2008 we were awarded the "European Quality Award" by the European Business Assembly in Oxford, England. This highest distinction was received for our continuous effort to achieve high quality in accordance with the European standards.

3. Is there anything you lack?

Unfortunately, the state has offered us no assistance and all of us who are involved in the business sector must

manage on our own. Yet the government should take the initiative and offer us tens of millions of Leva that we could spend on advertising. Of course the venue does benefit from the organization of international conventions, but others make an even bigger profit. These are, for example, the airline companies that transport passengers, the airports that charge fees, public transportation, hotels, restaurants and shops. In short, it is the country's economy that benefits.

4. Your plans for the future of the congress centre?

We are now headed to the IMEX Exhibition for congress tourism in Frankfurt (25th-27th May, 2010), Germany. Our confidence has been boosted. The 2008 EBA Quality Award along with the plaque which says that we were the world's best congress centre back in 2005 will continue to adorn our stand and helps us win people's trust. They will know that when they come here there will be no unpleasant surprises. The venue is a founding member of Sofia Convention Bureau. We have an impressive membership but we are



especially proud to have the Bulgarian Academy of Science and the Union of Scientists on that illustrious list. It is a well known fact that we are a nation of intellectually endowed people and our scientists are members of various European and world associations and each year the venue hosts international science conventions. Sofia Convention Bureau is a full-time member of European Cities Marketing since 2007. As to the future, we intend to advance our position in the national and international markets and look for an opportunity to reach new levels of recognition within the industry.



CONGRESS CENTRE-SOFIA · EVENTS LIST

62nd Summer Congress of NATO Reserve Officers 2009
 European Philatelic Exhibition Bulgaria 2009
 Energy Summit "Natural Gas for Europe: Security & Partnership 2009
 World Chess Championship Semi-final 2009
 2nd Extraordinary Session of the Intergovernmental Committee for the Preservation of the Intangible Cultural Heritage of UNESCO 2008
 CEI Summit of the Heads of Government 2007
 PES Council 2007
 Informal Meeting of NATO Foreign Ministers 2006

2nd International Congress of Energy Efficiency and Renewable Energy Sources 2006
 3rd Symposium of Dermatology and Venereology 2005
 53rd Liberal International Congress 2005
 South-East Economic Forum 2005
 International Forum of Pain Medicine 2005
 12th Meeting of the OSCE Ministerial Council
 Annual Session of UNICEF
 13th Regional Conference of FAO for Europe
 23rd General Assembly of UNESCO

General Assembly of the World Tourist Organization
 80th Conference of Inter-parliamentary Unione
 17th Congress of International Federation of Philatelists
 21st World Congress of FIATA
 35th General Assembly of AIPC
 5th Annual Meeting of the Board of EBRD
 11th General Assembly of ICOMOS
 6th World Convocation of Prison Fellowship International
 Spring Session of the Parliamentary Assembly of NATO 2002

„Ozelenjavanje“ susreta

ŠTA SU ZELENI SUSRETI?

Obzirom da se korporacije sve više fokusiraju na CSR (Corporate & Social Responsibility), onda one teže tome da koriste „zelenija“ mesta, a kompanije/hoteli koji brinu o ekološkim standardima imaju veće izgleda da dobiju velike korporativne klijente. Ovo ima smisla, kako komercijalno, tako i etički.

Štiti znači štiti

Veliki ili mali, oni su način okupljanja ljudi sa ciljem razmenjivanja informacija, kreiranja novih ideja i pravljenja poslovnih kontakata. Kada pomislite na susret koji je „zelen“ ili ekološki odgovoran, reciklaža je ono što vam obično prvo padne na pamet. „Zeleni“ susreti ili događaji idu mnogo dalje od reciklaže.

„Zeleni“ susreti su definisani kao „susreti koji uzimaju u obzir zaštitu životne sredine tokom svake faze susreta, kako bi se umanjio negativan uticaj na okolinu“.

„Ozelenjavanje“ susreta obuhvata

likih pakovanja, može se značajno smanjiti negativan uticaj tog susreta na sredinu. To takođe podrazumeva određene postupke za smanjivanje količine otpada kroz procese kao što su reciklaža, pravljenje đubriva i izbegavanje proizvoda za jednokratnu upotrebu, zatim što manje korišćenje energenata, kao i upotreba hrane organskog porekla, koja je lokalna ili kupljena direktno od uzgajivača (fair trade).

U „zelene“ susrete se uključuju i sociološki aspekti i to u vidu nekakvih dobrotvornih donacija ili se teži tome da oni jednostavno budu od koristi za čitavu zajednicu.

75.000 čaša ili šolja i 90.000 flašica ili konzervi. Dodajmo ovde i pojačan efekat staklene bašte tokom dolaska i odlaska članova konferencije, kao i sav plastični i papirni otpad od materijala koji se deli na konferenciji.

Sada prosto pomnožite te brojeve sa hiljadama organizovanih susreta tokom jedne godine u celom svetu i uticaj na okolinu je zapanjujući! Zato je veoma važno promeniti stvari kada god je to moguće, jer svaki susret je bitan i može napraviti pomak ka smanjivanju negativnog uticaja na okolinu i zajednicu.

Izvor: www.meetgreen.com



sve aspekte procesa planiranja. Donošenjem odluka u svakoj fazi planiranja, od biranja mesta održavanja susreta do služenja soseva i dodatka kao što su kečap ili šećer iz ve-

Zašto je toliko bitno da moj susret bude „zelen“?

Mali sastanci na prvi pogled i ne izgledaju toliko bitno, jer koliki uticaj mogu imati nekoliko desetina čaša i salveta?

Ali zamislite šta se dešava ako je u pitanju veliki događaj. Na primer, tokom jedne tipične petodnevne konferencije, 2.500 učesnika će iskoristiti 62.500 tanjira, 87.500 salveta,

„Zeleni“ susreti kao deo korporativne odgovornosti kompanija

U današnje vreme, u sferi poslovnih putovanja, naročito velike i multinacionalne kompanije sve više vode računa o socijalnom i ekološkom uticaju koji njihova putovanja imaju na sredinu kao deo njihove politike korporativne društvene odgovornosti (CSR – Corporate Social Responsibility). Sve više će raditi sa dobavljačima koji mogu da zadovolje ove zahteve. Obzirom da se korporacije sve više fokusiraju na CSR (Corporate & Social Responsibility), onda one teže tome da koriste „zelenija“ mesta, a kompanije/hoteli koji brinu o ekološkim standardima imaju veće izgleda da dobiju velike korporativne klijente. Ovo ima smisla, kako komercijalno, tako i etički. Neke od stvari koje hoteli i centri mogu da učine kako bi susreti imali odliku „zelenih“ susreta i brige o uticaju na životnu sredinu su: promotivni materijal koji je izrađen od materijala koji nema negativan uticaj na sredinu (od recikliranog, bi-

„Zeleni“ susreti – praćenje trenda, ali i kreiranje dobrog imidža



orazgradivog materijala i sl), pisanje ponuda u elektronskom obliku, kao i držanje elektronskih prezentacija sa minimalnom upotrebom papira, kongresne sale sa prirodnim osvetljenjem, korišćenje kafe koja je kupljena

direktno kod uzgajivača (fair trade coffee*) i sezonskog voća, i sl. Korporativna društvena odgovornost (CSR) postaje sve češće sastavni deo zahteva za ponudu (RFP - request for proposal), što je dokaz da je mera emisije

ugljendioksida sve veći faktor kod odlučivanja kompanija koji će hotelski program izabrati. Bilo da putujemo poslovno ili iz zadovoljstva, sve veći procenat nas će uzimati u obzir ekološki uticaj putovanja, vodeći računa o uticaju koje naše odluke o izboru destinacije, prevoza i hotela imaju na životnu sredinu.

*Fair trade coffee, ili kafa dobijena iz pravične razmene, jeste kafa koja je kupljena direktno od uzgajivača za veću cenu od cene standardne kafe.

Fair Trade kafa je jedna od mnogih Fair Trade sertifikovanih proizvoda dostupnih u čitavom svetu.

Cilj pravedne trgovine je da se promovišu zdraviji uslovi rada i veći ekonomski podstrek za proizvođače. Uzgajivačima se garantuje minimalna cena za kafu, a ako tržišne cene pređu minimum, oni dobijaju premiju po funti proizvoda.

Kafa dobijena pravednom trgovinom postala je veoma popularna tokom proteklih 10 godina, i trenutno je u ponudi na većini mesta gde se prodaje kafa.

ČEMU SUSRETI?

Samo 7% komunikacije čini govor. Ostalih 93% čini glas (38%) i govor tela (55%). Diskutovanje o nečemu licem u lice nam omogućava ne samo da čujemo o čemu se razgovara, već i da vidimo oči sagovornika, njegov/njen govor tela, kakve utiske i osećanja ima o temi razgovora

Danas ne možemo zamisliti funkcionisanje bez savremenih načina komunikacije.

Ona nam olakšava život, omogućava da završavamo posao brže i da budemo u kontaktu sa ljudima iz celog sveta u istom trenutku.

Dobar deo poslovne komunikacije se vrši preko telefona, putem e-maila, poštom, biltenima, putem internet stranica kompanija, intraneta i interneta, VoIP-a, Skype-a, video-konferencija i sl. Oni su otvorili marketinške mogućnosti i učinili B2B marketing i partnerstva mnogo delotvornijim.

Ipak, koliko god bili sjajni, oni ne mogu u potpunosti da zamene sastanak licem u lice i najčešći razlog za

održavanje poslovnih sastanaka je upravo to. Povod za diskusiju može biti nova ideja, nova šansa, problem, razmena i sakupljanje ideja, donošenje odluke o nečemu i još mnogo toga.

Diskutovanje o nečemu licem u lice nam omogućava ne samo da čujemo o čemu se razgovara, već i da vidimo oči sagovornika, njegov/njen govor tela, kakve utiske i osećanja ima o temi razgovora.

Posmatranje i proučavanje govora tela i mišića lica je veoma važno zato što nam omogućava da čitamo reakcije sagovornika na ono što govorimo, kao i šta stvarno misle o onome o čemu oni govore. Samo 7% komunikacije čini govor. Ostalih 93%

čini glas (38%) i govor tela (55%). Ova činjenica dovodi do zaključka da, iako je lako saopštavati brojke i činjenice putem e-maila, pisma ili telefona, prava diskusija i pregovaranje daju najbolje rezultate kada možete da vidite šta glas i telo sagovornika govore o temi diskusije.

Susreti se javljaju u svim oblicima i veličinama, od improvizovanog časkanja u hodnicima, preko nedeljnih sastanaka i godišnjih konferencija.

Sve vrste susreta imaju veoma važnu ulogu u biznisu, tako da određeni deo poslovanja treba da bude usmeren na njihovo planiranje, realizaciju i na evaluaciju rezultata nakon svakog od njih.

Greening an event

WHAT IS A GREEN MEETING?

As businesses increasingly focus on the CSR (Corporate & Social Responsibility), corporations are looking to use greener venues; companies/hotels which take care of eco standards are more likely to get big corporate clients. It makes sound commercial sense as much as it makes sound ethical sense.

Everyone knows what a meeting is.

Large or small, they are a means of bringing people together to share information, generate ideas, and make business connections.

When you think of being “green” or environmentally responsible, recycling is usually the first thing that comes to mind. A green meeting or event goes beyond recycling.

Green meetings have been defined as a “meeting that incorporates environmental considerations throughout

waste through recycling, composting and avoiding disposable items, to decrease energy consumption, and to use products with post-consumer recycled content and food that is organic, local or fair trade.

Green meetings also incorporate social aspects such as charitable donations and projects that give back to the community.

Why is it important to make my meeting green?

A small meeting may not seem important. After all what difference does

thousands of meetings produced each year worldwide and the environmental impact is staggering.

So it is important to make changes whenever possible, because every meeting can make a difference and reduce its environmental and social impact.

Source: www.meetgreen.com

Green meetings as a part of CSR

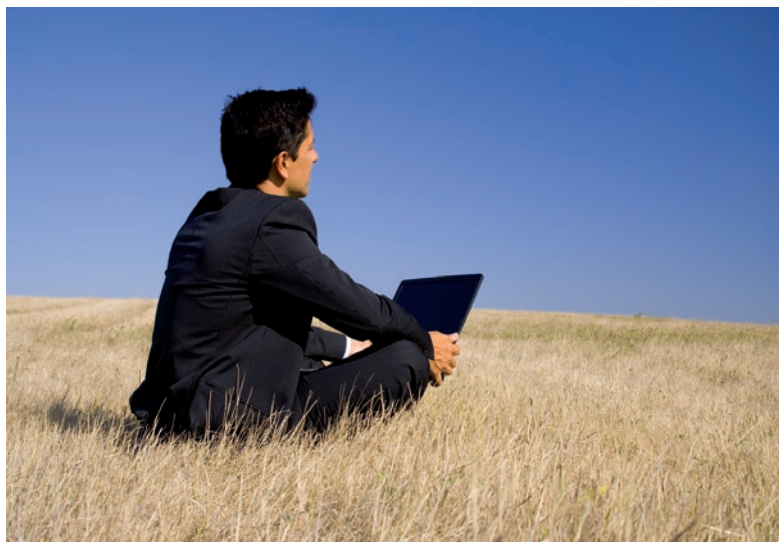
Businesses and leisure travellers have grown to expect to be able to put a value on the impact of their travel – indeed many companies are now committed to doing so as part of their CSR policy.

Increasingly they will choose to work with suppliers who can satisfy this demand.

As businesses increasingly focus on the CSR (Corporate & Social Responsibility), corporations are looking to use greener venues; companies/hotels which take care of eco standards are more likely to get big corporate clients.

It makes sound commercial sense as much as it makes sound ethical sense. Some of the things that venue/hotel can do to make meetings more green are: environmentally-friendly presentation materials, paperless event proposals, meeting rooms with natural light, the use of fair trade coffee* and seasonal fruit, etc.

Green meetings - not just keeping up with trends, but also creating a good reputation.



all stages of the meeting in order to minimize the negative impact on the environment.”

Greening an event encompasses all aspects of the planning process.

By making choices at every planning level, from site selection to serving condiments like ketchup and sugar from bulk containers, the environmental impact of the event can be significantly reduced.

It means taking steps to minimize

a few dozen cups and napkins make? But think about what happens when it is on a large scale.

For example, during a typical five day conference, 2.500 attendees will use 62.500 plates, 87.500 napkins, 75.000 cups or glasses and 90.000 cans or bottles.

Plus there are all the greenhouse emissions from people traveling to and from the conference and paper and plastic waste from conference handouts. Now multiply this by the

Corporate social responsibility (CSR) sections are becoming increasingly common in request for proposal (RFP) programs, evidence that carbon

emission measurement is a growing factor for today's corporations when arranging preferred hotel programs. Whether travelling for business or



*Fair trade coffee is coffee which is purchased directly from the growers for a higher price than standard coffee.

Fair Trade coffee is one of many Fair Trade certified products available around the world.

The purpose of fair trade is to promote healthier working conditions and greater economic incentive for producers.

Growers are guaranteed a minimum price for the coffee, and if market prices exceed the minimum, they receive a per pound premium.

Fair Trade coffee has become increasingly popular over the last 10 years, and is now offered at most places coffee is sold.

pleasure, an increasing percentage of us are concerned to consider the environmental impact of our journey, or to ensure that our purchasing decisions are taken with an eye to the environmental impact of our actions.

WHY HAVE A MEETING?

Only 7% of communication is spoken. The other 93% is made up of tone (38%) and body language (55%). Discussing something face to face allows you to not only hear what is being spoken, giving you access to clues hidden in the speaker's tone of voice, but it also allows you to see the speaker.

The most common reason to have a meeting is to discuss something face to face. It could be a new idea, a new opportunity, a problem, or to brainstorm something, reach a decision about something or any number of things. But it all comes down to discussion and face to face interaction.

A lot of business communication is done via the phone, email, post, newsletters, company websites, intranets and extranets.

These methods of communication have made life easier and communication quicker in a lot of respects.

They have opened up marketing possibilities and made B2B market-

ing and partnerships much more effective.

However great they are, they still cannot replace a face to face meeting.

Discussing something face to face allows you to not only hear what is being spoken, giving you access to clues hidden in the speaker's tone of voice but it also allows you to see the speaker.

The observation of body language and facial muscles is very important as it allows you to read the person's reaction to what you are saying as well as what they actually think about what they themselves are saying. Only 7% of communication is spoken.

The other 93% is made up of tone (38%) and body language (55%). So, although facts and figures are easily communicated via email, letter or phone, an actual discussion or negotiation is best handled when you can see the other person and therefore are able to see for yourself what their tone and body have to say on the matter.

Meetings come in all shapes and sizes, from impromptu chats in the corridor, to weekly meetings and annual conferences.

All meetings play an important role in business and at least some thought should be given to the planning, execution and follow up of each one.

Kongresni biro Srbije

INTEGRISANIM PRISTUPOM DO USPEHA SRBIJE KAO KONGRESNE DESTINACIJE

Kongresni biro Srbije je član ICCA (International Congress and Convention Association), koja svake godine rangira kongresne destinacije. U prethodnoj godini je Srbija imala značajan rast i sa deobe 69. do 72. mesta se popela na deobu 55. i 56. mesta. Ovakav rast dugujemo činjenici da su prvi put organizovano skupljane informacije o aktivnostima u kongresnoj industriji i činjenici da je Srbija sve otvorenija i atraktivnija kongresna destinacija.



Kongresni biro Srbije okuplja najznačajnije predstavnike kongresne industrije u Srbiji, kongresne centre, hotele, agencije i druge firme i organizacije koje se bave kongresnim biznisom. U saradnji sa partnerima organizujemo promovisanje kongresnih kapaciteta Srbije na međunarodnom tržištu, na najznačajnijim sajmovima,



radionicama, prezentacijama, u kongresnim magazinima itd. Svake godine u saradnji sa USAID Programom za razvoj konkurentnosti organizuju se edukacije za predstavnike kongresnog biznisa, kako bi se povećala sposobnost naše industrije za nastup na međunarodnom tržištu. Nakon obavljene analize međunarodnih baza podataka Kongresni biro Srbije je utvrdio značajan broj lokalnih asocijacija koje su članice međunarodnih i u toku je priprema organizovanog podnošenja kandidatura za organizaciju njihovih međunarodnih skupova u Srbiji. Ovom prilikom pozivamo predstavnike naših stručnih profe-

sionalnih asocijacija koji imaju uticaj u međunarodnim organizacijama da učestvuju u ovom programu. Naš zajednički cilj je da u saradnji sa kongresnom industrijom pokušamo u narednom periodu da dobijemo organizaciju značajnih skupova međunarodnih asocijacija u kojima su oni ugledni i viđeni članovi. Kongresni biro Srbije je član ICCA (International Congress and Convention Association), koja svake godine rangira kongresne destinacije. U prethodnoj godini je Srbija imala značajan rast i sa deobe 69. do 72. mesta se popela na deobu 55. i 56. mesta. Ovakav rast dugujemo činjenici da su prvi put organizovano skupljane informacije o aktivnostima u kongresnoj industriji i činjenici da je Srbija sve otvorenija i atraktivnija kongresna destinacija. Već postojećim hotelima

i kongresnim centrima koji su ranije bili nosioci ovog biznisa se pridružuju novi kapaciteti, pojedini se renoviraju, a aktuelne su i nove investicije. U kompanijama koje se bave kongresnim turizmom je sve više mladih ljudi, novih inicijativa, tako da se domaće tržište strukturira i zaokružuje, što doprinosi boljoj promociji destinacije. Jedna od ovakvih inicijativa je i katalog SEEmice koji je u protekloj godini predstavio konferencijske kapacitete i usluge u regionu, a sada se pojavljuje i kongresni časopis SEEBtm. Činjenica da se otvaraju ovakvi kanali marketinga i komunikacije u našoj zemlji i u regionu je dokaz da se tržište raz-

vija i da će se u skorom roku razviti i drugi oblici marketinga i kanali prodaje. Ovakav razvoj domaćeg tržišta i ponude u Srbiji i regionu garantuju interes i sposobnost industrije da se u narednom periodu još bolje pozicionira na međunarodnom tržištu i da privuče značajniji deo međunarodne tražnje. Kongresni biro Srbije vidi dalje mogućnosti za promovisanje destinacije i plasiranje kongresnih kapaciteta i usluga upravo na ovaj način, pružanjem podrške domaćoj industriji, razvijanjem tržišta i ponude, širenjem kanala prodaje i saradnjom sa ključnim partnerima u tim procesima. Ključne aktivnosti Kongresnog biroa Srbije u tom cilju su dalje objedinjavanje kongresne industrije, edukacija i promocija, saradnja sa lokalnim asocijacijama i međunarodnim partnerima. Ovom prilikom želimo da pozdravimo svaku novu inicijativu u ovom biznisu i da pozovemo sve koji su zainteresovani da ih podrže, da učestvuju u njima, da pokreću svoje ideje i da u tom poslu uvek mogu da računaju na pomoć i podršku Kongresnog biroa Srbije.

Kongresni biro Srbije



Serbia Convention Bureau

USING AN INTEGRATED APPROACH TO MAKE SERBIA A CONGRESS DESTINATION

Serbia Convention Bureau is a member of ICCA (International Congress and Convention Association), which ranks congress destinations each year. Last year Serbia showed notable growth, rising from sharing places 69 through 72 to sharing 55 through 56 places. We owe this growth to the fact that information about activities in congress industry were gathered in an organized fashion for the first time, as well as the fact that Serbia is becoming a more open and more attractive congress destination.



Serbia Convention Bureau assembles the most important representatives of the congress industry in Serbia, congress centres, hotels, agencies and other companies and organizations in congress business. In cooperation with our partners, we organize promotion of congress facilities in Serbia at the international market, on most significant fairs, workshops, presentations, in congress magazines etc. Each year education for representatives of congress business is organized in cooperation with USAID Programme for development of competitiveness, so as to increase capability of our industry to present itself at the international market.

After analysing international databases, the Serbia Convention Bureau determined a substantial number of local associations which are members of international associations, and are in the process of preparing organized submission of applications for organization of their international congresses in Serbia. We would like

to invite representatives of our professional associations with influence in international organizations to participate in this programme. Our common goal, in cooperation with the congress industry, is to try to acquire organization of notable gatherings of international associations they are noteworthy and important members of. Serbia Convention Bureau is a member of ICCA (International Congress and Convention Association), which ranks congress destinations each year. Last year Serbia showed notable growth, rising from sharing places 69 through 72 to sharing 55 through 56 places. We owe this growth to the fact that information about activities in congress industry were gathered in an organized fashion for the first time, as well as the fact that Serbia is becoming a more open and more attractive congress destination. The existing hotels and congress centres which carried this business in the past have been joined by new facilities, some are undergoing the process of reconstruction, but there are also new investments present. Companies dealing with congress tourism employ more and more young people, show fresh initiative, so that the local market is getting structured and completed, and all that contributes to promotion of the destination. One of the above initiatives is the catalogue SEEmice that presented conference facilities and services last year, as well as a new congress magazine SEEBtm. The fact that these marketing and communication channels are opened

in our country and the region proves that the market is getting developed and that new forms of marketing sales channels will develop soon. Such development of domestic market and offer in Serbia and the region guarantee interest and capability of the industry to achieve an even better international market position in the upcoming period and to attract a notable part of international de-



mand. Serbia Convention Bureau sees further possibilities for promotion of the destination and placement of congress facilities and services in this way exactly, by supporting domestic industry, development of the market and offer, expanding sales channels and cooperation with key partners in those processes. Key activities of the Serbia Convention Bureau are further unification of congress industry, education and promotion, cooperation with local associations and international partners. We would like to use this opportunity to greet any new initiatives in this business and to call everyone willing to support them, to participate in them, to start their own ideas, and always count on assistance and support of the Serbia Convention Bureau.

Serbia Convention Bureau
www.scb.travel



Organizacija događaja – primer iz prakse

HemofarmLogica: ZDRAVA LOGICA SINERGIJE ZNANJA I UMENJA

Organizacija kongresa predstavlja izazov za svakog organizatora i učesnika, uključujući marketing i PR timove, trening timove, ali i kongresni centar i hotel gde se događaj održava. Za razumevanje problematike organizacije događaja, nema boljeg načina od izučavanja primera organizacije iz prakse. Timovi u marketingu kompanije Hemofarm rado prihvataju taj izazov i sa zadovoljstvom će sa nama podeliti njihovo iskustvo.



Farmaceutska kompanija Hemofarm iz Vršca je domaći ali i internacionalni proizvođač generičkih lekova. Poslujemo na više od 30 tržišta, najveći smo pojedinačni član generičke kuće na svetu STADA grupe.

Proizvodnja generičkih lekova, danas znači i odgovorno poslovanje jer je farmakoekonomičnost preparata preduslov da o zdravlju pričamo kao o pravu, a ne privilegiji.

Prepoznajući svoju ulogu u kontekstu koji je širi od osnovne delatnosti, a to je proizvodnja lekova, Hemofarm nastoji da razvija svest o tome da je zdravlje rezultat zajedničkog, partnerskog rada svih strana: farmaceutske industrije, lekara, farmaceuta i opšte javnosti. Taj odnos mora da podrazumeva poverenje zasnovano na pouzdanosti u kvalitet leka, terapije i svake pravovremene informacije. Poverenje u efikasnost leka kao preduslov partnerskog odnosa sa lekarom smo zaslužili stalnim radom na usavršavanju naših znanja u prepoznavanju potreba savremene medicine, potvrđenim kvalitetom naših proizvodnih pogona, sad već serti-

fikovanim svim svetskim standardima pa čak i sertifikatom Američke komisije za hranu i lekove.

Veliki međunarodni kongresi održani u protekle tri godine u Vršcu i u Republici Srpskoj, koji su okupili više stotina lekara i farmaceuta iz celog sveta, rezultat su sinergije znanja i umenja struke i prakse. Biti organizator i domaćin ovakvih stručnih skupova je za Hemofarm bila velika čast ali i obaveza da i ubuduće dokažemo da smo spremni da pratimo tokove savremene medicine, podjednako svesni svoje najvažnije uloge, a to je pravovremena informacija i lekaru i pacijentu, efikasno i ekonomično sredstvo za lečenje i alati sa kojima svi mi, zajedno, za život možemo da učinimo više.

Zdravo Mesto - Veština organizacije eventa

HemofarmcardioLogica i HemofarmgastroLogica 2008/09, Vršac i Banja Luka: U fokusu su kardiovaskularne i gastrointestinalne bolesti, vodeći problemi globalne populacije. Edukacija stanovništva i

stalno usavršavanje stručnih lica su neophodne kako bi se broj obolelih od ove bolesti smanjio. **HemofarmLogica** je koncept koji zaokružuje sve naše takozvane RX preparate, lekove koje prepisuje lekar. Sam koncept HemofarmLogice podrazumeva pored sredstava za lečenje i niz alata koji kod samog lekara treba da razviju veštinu rešavanja zdravstvenog problema, a da kod pacijenta prošire saznanja o svim načinima prevencije ovih bolesti. Vođeni ovakvom idejom, organizacija kongresa predstavlja izazov koji rado prihvataju timovi u marketingu kompanije Hemofarm. Tako su tokom 2008. i 2009. godine organizovana tri kongresa u Centru Millennium u Vršcu i dva u Banjaluci, mnogobrojni simpozijumi, seminari, promocije, proslave... Bez obzira na to o kojoj vrsti događaja je reč, implementacija i menadžment događaja podrazumeva celokupno kreiranje, realizaciju i komunikaciju događaja. Od formulisanja idejnog koncepta do njegove aplikacije u svim segmentima: kreiranje naziva i logoa, primena na svim pratećim materijalima vezanim





za događaj, planiranje organizacije i delegiranje poslova ka timovima i ostalim službama (insource i outsource), scenografija, produkcija pratećeg i štampanog materijala (pozivnice, program, ID kartice, materijali, press kit...). Neizostavno je naravno brendiranje celokupnog eventa, obezbeđivanje tehničkih uslova (video bim, mikrofoni, led ekrani, ozvučenje...), organizacija press konferencije i materijala (predpromotivne i promotivne aktivnosti), kao i celokupna logistika (smeštaj i prevoz, hostese, pomoćno osoblje...) uključujući catering i prateće aktivnosti tokom i posle kongresnih aktivnosti. Celokupne aktivnosti prate se kroz scenosled koji se redovno aržurira.

Zdrav Tim - Team building

Najvredniji resurs jedne kompanije su osobe koje u njoj rade, njihova energija i veštine kojima vladaju, a poslovni uspeh zavisi od njihove stručnosti, praktične obučenosti i efikasnosti u izvršavanju planiranog. Ipak, to nije uvek dovoljno. Tek elan i pozitivan stav pojedinaca koji se kroz mrežu međuljudskih odnosa prenose na čitavu grupu, sinergički se uvećavaju i stvaraju uspešan ZdravTim. Poslovno okruženje ma koliko bilo stimulativno i dobro organizovano vremenom doprinosi razvoju ustaljenih obrazaca ponašanja koje povremeno treba protresti. Dobar način za to jeste izmeštanje u novo prirodno okruženje u kome se pruža nesvakidašnja pri-

lika da svaka individua komunicira sa svojim kolegama kao drugim individuuama gde su poslovne uloge i funkcije premeštene u drugi plan. Upravo je zato Marketing Hemofarma uveo zdravu praksu periodičnog dislociranja uobičajenog radnog mesta organizovanjem team buildinga. Novo ZdravoMesto našeg Marketing tima je ekološki park kraj reke Karaš nadomak Jasenova u Banatu.



Event Organization – Example from Practice

HemofarmLogica: HEALTHY LOGIC OF KNOWLEDGE AND ABILITY SYNERGY

Organization of a congress represents a challenge for each organizer and participant including Marketing and PR teams, training teams, as well as the congress centre and the hotel in which the event is held. There is no better way for understanding the event organization complexity than studying examples of organization from practice. Marketing teams in Hemofarm willingly accept that challenge and they will gladly share their experience with us.



Hemofarm, pharmaceutical company from Vršac, is a local and international manufacturer of generic drugs. We have been performing business operations in more than 30 markets. We are the world largest individual member of the generic company STADA Group. Nowadays, generics manufacture also implies responsible business operation because the product pharmacoeconomics represents a precondition to talk about health as a right rather than as a privilege. Recognizing its role in the context which is broader than its core business, which is pharmaceutical production, Hemofarm intends to develop

awareness about the fact that health is the result of joint, partnership work of all parties: pharmaceutical industry, physicians, pharmacists and general population. That relationship must imply confidence based on reliability in quality of the drug, therapy and each timely information. We have deserved confidence in view of the drug efficacy as a precondition for the partnership relation with the physician by continuous work on improvement of our knowledge in recognizing the needs of the contemporary medicine, by the confirmed quality of our manufacturing plants, now already certified by all world standards, including



even by the certificate of the American Food and Drug Administration. Large international congresses held in Vršac and in the Republic of Srpska over the last three years, which gathered several hundreds of physicians and pharmacists from all over the world, resulted from the synergy of knowledge and ability of profession and practice.

Being an organizer and host of such professional gatherings has been great honour for Hemofarm as well as an obligation to prove in the future that we are ready to follow the trends of contemporary medicine, equally aware of our most important role which is timely information for both physician and patient, efficient and cost-effective medicinal agents and tools with which all of us together can do more for life.

Healthy Venue – Event Organizational Skills

HemofarmcardioLogica and HemofarmgastroLogica 2008/09, Vršac and Banja Luka: Cardiovascular and gastrointestinal diseases, leading problems of the global population, are in the focus.

Education of the population and continuous professional improvement are necessary so that the number of affected by these diseases would be reduced.

HemofarmLogica is a concept which encircles all our so called RX products, prescription medicines.

In addition to medicinal agents, the mere concept Hemofarmlogica also implies a number of tools which should develop the doctor's skill in solving a health problem, and to expand patient's knowledge on all

means available for prevention of these diseases. Led by such an idea, Marketing Teams of the company Hemofarm gladly accept the organization of congresses, which represents a challenge for them.

Thus three congresses were organized in the Millennium Centre in Vršac and two in Banja Luka during 2008 and 2009, as well as numerous symposia, seminars, promotions, celebrations, etc.

Regardless of what type of event is in question, implementation and management of the event imply overall event designing, realization and communication. Starting from the formulation of the conceptual design to its application in all segments: creation of a name and logo, application in all accompanying materials relating to the event, organization planning and assigning the jobs to teams and other services (insourcing and outsourcing), set, production of the accompanying and print material (invitations, program, ID cards, materials, press kit, etc.). Branding the entire event, providing technical conditions (video beam, microphones, led screens, sound system, etc.), organization of press conference and materials (pre-promotional and promotional activities) are necessary, as well as the overall logistics (accommodation and transportation, hostesses, auxiliary personnel, etc.) including catering and accompanying activities during and after congress activities.

Overall activities are monitored through the set schedule which is regularly updated.

Healthy Team - Team Building

The most valuable resource of a company is its staff, its energy and the skills they possess, while business

success depends on their professionalism, practical training and efficiency in performing the planned activities.

However, it is not always sufficient. The enthusiasm and positive attitude of an individual, which are transferred through the net of interpersonal relations to the entire group, are increased through synergy and create successful Healthy Team (ZdravTim).

Not with standing the fact how stimulating and well organized the business environment is, it contributes in time to the development of established patters of behaviour which should be stirred.

A good way to do that is relocation to new natural environment in which a rare chance is given for each individual to communicate with his/her colleagues as other individuals and where business roles and functions are shifted to a second plan.

Precisely for that reason, Hemofarm's Marketing has introduced a healthy practice of periodical dislocation of the usual working place by organizing team building.

The new Healthy Venue (ZdravoMesto) of our Marketing team is the ecological park near the river Karaš in the vicinity of Jasenovo in Banat.

 **ZdravoMesto** is where our

 **ZdravTim** and its

 **ZdravaLogica** are.

Budućnost televizije, sada u Vašem domu.

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Vodič za hotele u izgradnji

KAKO BITI „ZELEN“

Zelena gradnja se ne definiše lako. Često poznate kao održive građevine ili eko-domovi, eko-hoteli, postoji više mogućnosti za definiciju „zelenog doma“. Generalno je prihvaćeno da su zelene građevine konstrukcije koje su postavljene, dizajnirane, izgrađene, renovirane i izvedene tako da efikasno koriste energiju, kao i da će imati pozitivan ekološki, ekonomski i društveni uticaj.

U svetu sve više raste zabrinutost za svakodnevne aktivnosti čoveka i štetan uticaj koje one imaju na prirodnu sredinu i zdravlje ljudi uopšte. Građevinska industrija je jedan od najvećih zagađivača prirodne sredine i zato je veoma važno da se podigne nivo svesti o važnosti korišćenja ekoloških materijala i standarda.



U veku u kome prete klimatske promene, nedostaci energije i stalno povećanje zdravstvenih problema, zaista ima smisla da se grade domovi i hoteli koji su postojani, štede energiju, smanjuju otpad i zagađenje, a koji promovišu i zdravlje i dobrostanje. U svetu su zakonski propisi vezani za standarde u građevinskoj industriji veoma jaki, a pogotovo jačaju struje koje podržavaju ekološke standarde u izgradnji.

Sve to ima uticaja na kompanije koje neće biti u mogućnosti da organizuju događaj u objektu (hotelu, kongresnom centru, restoranu...) koji ne poštuje ekološke standarde prilikom izgradnje ili renoviranja objekta, ili će se, u krajnjem slučaju, mnogo pre odlučiti za one koje poštuju.

Zato ćemo se osvrnuti na koncept „zelene“ gradnje i šta je to „eko“ hotel, centar i sl, kao i šta su to „zelene odrednice“ u građevinskoj industriji.

Šta je „zelena“ gradnja?

Koncept zelene gradnje razvijen je 1970-ih kao odgovor na energetske krizu i porast zabrinutosti kod ljudi o okruženju. Potreba da se sačuva energija i smanje ekološki problemi potpomogle su talas inovacije zelene izgradnje koji se nastavlja i dan danas.

Zelena gradnja se ne definiše lako. Često poznate kao održive građevine ili eko-domovi, eko-hoteli, postoji više mogućnosti za definiciju „zelenog doma“. Generalno je prihvaćeno da su zelene građevine konstrukcije koje su postavljene, dizajnirane, izgrađene, renovirane i izvedene tako da efikasno koriste energiju, kao i da će imati pozitivan ekološki, ekonomski i društveni uticaj.

Uzeti su iz prirodnih obnovljivih izvora, kojima je upravljano na održivi način ili su dobijeni iz lokalnih izvora da bi se smanjio povezani energetska trošak za transport; ili se uzimaju od već načetog materijala sa obližnjeg gradilišta. Vodi se računa i analizira se njihov životni vek (Life Cycle Analysis - LCA) u smislu njihovog trajanja, reciklažnog sadržaja, minimizacije otpada, kao i mogućnosti da se ponovo iskoriste ili recikliraju.

Elementi zelene izgradnje

Četiri glavne oblasti treba da se uzmu u obzir u zelenoj izgradnji: materijali, energija, voda i zdravlje.

Materijali

Uzeti su iz prirodnih obnovljivih izvora, kojima je upravljano na održivi način ili su dobijeni iz lokalnih izvora da bi se smanjio povezani energetska trošak za transport; ili se uzimaju od već načetog materijala sa obližnjeg gradilišta. Vodi se računa i analizira se njihov životni vek (Life Cycle Analysis - LCA) u smislu njihovog trajanja, reciklažnog sadržaja, minimizacije otpada, kao i mogućnosti da se ponovo iskoriste ili recikliraju.

Energija

Solarna energija, kao i visok nivo izolacije i energetska prozori, dramatično će smanjiti troškove grejanja i hlađenja zgrada. Prirodno dnevno osvetljenje smanjuje električne potrebe zgrade i unapređuje ljudsko zdravlje i produktivnost. Zelene zgrade takođe podrazumevaju energetska efikasna osvetljenja, nisko energične aparate i tehnologiju obnavljanja energije kao što su vetrenjače i solarne ploče.

Voda

Smanjenje korišćenja vode postignuto je instaliranjem „sive vode“ i sistema hvatanja kišnice kojim se reciklira voda za irigaciju ili za puštanje vode u toaletu; zatim efikasnim aparatima za upotrebu vode, kao što su tuševi sa smanjenim protokom vode, samozatvarajuće ili potisne slavine...

Zdravlje

Korišćenje netoksičnih materijala i proizvoda unaprediće kvalitet vazduha unutar prostorije i smanjiće pojavu astme, alergija i bolesti unutar zgrada. Ovi materijali su oslobođeni emisije, imaju nizak ili nemaju sadržaj isparljivih organskih jedinjenja (VOC*) i otporni su na vlagu i zadržavaju buđ, spore i druge mikrobe. Kvalitet vazduha u zatvorenom prostoru takođe se održava pomoću ventilacionih sistema i materijala koji kontrolišu vlagu i dozvoljavaju zgradi da „diše“.

*Isparljiva organska jedinjenja (VOC) su gasovi ili isparenja koje ispuštaju razne tečnosti, od kojih mnoga imaju kratkoročni i dugoročni štetni uticaj na zdravlje. Kućni proizvodi koji proizvode VOC uključuju boje, razređivače, sredstva za čišćenje, pesticide, lepak i sredstva za lepljenje, građevinski materijal i nameštaj. Prema tome, koncentracija mnogih VOC jedinjenja je veća u zatvorenom prostoru (do deset puta veća) nego spolja. Goriva kao što su benzin (gas) i dizel takođe ispuštaju VOC.



„Zelene“ odrednice u građevinskoj industriji

„Zelene“ odrednice su smernice koje se preporučuju za održivu građevinsku industriju.

One prepoznaju i kvalifikuju određene uslove koje preduzimači, arhitekta i građevinari moraju da ispune da bi demonstrirali održivi razvoj u praksi. Sve veća zabrinutost oko pitanja sredine, kao što su promena klime i otpad od fosilnog goriva, napravili su pritisak na građevinsku industriju da postane odgovornija za okruženje. Ovo se povećavalo porastom obaveštenosti o korišćenju toksičnih hemikalija u građevinskim materijalima i o njihovoj povezanosti sa zdravljem. Građevinarima i arhitektama

potrebna je informacija o netoksičnim, energetski efikasnim proizvodima koji su ujedno ekološki i prilagođeni građevinskim pravilnicima i propisima.

„Zelene“ odrednice prvo su razvijene kao smernice za najbolju praksu, ali sada postoji globalni pokret da se ova pravila stan-

dardizuju u paketu pravnih odredbi. EU direktive zahtevaju građevinske proizvode koji koriste manji broj resursa, sprečavaju nastanak otpada i imaju manje štetan uticaj na rizik po okruženje. Vlada Velike Britanije skoro je izjavila da sve nove i renovirane građevine treba da se prilagode zelenim odrednicama. Jedna od ovih organizacija je Building Research Establishment (BRE), nezavisno i objektivno telo za istraživanje i savetovanje koje radi na razvoju održivih standarda za izgradnju okruženja.

Ekološka procena

BRE je objavio „Zeleni vodič za odrednice“ koji sadrži oko 300 odrednica za različite građevinske materijale, podeljenih u elemente kao što su:

podovi, krovovi, zidovi, prozori, plafoni, farbe, izolacija itd. Svaki materijal sagledan je na osnovu njegovog ekološkog uticaja na ključna pitanja kao što su oštećivanje ozona, klimatske promene, fosilna goriva, toksični izlivi, zagađenje, otpad, rudarstvo i mineralni ekstrakti, kao i upotreba vode (kopnene, podzemne i površinske).

Održivi građevinski standardi

Zelene odrednice stalno se menjaju sa razvojem novih materijala i našeg shvatanja o tome šta znači „održivo“. Pogotovo u našem okruženju, u kojem tek treba da dođe do podizanja nivoa svesti o značaju ekološkog delovanja uopšte. Iako detalji zelenih odrednica nisu tačno utvrđeni, postoji generalno slaganje o tome da bismo, ako hoćemo održivu građevinu, morali da upotrebimo materijal koji: unapređuje efikasnost energije, smanjuje otpad i zagađenje, čuva prirodne izvore kao što su voda i drveće, nije toksičan, koristi obnovljive energente i ima dug životni vek.

Izvor: www.sustainablebuild.co.uk

EKO KALKULATORI

Izračunajte količinu ugljen-dioksida koja se oslobađa korišćenjem hotelskog smeštaja

CarePar (“carbon emissions per available room”) je prvi metod utvrđivanja, računanja, rukovođenja i širenja korisnih podataka o emisiji ugljen-dioksida koji nastaje upotrebom hotela ili mesta – predstavljajući ili emisiju ugljen-dioksida po raspoloživoj sobi dnevno, ili po sobi za sastanke za pola dana. CarePar je razvijen kao odgovor na tražnju hotelske industrije za standardnim rešenjem koji efektivno i tačno meri emisiju ugljen-dioksida.

1. Merna jedinica za hotele i mesta koja objavljuju emisiju ugljen-dioksida po raspoloživoj sobi na dan, ili po sobi za sastanke u pola dana.

2. Ime dato procesu indeksiranja hotela i mesta sa podacima o ugljen-dioksidu i njegovoj distribuciji. Takođe se naziva i The Hotel Carbon Index.

Kako radi?

Carepar proces uzima fizičke i promenljive podatke iz hotela i koristi ih za izračunavanje ugljen-dioksida koji nastane u jednoj sobi po noćenju ili po periodu korišćenja sobe za manifestacije ili sastanke. Podatak je dostupan u raznim formatima i mogu da ga koriste putnici, kompanije i posrednici (agencije za smeštaja ili kompanije koje organizuju putovanja) da izračunaju trošak ugljen-dioksida prilikom korišćenja hotela. Carepar radi prema standardnim merama hotelskog sektora za emisiju ugljen-dioksida, omogućavajući

ljudima da budu informisani i donesu odluke na osnovu tačno ispitanih podataka.

Izvor: www.carepar.com



Guide for new building hotels

HOW TO GO GREEN

Green buildings are not easily defined. Often known as sustainable buildings or eco-homes, eco-hotels etc., there is a range of opinion on what can be classed as a green home. It is generally agreed that green buildings are structures that are sited, designed, built, renovated and operated to energy-efficient guidelines, and that they will have a positive environmental, economic and social impact over their life cycle.

In the world more and more grows the preoccupation on everyday activity of a man and bad influence which it has on natural environment and people's health.

Construction Industry is one of the biggest pollutants of natural environment and that is why it is very important to have awareness of importance of ecological materials and standards.

In an age threatened by climate change, energy shortages and ever-increasing health problems it makes sense to build homes that are durable, save energy, reduce waste and pollution, and promote health and well-being.

In the world law regulations correlated with the standards in construction industry are very strong, especially currents supporting ecological standards in construction are strengthening.

All of that has an influence on companies that are not going to be able to organize event in an object (hotel, congress centre, restaurant...) that doesn't follow ecological standards during construction or renovation of object, or it will be decided for the ones that follow standards, a lot before. That's why we'll turn around to the concept of "green" building and what is "eco" hotel, center, etc, and what are the "green specifications" in construction industry.

What is a Green Building?

The concept of a green building was developed in the 1970s in response to the energy crisis and people's growing concerns about the environment. The need to save energy and mitigate environmental problems fostered a wave of green building innovation

that has continued to this day. Green buildings are not easily defined. Often known as sustainable buildings or eco-homes, eco-hotels etc, there is a range of opinion on what can be classed as a green home. It is generally agreed that green buildings are structures that are sited, designed, built, renovated and operated to energy-efficient guidelines, and that they will have a positive environmental, economic and social impact over their life cycle.



Elements of Green Building

Four main areas need to be considered in green building: materials, energy, water and health.

Materials

These are obtained from natural, renewable sources that have been managed and harvested in a sustainable way; or they are obtained locally to reduce the embedded energy costs of transportation; or salvaged from reclaimed materials at nearby sites. Materials are assessed using green specifications that look at their Life Cycle Analysis (LCA) in terms of their embodied energy, durability, recycled content, waste minimisation, and their ability to be reused or recycled.

Energy

Passive solar design will dramatically reduce the heating and cooling costs of a building, as will high levels of insulation and energy-efficient

windows. Natural daylight design reduces a building's electricity needs, and improves people's health and

productivity. Green buildings also incorporate energy-efficient lighting, low energy appliances, and renewable energy technologies, such as wind turbines and solar panels.

Water

Minimising water use is achieved by installing greywater and rainwater catchment systems that recycle water for irrigation or toilet flushing; water-efficient appliances, such as low flow showerheads, self-closing or spray taps; low-flush toilets, or waterless composting toilets. Installing point of use hot water systems and lagging pipes saves on water heating.

Health

Using non-toxic materials and products will improve indoor air quality, and reduce the rate of asthma, allergy and sick building syndrome.

These materials are emission-free, have low or no VOC content (Volatile Organic Compound)*, and are moisture resistant to deter moulds, spores and other microbes.

Indoor air quality is also addressed

through ventilation systems and materials that control humidity and allow a building to breathe.

*Volatile organic compounds (VOCs) are gases or vapours emitted by various solids or liquids, many of which have short- and long-term adverse health effects. Household products that emit VOCs include paint, paint strippers, cleaning supplies, pesticides, glues and adhesives, building materials and furnishings. Consequently, concentrations of many VOCs are higher indoors (up to ten times higher) than outdoors[5]. Fuels such as gasoline (petrol) and diesel also release VOCs.



Green Specifications

Green specifications are a set of agreements that are recommended for the sustainable building industry. They identify and qualify the specific conditions that property developers, designers and builders must meet to demonstrate sustainable development in practice. Increasing concerns over environmental issues such as climate change and fossil fuel depletion,

have put pressure on the building industry to become more environmentally responsible.

This has been accelerated by a growing awareness of the use of toxic chemicals in building materials and their associated health risks.

Builders and designers need information about non-toxic, environmentally friendly, and energy-efficient products that not only address these concerns and safeguard against environmental liability claims, but also conform to building codes and regulations.

Green specifications initially developed as guidelines for best practice, but there is now a global movement to standardise these rules into a set of legal requirements. EU directives demand building products that use fewer resources, prevent waste, and have lower impacts and risks to the environment.

The UK Government has recently stated that all new development and regeneration schemes must conform to green specifications, and they are working closely with a wide network of organizations to formulate these into policy.

One of these organizations is the Building Research Establishment (BRE), an independent and impartial research and advisory body that has

been instrumental in developing sustainable standards for the built environment.

Environmental Assessment

BRE has published the definitive "Green Guide to Specifications" which contains around 300 specifications for different building materials, divided into elements such as: floors, roofs, walls, windows, ceilings, paints, insulation etc.

Each material is measured by its environmental impact against key issues such as ozone depletion, climate change, fossil fuels, toxic emissions, pollution, waste, mining and mineral extraction, and water use (including mains, groundwater and surface).

Sustainable Building Standard

Green specifications are constantly changing as new materials are developed and our understanding of what it means to be sustainable evolves.

Although the details of green specifications are not fixed, there is a general consensus that for a building to be sustainable it needs to use materials that: improve energy efficiency, reduce waste and pollution, conserve natural resources such as water and wood, are non-toxic, use renewable energies and have a long life-span.

Source: www.sustainablebuild.co.uk

ECO CALCULATORS

Calculate the carbon cost of hotel stays

CarePar ("carbon emissions per available room") is the travel industry's first method of establishing, calculating, managing and disseminating usable data on carbon emissions per hotel and venue usage – representing either carbon emissions per available room per day, or function room per half day. CarePar was developed in response to demand for a hotel industry standard solution that effectively and accurately measures carbon emissions.

1. A unit of measurement for hotels and venues stating the carbon

emission per available room per day, or function room per half day.

2. Name given to the the process of indexation of hotel and venue carbon data and its distribution. Also called The Hotel Carbon Index.

How it works?

The Carepar process takes physical and variable data from an hotel or venue and uses it to calculate the carbon weight generated in a single room night or period use of a function or meeting room. The data is

available in a variety of formats to be used by individual travellers, Companies and Intermediaries (Hotel Booking Agencies or Travel Management Companies) to calculate the carbon cost of their hotel usage and to inform purchasing decisions.

Carepar - working towards a hotel sector standard measurement for carbon output, enabling people to make informed decisions based on accurate audited data.

Source: www.carepar.com

Vodič za organizatore

KAKO DA UČINITE VAŠ SUSRET „ZELENIM“?

„Ozelenite“ vašu sledeću manifestaciju i ne samo da ćete pomoći životnoj sredini, već ćete i poboljšati imidž vaše organizacije a možda i uštedeti novac. Evo nekoliko sjajnih saveta:

1. Idite online

Osmislite fantastičnu pozivnicu i onda je pošaljite putem e-mail-a. Isto važi za slanje flajera, obaveštenja i registracije koje se takođe mogu obavljati putem interneta.

Zamislite samo koliko biste uštedeli na štamparskim i poštanskim troškovima! Ukoliko morate da štampate, koristite mastila na bazi soje i reciklirani papir, i obavezno naglasite „štampano sojinim mastilom na recikliranom papiru“ radi podizanja ekološke svesti. Umesto deljenja materijala, obezbedite sve važne informacije u formi PowerPoint prezentacija. Po završetku susreta



podelite flash memorije (USB) sa svim informacijama svakom učesniku, potrudite se da one budu dostupne i preko e-mail-a ili ih postavite na web sajt vašeg susreta. I nemojte koristiti konferencijske table – zahtevajte od objekta gde održavate skup da vam obezbede bele table na kojima se piše flomasterima.

2. Izaberite pogodno mesto za smeštaj i uložite u zajedničke vožnje

Na taj način delegati se mogu zajedno prevoziti šatlom ili čak ići peške. Kako biste smanjili emisiju ugljendioksida na Vašem susretu, ponudite plaćanje parkinga svim delegatima

koji se zajedno dovezu jednim kolima umesto da svaki od njih dolazi svojim vozilom. Ili još bolje, izračunajte celokupnu emisiju ugljen-dioksida vašeg susreta, zatim uplatite donaciju nekoj ekološki orijentisanoj neprofitnoj organizaciji.

Na taj način plaćate smanjivanje emisije ugljendioksida na nekom drugom mestu.

3. Ponovo upotrebite identifikacione kartice i trake

Objekat gde održavate susret će možda biti u mogućnosti i da vam obezbedi besplatne identifikacione kartice (bedževe) i trake za nošenje kartica ili popust za korišćenje već upotrebljivanih.

4. Gajite zeleno

Umesto da se odlučite za cvet-

ne aranžmane koji se kasnije bacaju, kupite biljke u saksijama. Podelite ih delegatima koji ih mogu poneti kući i presaditi ih.

5. Zabranite papirne čaše

Umesto papirnih i plastičnih proizvoda, tražite od objekta gde održavate susret da vam obezbede čaše, šolje, tanjire, pribor, salвете i stolnjake koji se mogu ponovo koristiti. I upotrebite fair-trade kafu!

6. Reciklirajte

Pored mesta gde se baca smeće, obezbedite jasno obeležene kante za reciklažu gde ćete bacati konzerve, staklo i papir.

7. Iskoristite ostatke hrane

Ili ukoliko imate viška hrane, možete je u saradnji sa objektom gde se susret održava donirati lokalnoj „narodnoj kuhinji“ (ili nekoj organizaciji koja deli hranu siromašnima).

Evo i nekoliko konkretnih primera kako su neki uštedeli zato što su postali „zeleni“:

Na Oracle-ovoj Open World 2008 konferenciji u San Francisku, kompanija je uštedela 89.250,00 dolara koristeći ponovo banere sa ranijih susreta.

Oracle je takođe uštedeo 60.000,00 dolara redukovanjem broja šatla autobusa, i 1.5 miliona dolara eliminacijom flaširane vode.

Velika farmaceutska kompanija održala je u junu susret sa 110 učesnika, gde se njih 70 odlučilo da ne uzima programe štampane na papiru.

Inicijativa da se ne koristi papir, pored dobrog uticaja na životnu sredinu uštedela je organizatoru 350 dolara.

Ta kompanija takođe više ne koristi flaširanu vodu na svojim sastancima, čime je samo na junskom sastanku uštedela otprilike 500 dolara.

Hoteli takođe mogu uštedeti na principima održivosti:

Hotel sa 1.354 sobe koji u svakoj sobi obično osvetljenje zameni fluorescentnim može uštedeti 51.000 dolara godišnje na energiji (ovakvo osvetljenje troši 75 odsto manje energije, a vek trajanja mu je 10 puta duži).

Hotel sa 300 soba koji instalira tuševe sa manjim protokom vode (smanjivanjem protoka vode sa 3.5 galona na 2.5 galona po minutu) može uštedeti ukupno 35.478 dolara godišnje na struju, vodu i kanalizaciju.

Guide for organizers

MAKING GREEN EVENTS

"Greenify" your next event and you'll not only help the environment, but you'll enhance your organization's image and maybe even cut expenses. Here are some great tips for going green.

1. Go online

Develop some great invitation; then send it via email. In fact, flyers, reminders and registrations can all be handled online. Think of the printing and postage costs you'll save! If you must print, use soy inks and recycled paper—and note "printed with soy inks on recycled paper" to raise awareness.

Instead of offering handouts, provide vital information via PowerPoint presentations.

At the close of the conference, hand out a jump drive with all pertinent conference information to each attendee, make the information available via email, or post information on your event website.

And don't use flip charts: Ask your meeting venue to supply white boards.

2. Choose a convenient lodging site and chip in for carpoolers

That way, attendees can share rides in hotel shuttles or even walk.

To help offset your meeting's carbon footprint, offer to pay the parking costs of carpooling guests.

Better yet, determine the meeting's entire carbon use; then make a donation to an environmental nonprofit to offset that total.

3. Reuse plastic nametags and lanyards

Your venue may even provide these items for free or offer a discount for using these items from a previous event.

4. Grow green

Rather than select throwaway floral centerpieces, purchase potted plants and send them home for planting with lucky attendees.

5. Ban paper and foam cups

Instead, use reusable glassware, flatware and linens, supplied by your meeting venue. And serve fair-trade coffee!

A few examples of specific savings from going green:

At Oracle's OpenWorld 2008 conference in San Francisco, the company saved \$89,250 by reusing banners from the conference at other events.

Oracle also saved \$60,000 by reducing shuttle buses, and \$1.5 million by eliminating bottled water.

A large pharmaceutical company held a 110-person meeting, where 70 attendees opted out of receiving paper programs onsite.

The initiative to go paperless saved \$350 in addition to the associated environmental savings.

The company also no longer provides bottled water at meetings, which saved roughly \$500 at that meeting alone.

Hotels can also cash in on sustainable savings: A 1,354-room hotel switched to florescent lights in all rooms and saved \$51,000 a year in energy costs.

(Efficient lighting uses about 75 percent less energy and lasts 10 times longer).

A 300-room hotel that installs low-flow shower heads (reducing water flow from 3.5 gallons per minute to 2.5 gpm) can save a total of \$35,478 annually through energy, water, and sewage reductions.

6. Recycle

Provide clearly marked recycling bins next to your trash cans for cans, glass and paper.

7. Use excess food

And if you have excess food, work with your venue to donate leftovers to a local charity.



Da li očekujete od automobila da bude siguran u vožnji? A od Interneta?

SIGURNOST PRE SVEGA

Siguran automobil vam u mnogim situacijama može spasiti život, a izbor pravog bezbednog rešenja za vaš računar spasice sve vaše uspomene i minuli rad! EUnet Security centar, razvijen u saradnji sa renomiranom korporacijom F-Secure, predstavlja sveobuhvatno bezbednosno rešenje za vaš računar od bilo kojih pretnji sa Interneta ili eksternih medija (USB, CD, Flash...)

Prilikom kupovine novog automobila, većini vozača je bitno da je auto lepo dizajniran, da mu je cena pristupačna, a iznad svega da bude siguran u vožnji. Bezbednost prema opštim karakteristikama, spada u kategoriju koja poslednjih godina dobija sve veći značaj pri izboru i kupovini vašeg ljubimca. Nekada su automobili bili impresivnih dimenzija, čak i evropski modeli. Mnogi su tada upravo veličinu izjednačavali sa bezbednošću, pa iako su automobili imali sigurnosne pojaseve gotovo niko ih nije koristio. Danas imamo pojaseve sa vezivanjem u tri tačke, vazdušne jastuke praktično po celom vozilu, gužvujuće delove karoserije, a nezivanje pojasa smatra se kršenjem zakona. Uobičajeno je da čovek uglavnom ne razmišlja o bezbednosti dok mu ne zatreba, iako je opšte poznato da je predostrožnost bitna u svakoj oblasti gde čovek potencijalno

i bitne podatke od mogućih pretnji sa globalne mreže. Najčešći oblici protivzakonitog postupanja, tačnije kompjuterskog kriminala su: upadi u računare i krađa podataka, brisanje i uništavanje memorije, kompjuterska diverzija i vandalizam, Internet prevare, kao i širenje destruktivne propagande i oglasa.

Metode koje se koriste za ova nedela su razne, a njihova brojnost je usled brzog razvoja tehnologije sve veća.

Najčešći primeri su virusi, a prema zvaničnim statistikama, na globalnoj Internet mreži svakodnevno se otkrije osam do deset novih virusa koji vam mogu prouzrokovati štetu na više načina: izgubljeni dokumenti, mailovi, lični materijal (fotografije, videa, pre-piske...), a ponajviše izgubljeno vreme i novac. Ako prisustvo na Internetu

ima važnu ulogu u vašem poslovanju, znate da jedna greška u trenutku kada se to najmanje očekuje, može skupo da vas košta. Iz tog razloga, neophodno je da u svakom trenutku zaštitite svoje dragocene podatke, operativnost i funkcionalnost koja je ugrožena prisustvom na Internetu bez adekvatnih sistema zaštite.

Veliki broj besplatnih i piratskih softvera samo povećavaju rizik poslovanja jer ne pružaju kompletnu zaštitu, daju lažan osećaj sigurnosti i ne podrazumevaju nikakve nivoe tehničke podrške pri korišćenju. Stoga je brigu o vašim računaru i dra-



gocnim podacima najpametnije pre-pustiti proverenim licenciranim zaštitnim rešenjima.

EUnet Security centar, razvijen u saradnji sa svet-skom korporacijom F-Secure, predstavlja sveobuhvatno

bezbednosno rešenje vašeg računara od bilo kojih pretnji sa Interneta ili eksternih medija (USB, CD, Flash...).

Pretnje u vidu virusa, Internet špijunaže, hakerskih upada, neželjene pošte moguće je sprečiti korišćenjem softverskog rešenja koje sadrži Anti-virus, Anti-spawware, Firewall i Spam Control. Kompanija EUnet u okviru svog Security centra osim ovih pomenutih vidova zaštite korisnicima nudi i "roditeljsku" kontrolu pristupa (Parental Control) određenim Internet stranama, čime možete biti sigurni da vaše dete neće biti zloupotrebjeno u virtuelnom okruženju.

U sklopu EUnet Security centra možete dobiti sav potreban konsalting, inženjering, stručnu pomoć, 24/7 tehničku podršku i vrhunska zaštitna rešenja kako za kućne/personalne računare tako i za poslovne korisnike. Još uvek postoje predrasude da su ovakva licencirana rešenja ujedno i skupa. Prednosti informacionih tehnologija i poslednje generacije softvera je upravo u tome što se njihovim razvojem i korišćenjem sve više izlazi u susret korisnicima, tako da oni sve svoje brige mogu da prepuste stručnjacima, za veoma malu mesečnu nadoknadu. Više o EUnetSecurity paketima i cenovnik možete pogledati na adresi: <http://www.eunet.rs/eunet-security-centar>

Vladimir Miletić BSc.E.E.
Zamenik direktora prodaje



bilo sebe, neki svoj rad ili imovinu dovodi u opasnost od gubitka. Kada govorimo o upotrebi novih tehnologija, bilo da povremeno surfujete Internetom ili ga koristite u svakodnevnom poslovanju, sve rasprostranjenija tema svakako je kako da zaštitite vaš računar

Do you expect your car to be safe when you drive? And the Internet?

SECURITY FIRST OF ALL

A safe car can save your life in many situations, and selection of the right security solution for your computer will save all your memories and past work! EUnet Security centre, developed in cooperation with a renowned corporation F-Secure, presents a complete security solution for your computer, protecting you from any threats from the Internet or external media (USB, CD, Flash...)

When buying a new car, most drivers want the car to be well-designed, to be reasonably priced, and above all, to be safe while driving. Safety, according to general characteristics, is a category whose importance keeps growing when a new "pet" is being selected and bought.

Cars used to be impressively sized, even European models. At that time many put an equation mark between size and safety, and although many

subject. Most frequent forms of illegal acts, more precisely computer crime, are the following: hacking a computer and stealing data, deleting and destroying memory, computer diversion and vandalism, Internet fraud, as well as spreading destructive propaganda and ads. Many methods are used for those crimes, and their number grows constantly because of quick development of technology. Most frequent example are viruses, and according to of-

do not imply any levels of users' technical support. Therefore it is wise to let licensed security solutions take care of your computer and precious data.

EUnet Security centre, developed in cooperation with world corporation F-Secure, represents a complete security solution for your computer, keeping it safe from any threats from the Internet or external media (USB, CD, Flash...). Threats in the form of viruses, Internet espionage, hacking, spam, can be prevented by using a software solution composed of an Anti-virus, Anti-spyware, Firewall and Spam Control. As a part of its Security Centre, the company EUnet also provides Parental Control for certain web pages, thus allowing you to make sure your child is not misused in the virtual environment.

Within the EUnet Security centre you can get necessary consulting, engineering, professional help, 24/7 technical support and top protection solutions for personal users, as well as business users.

There is still a prejudice that licensed solutions are expensive. Advantages of information technology and last generation software lie exactly in the fact that their development and use keeps meeting the needs of users, so that they can leave the worry to experts for a very small monthly fee.

For more details on EUnetSecurity packages, please check <http://www.eunet.rs/eunet-security-centar>

*Vladimir Miletic BSc.E.E.,
Deputy Sales Director*



cars had seatbelts, people did not use them. Nowadays we have three-point seat belts, air bags all around the car, creasing parts of the chassis, and not wearing your seat belt is considered breaking the law.

One usually does not think about security until one needs it, although it is generally known that precaution is important in all areas one sees oneself in, and brings its work or property in danger from being lost.

When we talk about using new technologies, whether just to surf the Internet or use it in your daily business, protection of your computer and important data from potential threats on the global network is an ever-growing

official statistics eight to ten new viruses are discovered on the global Internet network every day, all of them capable of causing damage in several ways: lost documents, emails, personal material (photos, videos, letters...), and most of all lost time and money.

When it is least expected, it can cost you dearly. Due to that reason, you must protect your precious data at any time, your operability and functionality which are in danger from being on the Internet without adequate protection systems. A huge number of freeware and spyware programmes only increase the business risk, because they cannot provide complete protection, they give false sense of security and



Priznanja za ekološki osvešćene organizacije u svetu

IMEX ZELENE NAGRADE

Na godišnjoj dodeli ovih nagrada, koja zajedno sa razvojem ekološke svesti u industriji postaje sve popularnija, dodeljuju se tri nagrade u različitim kategorijama, kao i nagrada „Posvećenost zajednici“ (Commitment to Community), kojom se odaje priznanje za istaknut doprinos lokalnoj zajednici.

IMEX Zelene nagrade (IMEX Green Awards) razvijene su sa ciljem da osiguraju da se onim organizacijama u kongresnoj industriji koje ulažu napore da minimizuju negativne posledice svog rada po životnu sredinu i društvo, dodeli priznanje u ovoj industriji. IMEX je jedna od najznačajnijih



svetskih izložbi inovativnih ideja za putovanja, skupove i manifestacije, a održava se u Frankfurtu, Nemačkoj.

Na godišnjoj dodeli ovih nagrada, koja zajedno sa razvojem ekološke svesti u industriji postaje sve popularnija, dodeljuju se tri nagrade u različitim kategorijama, kao i nagrada „Posvećenost zajednici“ (Commitment to Community), kojom se odaje priznanje za istaknut doprinos lokalnoj zajednici.

Nagrada Zeleni susreti (Green Meetings), prva kategorija nagrada, svake godine privlači sve više prijavi, a sve više korporacije i agencije širom sveta počinju da prihvataju principe organizovanja „zelenih“ susreta i skupova i da time demonstriraju velika ekološka poboljšanja i uštede.

Nagrada IMEX Zeleni izlagač (IMEX Green Exhibitor Award) ustanov-

ljena je sa ciljem da obrazuje i ohrabri izlagače da koriste strategiju „ponovnog korišćenja i recikliranja“ za dizajn i postavljanje svog izložbenog štanda.

Nagrada IMEX Zeleni dobavljač (IMEX Green Supplier Award) ustanovljena je prošle godine kao način da se javno oda priznanje dobavljačima kongresne industrije koji igraju ključnu ulogu u podsticanju ostatka industrije da dostigne ekološke ciljeve. Nezavisni žiri, koji se sastoji od predstavnika industrije i stručnjaka za

dodeljena je „Zlatna“ nagrada IMEX Zeleni susreti za 2009. godinu na IMEX gala večeri u Frankfurtu. Nagrada je dodeljena kao priznanje za njihov istaknuti „zeleni“ skup, Konvenciju Zelene gradnje, koja je



Green Exhibitor Award Winner Pedro Rocha dos Santos, Centro de Congressos do Estoril with Amy Spatarisano, GMIC.

* BS 8901 je standard za održive skupove Britanskog instituta za standarde (British Standards Institute), a koji obezbeđuje specifikacije o tome kako treba upravljati ekološkim, ekonomskim i socijalnim aspektima skupova i konferencija.

SGBC je angažovao nezavisno treće lice da izvrši proveru i procenu njegovog sistema za menadžment skupova, kojim rukovodi Sektor Saveta za menadžment skupova i manifestacija. Provera je uključila pregled funkcionisanja organizacionih procesa, pregled dokumentacije koja uključuje ugovore i zahteve za ponude, zatim intervju sa osobljem, prodavcima i zainteresovanim stranama, kao i inspekcije na licu mesta na samoj manifestaciji Zelene gradnje. Konačni rezultat procesa dodeljivanja sertifikata BS 8901 treba da bude poznat u toku 2009. godine

životnu sredinu, bira porednike. **Savetu zelene gradnje SAD-a (US Green Building Council /USGBC/)**

održana u Bostonu 2008. godine, a na kojoj je USGBC demonstrirao duboko razumevanje načina na koji se može pratiti i meriti ostvarenje ekoloških ciljeva, kao i načina na koji se kod dobavljača može probuditi zainteresovanost i motivacija da podrže ambicije skupova Saveta. USGBC je takođe prva severnoamerička organizacija koja je podnela zahtev za dodelu **sertifikata BS 8901*** za ceo svoj Sektor za menadžment skupova.

Ovo je drugi put da je Savet primio ovo priznanje, pošto je prethodno pobedio 2006. godine.

Srebrna nagrada Zeleni susreti u 2009. godini dodeljena je za Oracle-ovu konferenciju **Oracle Open-World Conference 2008**, koja je

POKRETANJE PROJEKTA

IMEX Zelene nagrade (IMEX Green Awards) pokrenuli su zajedno IMEX, Međunarodna hotelska inicijativa za zaštitu sredine (International Hotels Environment Initiative), i Fondacija Oceans Blue (Oceans Blue Foundation) na IMEX-u 2003. godine.

Nagrada se sada dodeljuje u saradnji sa Privrednim savetom za zelene susrete (Green Meeting Industry Council - GMIC).

Nagrađuje se ekološka osvešćenost kod organizatora događaja, izdvajajući postojeće mogućnosti kako bi smestili poslovne događaje u prostore koja su „zeleno“ orijentisana, kao i planiranje događaja u kojima su pitanja održivosti potpuno uzeta u razmatranje.



održana u San Francisku. Žiri je još jednom bio impresioniran visokim standardima koje Oracle postavlja sebi u čitavom preduzeću, kao i njegovim dugoročnim angažmanom za unapređenje održivog razvoja preko svog sektora za organizaciju globalnih skupova. Oracle Open-World je godišnja trgovinska izložba sa 40.000 učesnika. Ova manifestacija se održava na pet različitih konferencijskih mesta i za njeno održavanje se angažuje ukupno 85 hotela. Po mišljenju žirija, kompanija je uspeła da ostvari impresivne uštede energije, naročito u pogledu potrošnje struje.



Green Supplier Gold Award Winner Leigh Harry, Melbourne Convention and Exhibition Centre with Amy Spatrisano, GMIC.

U 2008. godini, „Zlatnu“ nagradu IMEX Zeleni susreti dobili su hoteli **Scandic Hotels** za njihov Skup švedskih koordinatora za unapređenje životne sredine, koji je održan u hotelu Scandic Ariadne u Štokholmu u oktobru 2007. godine. Scandic ima 130 hotela u 9 zemalja, a svaki hotel ima najmanje jedno lice zaduženo da vrši poslove koordinatora za unapređenje životne sredine. Skup je bio impresivan, i to ne samo zbog ekološkog rada u samom hotelu u kom je skup održan, već zbog toga što takav rad primenjuju svi njihovi hoteli. Oni ovo rade uspešno zahvaljujući tome što se najviši menadžment Scandic hotela ozbiljno angažuje u poslovanju koje poštuje principe održivog razvoja. Razvijen je „kompas za održivo poslovanje“. Svi poslovi u okviru Scandic-a, npr. politika vršenja nabavki, deklaracije dobavljača, smernice za izgradnju, sagledavaju se u okviru trostrukog bilansa¹.

Kako oni to postižu?

- efikasnim korišćenjem energije/ prirodnim osvetljenjem, sensorima koji registruju prisustvo osoba u prostorijama gde se održavaju sastanci/ u hotelskim sobama, smanjenom upotrebom klime...
- obezbeđivanjem grupnog prevoza, programa redukcije količine ugljen-dioksida (u drugim gasovima staklene bašte) za avio-prevoz, promovisanjem koncepta zajedničkog korišćenja automobila/transitnih usluga, kupovanjem lokalno uzgajane organske hrane...
- korišćenjem ekoloških sredstava za čišćenje, a 65% hotela koristilo je reciklažni toaletni papir...
- implementacijom procesa registracije i rezervacije koji se u potpunosti vrše onlajn, bez korišćenja papira. Značke sa imenima i držači se sakupljaju za recikliranje i za ponovno korišćenje, kao i u proteklim godinama.
- Izložbeni materijali, uključujući podne obloge, građevinski prenosivi materijal, oznake i signalizaciju, poklone i kancelarijski materijal po-



Green Supplier Silver Award Winner Alec Gilbert, Adelaide Convention Centre with Amy Spatrisano, GMIC and Ray Bloom, IMEX Chairman.

klanjaju se lokalnim humanitarnim organizacijama. Povrh toga, skoro 2.000 flaša vode, 500 reciklažnih kesa za kupovinu i preko 5.000 konferencijskih kesa poklonjeno je 21. lokalnim grupama, a hrana je poklonjena lokalnim prihvatilištima.

Pobednici nagrade „Imex Zeleni susreti“ 2009

„Zlatna“ nagrada IMEX Zeleni susreti dodeljena je Savetu zelene gradnje SAD-a (US Green Building Council /USGBC/), u Bostonu.

„Srebrna“ nagrada Zeleni susreti dodeljena je za Oracle-ovu konferenciju Oracle Open-World Conference 2008, u San Francisku.

Pobednici nagrade „Imex Zeleni izlagač“ 2009

Kongresni centar Estoril u Portugaliji.

Pobednici nagrade „Imex Zeleni dobavljač“ 2009

„Zlatna“ nagrada IMEX Zeleni dobavljač dodeljena je Kongresnom i izložbenom centru Melburn u Australiji.

„Srebrna“ nagrada IMEX Zeleni dobavljač dodeljena je Kongresnom centru Adelaide u južnoj Australiji.

Detaljnije informacije možete da nađete na sledećim internet stranicama:

<http://www.imex-frankfurt.com/documents/USGreenBuildingCouncilCaseStudy.pdf>

<http://www.imex-frankfurt.com/documents/Scandic.pdf>

Izvori: <http://www.imex-frankfurt.com>

¹ eng. tripple bottom line – računovodstvena politika u koju je uključena komponenta održivog razvoja i u okviru koje se ne sagledava samo ostvareni materijalni profit, već i društveni i ekološki uticaj poslovanja kompanije. – prim. prev.

The award recognizes environmental awareness among organizations

THE IMEX GREEN AWARDS

The annual awards, which have become increasingly popular, as environmental awareness in the industry grows, include three category prizes and the Commitment to the Community Award, which recognizes an outstanding contribution to a local community.

The IMEX Green Awards have been developed to ensure that organizations within the meetings industry who are making an effort to minimize their environmental and social im-



part are given recognition within the industry. IMEX is one of the most important worldwide exhibition for incentive travel, meetings, and events, which takes place in Frankfurt, Germany.

The annual awards, which have become increasingly popular, as environmental awareness in the industry grows, include three category prizes and the Commitment to the Community Award, which recognizes an outstanding contribution to a local community.

The Green Meetings Award, the first category, is attracting more and more entries each year as corporations and agencies worldwide embrace the principles of green meetings and thereby demonstrate detailed environmental improvements and savings.

The IMEX Green Exhibitor Award was

launched to educate and encourage exhibitors to employ a "reuse and recycle" strategy for their exhibit stand design and build.

The IMEX Green Supplier Award was launched last year as a way to publicly acknowledge meetings industry suppliers who play a critical role in helping the rest of the industry to achieve environmental objectives. An independent judging panel made up of industry representatives and

* BS 8901 is the sustainable event standard of the British Standards Institute, providing specifications for how to manage the environmental, economic and social aspects of events and conferences.

SGBC engaged an independent third party to review and assess the event management systems operated by the organization's Meetings and Events Division. Verification included desktop review of management processes, request for proposals and contract documents, interviews with staff, vendors and stakeholders and on-site inspections at the Greenbuild event. The final outcome of the BS 8901 process should be available during the year of 2009.

environmental experts chooses the winners.

The **US Green Building Council (US-GBC)**, was presented with the 2009 IMEX Green Meetings 'Gold' Award at the IMEX Gala Dinner in Frankfurt. The Award was made in recognition of an outstandingly "green" event – the Greenbuild Convention held in



Green Meetings Silver Award Winner Christiane Schlüter, Oracle Open World with Amy Spatrisano, GMIC and Ray Bloom, IMEX Chairman.

Boston in 2008, in which the USGBC demonstrated a deep understanding of both how to track and measure environmental targets and also how to enthuse and motivate new suppliers to support its event ambitions. USGBC is also the first North American organisation to have their entire meeting management department **BS 8901 certified***. This is the second time that the Council has accepted this honour, having previously triumphed in 2006.

The Silver Green Meetings Award 2009 was given to the **Oracle OpenWorld Conference 2008** in San Francisco. Judges were once again impressed by the high standards that Oracle set itself across the whole enterprise and its long-term commitment to improving sustainability within its global meeting division. Oracle OpenWorld is an annual trade show with 40,000 participants. The event uses five separate meeting venues and a total of 85 hotels. In the judge's view, the

LAUNCHING THE PROJECT

The Green Meetings Award was launched jointly by IMEX, the International Hotels Environment Initiative, and the Oceans Blue Foundation at IMEX 2003.

The award is now partnered by GMIC** (Green Meeting Industry Council).

The award recognises environmental awareness amongst meeting organisers, highlighting the opportunities that now exist to stage business tourism events in 'green-minded' venues, whilst also planning an agenda in which sustainability issues have been taken fully into account.



Green Meetings Gold Award Winner Kimberly Lewis, US Green Building Council with Amy Spatrisano, GMIC and Ray Bloom, IMEX Chairman.

October 2007. Scandic has 130 hotels in 9 countries and each hotel has at least one person with the role of environmental coordinator. The meeting was impressive not just because of the environmental work within the hotel where the meeting took place, but because the same work applies to all hotels. This is due to Scandic's top management being deeply engaged in sustainable business. A "Compass for



- Completely online and paperless registration and scheduling process. Name badges and holders were collected for recycling and reuse as in previous years.
- Exposition materials, including flooring, building substrates, signage, giveaways and office supplies were donated to local charities. In addition nearly 2,000 water bottles, 500 recycled content grocery bags and over 5,000 conference bags were provided to 21 local groups, donating of food to local shelters.

**GMIC is IMEX's official partner for its New Vision Corporate Responsibility project including the Corporate Responsibility Centre, the Green Meetings Award, the Commitment to the Community Award, the Green Exhibitor Award and the Green Supplier Award.

Green Meeting Industry Council was formed to improve meeting management practices by promoting environmentally responsible strategies through the collaborative efforts of the hospitality industry, corporations, government, and community organisations.

The Green Meeting Industry Council is committed to supporting economic, environmental and community objectives as they relate to the meeting industry.

For additional information see www.greenmeetings.info

company achieved some impressive energy savings, especially regarding power consumption. Awarded the 2008 IMEX Green Meetings 'Gold' Award were **Scandic Hotels**

sustainable business" has been developed. All business within Scandic relates to the compass's triple bottom line, e.g.P Purchasing policy and Supplier's declaration and guidelines for construction.



How do they do that?

- Use of energy efficient/natural lighting, occupancy sensors in meeting/hotel rooms, reduced use of air conditioning ...
- Provision of group shuttles, carbon offset programmes for air travel, promotion of car pooling/transit services, purchasing locally grown, organic food...

for their Swedish Environmental Coordinators Meeting which took place in Scandic Ariadne in Stockholm in

- Using of green cleaners and 65% of hotels used recycled content bathroom tissue...

**Winners of 2009
IMEX Green Meetings award**

IMEX Green Meetings 'Gold' Award went to the US Green Building Council (USGBC) in Boston

The Silver Green Meetings Award was given to the Oracle OpenWorld Conference 2008 in San Francisco

**Winners of 2009
IMEX Green Exhibitor Award**

Estoril Congress Centre, Portugal

**Winners of 2009
IMEX Green Supplier Award**

IMEX Green Supplier 'Gold' Award went to the Melbourne Convention and Exhibition Centre in Australia

The Adelaide Convention Centre in South Australia was awarded the 2009 Green Supplier 'Silver' Award

For more detailed information, you may go to:
<http://www.imex-frankfurt.com/documents/USGreenBuildingCouncilCaseStudy.pdf>
<http://www.imex-frankfurt.com/documents/Scandic.pdf>
 Sources: <http://www.imex-frankfurt.com>

Anketirali smo partnere internet portala specijalizovanih za kongresni turizam

THE BEST GREEN PARTNER - ADRIATIC LUXURY HOTELS

Održivi razvoj podrazumeva aktivnosti koje vrše minimalan uticaj na životnu sredinu i lokalnu kulturu, istovremeno pomažući sticanje profita, otvaranje novih radnih mesta i zaštitu lokalnih ekosistema. U tom kontekstu, primećena je potreba za "održivim razvojem turizma" kao jednog od vodećih privrednih sektora u svetu koji bi negovao prijateljski odnos prema prirodnoj i kulturnoj baštini.



Svetski trend zaštite životne sredine nije zaobišao pripadnike kongresne industrije, kako u svetu, tako i u regionu Jugoistočne Evrope. Uvereni da i u našem regionu postoje takve društveno odgovorne kompanije odlučili smo da za čitaoce SEEbtm magazina napravimo anketu koja se bavi ovim pitanjem. Anketirali smo partnere internet portala specijalizovanih za kongresni turizam – www.kongresniturizam.com i www.SEEmice.net.

Informacije o tome na koji način se oni trude da štite životnu sredinu, nećete naći na njihovim internet portalima. To je dokaz da se ne radi samo o pukom praćenju svetskih trendova ili marketinškom triku, već zaista o brizi kakav uticaj ima organizacija događaja na životnu sredinu.

Zato smo odlučili da ne dozvolimo da

njihov trud prođe nezapaženo i da na jedan poseban način istaknemo i pohvalimo neke od njih a najboljem dodelimo titulu – **The Best GREEN Partnera!**

Na osnovu dobijenih rezultata ankete, i iako izbor nikako nije bio lak, titula The Best GREEN Partnera je ovaj put pripala hotelskoj grupaciji iz Hrvatske – **Adriatic Luxury Hotels (ALH)**.

Kroz sprovođenje propisanih sistemskih radnji, realne revizije, akciono tehničko sprovođenje i osposobljavanje, ALH grupacija nastoji prvenstveno biti društveno odgovorna, na način da tokom rada hotelskih objekata maksimalno bude smanjena upotreba prirodnih resursa, povećana kontrola ispuštanja u okolinu, odnosno, povećanje upotrebe recikliranih proizvoda. U toku je i

priprema za sertifikaciju prema zahtevima standarda ISO 9001, 14001, 18001 i HACCP za sve hotele grupacije. U hotelima ALH grupacije pridaje se velika pažnja reciklaži. Otpad kako što su staklo, PVC ambalaža, papir i karton, PET ambalaža predaje se skupljačima u delimičnu nadoknadu, a opasni otpad (staro mašinsko ulje, filteri ulja, ambalaža boja i lakova, rashladni medijifreoni, zauljeni otpad iz separatora masti, i sl) se preko ovlašćenih skupljača otpada zbrinjava na propisan način. Takođe,

o svakom tipu otpada vodi se propisana evidencija te se svake godine predaju izveštaji za proteklu godinu Upravnom sektoru za građevinarstvo i zaštitu okoline Dubrovačko-neretvanske županije.

U hotelima Dubrovnik Palace, Bellevue i Excesior upravljanje rasvetom i klima uređajima u sobama moguće je tek nakon umetanja magnetne ili chip kartice (ključa) u kontaktni čitač, odnosno, nakon vađenja kartice sva rasveta i klima uređaji se automatski



isključuju čime je osigurano da neće doći do nepotrebnog korišćenja energije kada sobe nisu u upotrebi.

Kad je pripremanje i posluživanje hrane u pitanju, u maksimalnoj meri se koriste lokalne i sve dostupne bio uzgajane namirnice, kao i maksimalno velika pakovanja za osveženja, začine, sosove i sl. Ne koriste se posuđe, salvete i stolnjaci za jednokratnu upotrebu.

Za pranje i održavanje smeštajnih i radnih jedinica koriste se ECOLAB proizvodi.

Radi smanjenja potrošnje energenata u svim hotelima se vrši blagovremeno servisiranje termičkih uređaja, koristi se otpadna energija za zagrevanje potrošne tople vode (heat recovery), koristi se i solarna energija.



Veći elektromotorni potrošači obavezno imaju frekventne regulatore, stara edison rasvetna tela permanentno će biti zamenjena štednim sijalicama ili pak po ciljanim pozicijama novom generacijom rasvete - led diodama. Rasveta u prostorima i koridorima koji su bitni za radne procese nadzire se regulatorima pokreta, pa su u svim hotelima ugrađene kompenzacijske baterije radi smanjenja angažovane jalove energije. Odabrani i instalirani sistemi za klimatizaciju



spadaju u kategoriju visoke energetske učinkovitosti (toplotne pumpe, VRV sistemi, klima komore...)

Kao što smo napomenuli, izbor The Best GREEN partnera nikako nije bio lak, tako da je neophodno spomenuti i ostale učesnike ankete koji se svojim radom i praksom ističu u zaštiti životne sredine.

U **Hotelu Osijek iz Osijeka** klima komore imaju rekuperatore, koji koriste energiju od otpadnog vazduha (leti

se dolazni vazduh predhlađuje tako da je smanjena potrošnja energije). Hotel poseduje i sistem limitiranja opterećenja električne energije, koji ne dopušta opterećenja veća od zakupljenog, a to je cca 20% manja od maksimalne potrošnje hotela. U letnjem periodu sanitarna voda se zagreva energijom dobijenom od toplotnih pumpi na rashladnom sistemu. Kompletna rasveta hotela je štedna.

Prilikom rekonstrukcije **Hotela Aurora wellness & conference iz Malog Lošinja** vodilo se računa o korišćenju materijala koji se mogu reciklirati. Hotel poseduje i sistem za reciklažu, gde se sav otpad, koji može poslužiti kao sekundarna sirovina, odvaja i odvozi iz objekta na dalje zbrinjavanje. Npr. karton, papir, otpadno jestivo ulje, toneri i mastila, metalni otpad, električni otpad, baterije...

Continental Hotel, Beograd sprovodi redovno obaveštavanje i edukaciju svojih zaposlenih u svim akcijama koje doprinose zaštiti životne sredine, kroz programe treninga. Treninzi se organizuju u segmentima odlaganja i separacije otpada, pravilnog korišćenja sredstava za održavanje higijene, kao i u segmentu kontrole ispravnog korišćenja vode i energenata.

U **hotelu Sol Coral iz Umaga** čekiranje gostiju i njihova odjava vrši se preko računara. Uređena plaža hotela Sol

Coral nagrađena je eko simbolom: Plavom zastavom. Za dobijanje tog priznanja potrebno je ispuniti određene kriterijume koji se odnose uglavnom na ekološko obrazovanje i informisanost, ekološko upravljanje, kvalitet vode, bezbednost i usluge.

Plavu zastavu ima i plaža **Hunguest Hotel Sun Resort-a iz Herceg Novog**. Takođe, u ovom hotelu se koriste ponovno upotrebljivo posuđe, salвете i stolnjaci pri služenju hrane, kao i lokalne namirnice za pripremanje obroka. **Hotel Vojvodina iz Zrenjanina** je još jedno mesto gde se velika pažnja poklanja uklanjanju smeća na pravilan način, racionalnom korišćenju svih sirovina i energije. Koriste velika pakovanja za većinu proizvoda koje koriste kako bi smanjili količinu otpada (to se odnosi na osveženja, hranu i dodatke - začine, soseve...).

Na strani 50 prikazani su rezultati sprovedene ankete, kod hotela sa 4 i 5 zvezdica iz Srbije, Hrvatske i Crne Gore, dobijenih tokom septembra 2009. godine. Primećujemo da sistem „pametnih“ soba u kojima se dovod električne energije prekida ukoliko se ne ubaci magnetna kartica, koristi u većini hotela, kao i opcija ponovne upotrebe peškira i posteljine i korišćenje lokalnih namirnica i dobavljača za pripremanje hrane, dok je edukacija zaposlenih o „zelenim“ inicijativama na nižem nivou, kao i uvođenje ozbiljnijeg sistema za čuvanje vode, koji praktično tek treba da zaživi.

PRINCIPI EKO TURIZMA: EIAT KONFERENCIJA



EIAT 2009 "networking" večer u Viminacijumu

Centar za istraživanje i studije turizma je organizovao ove godine drugu **EIAT konferenciju** (u periodu od 25. do 27. septembra 2009. godine) koja ima za cilj okupljanje mladih eksperata iz domena nauke i privrede i na taj način uspostavljanje zdrave osnove za razvoj turističke privrede u Srbiji. Od ove godine, EIAT se postepeno približava principima eko i održivog turizma da bi poneo i opravdao epitet "Eco-green conference". Učesnici EIAT -a 09, imali su jedinstvenu priliku da umesto



loše dizajniranih i često veoma nepotrebljivih konferencijskih tašni koje u najvećem broju slučajeva budu iskorišćene samo za vreme trajanja konferencije, dobiju platnene kese. Osim sto je za njihovu izradu upotrebljen prirodni material koji ne zagađuje životnu sredinu, ove kese mogu imati široku primenu u svakodnevnom životu delegata. Njihovom upotrebom smanjuje se opticaj PVC kesa koje svakodnevno dobijamo u marketima i tržnicama, a samim tim doprinosi smanjenju ot-

pada u lokalnoj zajednici kao i širenju svesti o potrebi zaštite njene okoline. Takođe, od ove godine, svi delegati su dobili specijalne registracione bedževe od papira koji će se zatim reciklirati i na taj način se još više smanjuje upotreba plastike u organizaciji konferencije. Od naredne godine, tim Centra za istraživanja i studije turizma će razmatrati mogućnost još aktivnijeg uključivanja EIAT konferencije u promociju zaštite životne sredine i održive upotrebe resursa.



Dubrovnik Palace Hotel, Conference and Spa

Luksuzni hotel s pet zvjezdica i ponosni dobitnik prestižne turističke nagrade World Travel Awards kao vodeći hrvatski hotel i vodeći hrvatski Spa Resort, i to već 3 godine zaredom! Hotel se nalazi u prekrasnoj uvali okruženoj šumom s pogledom na Elafitsko otočje. Posjeduje 3 vanjska bazena uz more, privatnu plažu, unutarnji bazen, fitnes klub, ronilački centar, teniska igrališta, stazu za jogging i pješačke staze.. Univerzalni sklad mora i neba, mirnoća i elegancija, dočekat će vas na ulazu u hotel i pratiti vas kroz cijeli njegov interijer, pa i svaki najmanji, pažljivo odabrani detalj..

www.alh.hr


Adriatic Luxury Hotels
Croatia's finest hotel collection

We surveyed the partners of the internet portals specialized for congress tourism

THE BEST GREEN PARTNER - ADRIATIC LUXURY HOTELS

The sustainable development implies the activities which minimally influence the environment and local culture, at the same time helping acquiring of profits, opening of new vacancies and protection of local eco-systems. In such context, the need for „sustainable development of tourism“ as one of the leading economic sectors in the world, which would nurture a friendly relation towards natural and cultural heritage, is noticed.

The world trend of environmental protection did not miss the members of congress industry, both worldwide and in the region of the Southeast Europe. Convinced that such socially responsible companies exist in our region as well, we decided to compose a survey regarding this matter for the readers of the SEEbtm magazine.

We surveyed the partners of the internet portals specialized for congress tourism – www.kongresniturizam.com and www.SEEmice.net.



You will not find the information of their environmental protection efforts on their internet portals. This is a proof that it is not only about the mere following of world trends, or a marketing trick, but it is about actual care of the event organization influence to the environment. That is why we decided not to let their efforts pass unobserved, to emphasize and commend some of them in a special way, and to award the best of them with the title – **The Best GREEN Partner!** Based on the obtained results of the survey, and although the selection was not easy at all, the title of The Best GREEN Partner was this time awarded to the hotel group from Croatia - **Adriatic Luxury Hotels (ALH)**.

Through execution of prescribed system actions, real audit, action technical execution and training, the ALH group endeavours primarily to be socially responsible, so that, in work of hotel objects, the use of natural resources is reduced, and the control of emission to the environment, or the use of recycled products, is increased to the utmost.

The preparation for certification according to the standards ISO 9001, 14001, 18001 and HACCP for all the hotels of the Group is in progress.

In the ALH group hotels, large attention is dedicated to recycling. The waste such as glass, PVC packaging, paper and cardboard, PET packaging, is given to the collectors with partial compensation, and the dangerous waste (old machine oil, oil filters, paint and varnish packaging, refrigerating media-freons, greased waste from grease separators and sim.) is disposed of in a prescribed manner via authorized waste collectors. Also, prescribed records are kept regarding each type of waste and each year the reports for the precedent year are submitted to Administrative Department for Construction and Environmental Protection of Dubrovnik-Neretva region. In the hotels Dubrovnik Palace, Bellevue and Excelsior, handling of lighting and air-conditioning in rooms is possible only upon inserting of a magnetic or chip card (key) into a contact reader, i.e. after the card is taken out all the lighting and air-conditioning devices are automatically turned off, which ensures that there will



not be unnecessary use of energy when the rooms are not used. When we come to the preparation and serving of food, local and all available organic-grown foodstuffs are used to the largest extent, as well as the biggest possible packs of refreshments, spices, sauces and sim. The disposable dishes, napkins and tablecloths are not used at all. The ECOLAB products are used for washing and maintenance of working and storing units. For reduction of consumption of energents, the timely servicing of thermic devices is performed and the waste energy for heat recovery, as well as solar energy, is used in all the hotels. Frequency regulators are obligatory for the larger electromotor consumers, old edison light bulbs will permanently be replaced with economical light bulbs, or with





does not allow the loads bigger than the hired one, which is cca 20% below maximum consumption of the hotel. In summer period, the sanitary water is heated with the energy obtained from the heat pumps on cooling system. Complete hotel lighting is economical.

with eco symbol: Blue flag. In order to receive such recognition, it is necessary to satisfy certain criteria which are mostly related to ecological education and information, ecology management, water quality, safety and services.

The beach of **Hunguest Hotel Sun Resort from Herceg Novi** has Blue flag as well. Also, in this hotel, the re-usable dishes, napkins and tablecloths are used at serving food, as well as local foodstuffs at meal preparation.

Hotel Vojvodina from Zrenjanin is yet another place where large attention is paid to garbage disposal in proper manner, rational use of all raw materials and energy. They use big packs of majority of products in order to reduce the quantity of waste (that relates to refreshments, food and additions - spices, sauces...).

new generation of lighting by target positions - led diodes. The lighting in areas and corridors important for working processes is monitored by movement regulators, so the compensation batteries are built in all the hotels for reduction of engaged barren energy. The water consumption is monitored daily, primarily in terms of prompt elimination of failures. The batteries installed have built-in perlators (atomizers – particle filters).

As we have mentioned, the selection for The Best GREEN partner was not easy at all, so it is also necessary to mention other participants of the survey which stand out with their work and practice in the environmental protection.

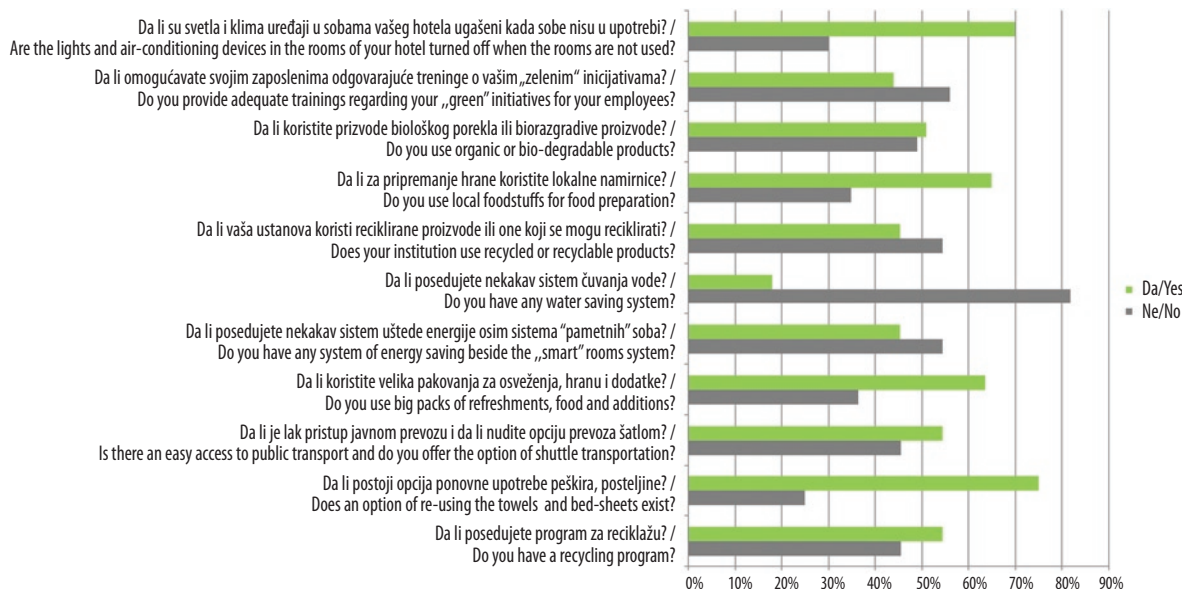
In **Hotel Osijek from Osijek**, the air-condition chambers have recuperators, which use the waste air energy (in summer the input air is pre-cooled so the energy consumption is reduced). The hotel also has an electric energy load limitation system, which

Hotel Aurora wellness & conference from Mali Losinj, a use of recyclable materials is taken into account. The hotel also has a recycling system, where all the waste, which can be used as secondary raw material, is separated and carted away from the object for further processing (e.g. cardboard, paper, waste cooking oil, toners and inks, metal waste, electronic waste, batteries...).

Continental Hotel, Belgrade undertakes regular notifying and education of its employees in all the drives which contribute to environmental protection, through training programs. The trainings are organized in the segments of waste disposal and separation, proper use of hygienic agents, as well as in the segment of control of proper use of water and energents.

In the hotel **Sol Coral from Umag**, guest checking-in and -out are done via computer. The arranged beach of the hotel Sol Coral has been awarded

We continue with the results of the conducted survey, in the 4- and 5-star-hotels from Serbia, Croatia and Montenegro, obtained during September 2009. We are noticing that the system of „smart” rooms in which the power supply is ceased if the magnetic card is not inserted, is used in the majority of hotels, as well as the option of re-using the towels and bed-sheets and use of local foodstuffs and suppliers for food preparation, while the education of employees regarding „green” initiatives is at lower level, as well as the implementation of more serious system for water saving, which practically is still to be developed.



THE PRINCIPLES OF ECO TOURISM: EIAT CONFERENCE



EIAT 2009 Networking Evening at Viminacium

This year, the Center for Tourism Research and Studies organized the second **EIAT conference** (in the period of September 25th-27th, 2009) which has as an objective gathering of young experts from science and economy domain and thus establishing a healthy base for development of tourism economy in Serbia. From this year on, EIAT gradually approaches the principles of eco and sustainable tourism in order to receive and justify the epithet of "Eco-green conference".

Beside the fact that a natural material which does not pollute the environment was used for their making, these bags can have wide application in everyday lives of the delegates. By their using, the circulation of the PVC bags which we receive daily in hiper-, super- and regular markets is reduced, and by that we contribute to waste reduction in local community as well as to increasing the awareness of the need for environmental protection. Also, this year, all

the delegates received special paper registration badges which will be recycled subsequently and thus the use of plastics in organization of the conference is even more reduced. Starting the next year, the team of the Center for Tourism Research and Studies will consider the possibility of more active participation of the EIAT conference in promotion of environmental protection and sustainable use of resources.



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KAKO BITI „ZELEN“ NA POSLU

1. Više posla, Manje energije

Za mnoge ljude, kompjuter je glavni alat na poslu. Optimizacija energetskih podešavanja za kompjuter i druge uređaje može biti više od skromnog očuvanja energije. Na-



mestite kompjuter na podešavanja koja štede energiju i potrudite se da ga isključite na kraju radnog dana („standby“ podešavanje nastaviće da crpi struju čak i kada kompjuter nije u upotrebi). Uključivanjem hardware-a u utičnicu sa on/off prekidačem, cela desktop postava može se uključiti odmah.

I naravno, isključite svetla na mestima koja nisu zauzeta.

2. Digitalizujte se

Čini se pomalo čudno da u „digitalno doba“ mi još uvek koristimo ogromnu količinu papira.

Najzeleniji papir nije papir uopšte, tako da se treba držati digitalnih stvari kad god je to moguće.

Što više uradite online, manje će vam biti potreban papir.

Držite fajlove u kompjuteru umesto u fiokama. Pregledajte dokumenta na ekranu umesto da ih štampate. Šaljite e-mailove umesto papirnih pisama.

3. Nemojte insistirati na papiru

Kada kupujete papir za štampanje, tražite reciklirani papir sa visokim procentom sadržaja materijala krajnjih korisnika i minimumom hlornog izbeljivanja.

Kada koristite pravi materijal, istampajte na obe strane kada je pogodno i koristite pogrešno odštampano kao papir za beleške. Pokušajte da izaberete štampače i kopir mašine koji štampaju na obe strane.

Ako vaša kancelarija šalje pakete, iskoristite ponovo kutije i koristite iseckani papir za pakovanje, umesto da ga bacite.

4. „Ozelenite“ prevoz

Američki radnici potroše otprilike 47 sati godišnje putujući u špicu saobraćaja. To se sabere na 3,7 milijardi sati i 23 milijardi galona potrošenog benzina u saobraćajnoj godini.

Možemo smanjiti ove cifre koristeći javni saobraćaj, bicikl, šetnju, ili



praveći kombinaciju toga. Ako ne postoji dobar način da se odreknete vašeg automobila, razmislite o uzimanju hibridnog, električnog vozila, motora, skutera.

U razvijenim evropskim zemljama neki poslodavci čak daju bonus onima koji putuju biciklom ili onima koji dele prevoz, kao i specijalne privilegije vozačima hibridnih vozila.

5. „Zelena“ odeća

Iznenadili biste se kako dobro može da izgleda radna odeća iz radnji nošene odeće. Ako kupujete novu, uzmite odeću od organskog ili recikliranog sastava. Izbegavajte odeću koja treba da se čisti hemijski.

6. Radite od kuće

Instant poruke, video konferencije, kao i druga inovativna radna sredstva čine efektivnu telekomunikaciju stvarnom.

Ako možete da telekomunicirate, držite telefonske konferencije, uzimate onlajn časove za učenje, ili da na drugi način radite od kuće, probajte. Sačuvalo bi vam vreme koje biste potrošili na putovanje, a i vazduh. Kao bonus, možete da radite u pidžami. Takođe, uzmite u obzir mogućnost da radite četiri dana po deset sati umesto da imate pet radnih dana sa po osam sati (konsolidarna radna nedelja), da time skratite energiju i vreme utrošeno na putovanje za 20% i dobijete divnih tri dana vikenda.

7. Koristite zelene materijale

Ne može se u potpunosti izbjeći korišćenje papira, pa zato koristite recikliran papir i koverta koje su obrađene i obojene koristeći ekološke metode. Obične i hemijske olovke takođe mogu biti napravljene od recikliranih materijala, a olovke i markeri na punjenje imaju prednost nad onima za jednokratnu upotrebu.

Koristite biorazgradivi sapun i reciklirani papir ili peškire u kupatilu i kuhinji, a obezbediti i biorazgradiva sredstva za čišćenje za sanitarno osoblje.

Kupujte u velikim količinama da biste smanjili otpad koji se stvara transportom i pakovanjem, a koristite već korišćene kutije za transport. Recikliranje kertridža za štampač često je

besplatno, a reciklirane zamene su i jeftinije od novih.

8. Redizajnirajte radno mesto

Ozelenjavanje prostora u kome radite ima skoro bezgranične mogućnosti.

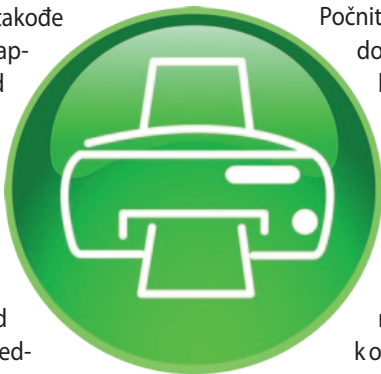
Počnite sa dobrim nameštajem, dobrim osvetljenjem, i dobrim vazduhom. Nameštaj može biti izrađen od recikliranog materijala, kao i od onog koji može da se reciklira. Obične sijalice mogu se zameniti sa kompaktnim fluorescentnim i postoji uvek rastući odabir high-end LED stolnih lampi koje koriste minimalnu količinu energije. Ne samo da je prirodno svetlo besplatan izvor osvetljenja za kancelariju, već je i dokazano da poboljšava

produktivnost radnika i zadovoljstvo (kao i da pojačava prodaju u malo-prodajnoj okolini). Kvalitet vazduha u radnoj okolini takođe je presudan. Dobra ventilacija i nizak VOC boja i materijala (kao što je nameštaj i tepih) doprineće održavanju zdravlja zaposlenih.

9. Vreme ručka

Donošenje ručka na posao u posudama koje se ponovo koriste je najzeleniji (i najzdraviji) način da se jede na poslu.

Naručivanje hrane i uzimanje za poneti skoro neizbežno završi sa minijaturnom planinom otpada od pakovanja. Ali ako naručite da vam donesu, udružite se sa kolegama u velikim porudžbinama (mnogo je efikasnije od više odvojenih). Takođe, ponesite tanjire za više upotreba, pribor za jelo i salvete. Ako izlazite na ručak, probajte biciklom ili peške umesto vožnjom.



Gde nabaviti „Zelenu“ kancelarijsku opremu

Sledeći linkovi samo su par primera mesta koja treba posetiti za nabavku zelene kancelarijske opreme:

Ahrend ekološki kompatibilan kancelarijski nameštaj: www.allsteeloffice.com

EcoWork ekološki kancelarijski nameštaj (Neverovatna karakteristika EcoWork EG proizvoda zelenog kancelarijskog nameštaja jeste što u njegov sastav ulazi 95% recikliranog i materijala koji se brzo može obnoviti): www.ecowork.com



ForestChoice olovke od sertifikirane, održive kedrovine: www.forestchoice.com

Geami ekološki kancelarijski materijal za pakovanje i transport: www.geami.com

The Green Office: www.thegreenoffice.com

Green Works, obezbeđivanje polovnog nameštaja kancelarijama i školama u UK: www.green-works.co.uk

Herman Miller: www.hermanmiller.com

Legare Furniture, kancelarijski nameštaj napravljen od održivog materijala: legarefurniture.com

The Waterless Printing Association: www.waterless.org

Steelcase: www.steelcase.com

Treecycle reciklirani papir: www.treecycle.com

Izvori: planetgreen.discovery.com, www.treehugger.com

Top Tips

GOING GREEN AT WORK

1. More Work, Less Energy

For many people, a computer is the central tool at work. Optimizing the energy settings for computers and other devices can be more than a modest energy saver. Set computers to energy-saving settings and make sure to shut them down when you leave for the day ("standby" settings will continue to draw power even when not in use). By plugging hardware into a power strip with an on/off switch, the whole desktop setup can be turned off at once. And of course, turn off lights in spaces that are unoccupied.

2. Digitize

It does seem a bit strange that in the "digital age" we still consume enormous amounts of paper. The greenest paper is no paper at all, so keep things digital and dematerialized whenever possible. The more you do online, the less you need paper. Keep files on computers instead of in file cabinets. Review documents onscreen rather

than printing them out. Send emails instead of paper letters.

3. Don't Be a Paper Pusher

When buying printer paper, look for recycled paper with a high percentage of post-consumer content and the minimum of chlorine bleaching. When using the real stuff, print on both sides of the page when appropriate and use misprints as notepaper. Try to choose printers and photocopiers that do double-sided printing. If your office ships packages, reuse boxes and use shredded waste paper as packing material.

4. Greening the Commute

American workers spend an average of 47 hours per year commuting through rush hour traffic. This adds up to 3.7 billion hours and 23 billion gallons of gas wasted in traffic each year. We can ease some of this strain by taking public transit, biking, walking, or a creative combination thereof. If there's no good way to phase out your car, consider getting

a hybrid, electric vehicle, motorcycle, scooter. In developed European countries, some employers are even giving a bonus to bike and carpool commuters and special perks to hybrid drivers.

5. Green Sleeves

You might be amazed how sharp work clothes from thrift stores can look. If you buy new, get clothes made with organic or recycled fibers.

6. Work From Home

Instant messaging, video conferencing, and other innovative workflow tools make effective telecommuting a reality. If you can telecommute, hold phone conferences, take online classes, or otherwise work from home, give it a try. It'll save you the time you would have spent on the trip as well as sparing the air. As a bonus, you get to work in your pajamas. Also, consider the possibility of working four ten-hour days instead of five eight-hour days (a consolidated workweek), cutting the energy and time spent on commuting by 20% and giving you some lovely three-day weekends.

7. Use Green Materials

Some paper use can't be avoided, so use recycled paper and envelopes that have been processed and colored using eco-friendly methods. Pens and pencils can also be made of recycled materials, and refillable pens and markers are preferable to disposable ones. Use biodegradable soaps and recycled paper or cloth towels in the bathroom and kitchen, and provide biodegradable cleaners for the custodial staff. Buy in bulk so that shipping and packaging waste are reduced, and reuse the shipping boxes. Recycling printer cartridges is often free, and recycled replacements are cheaper than new ones.





8. Redesign the Workspace

Greening the space in which you work has almost limitless possibilities. Start with good furniture, good lighting, and good air.

Furniture can be manufactured from recycled materials as well as recyclable. Herman-Miller and Steelcase are two groundbreaking companies that have adopted the Cradle-to-Cra-

dle protocol for many of their office chairs. Incandescent bulbs can be replaced with compact fluorescents and there is an ever-growing selection of high-end LED desk lamps that use miniscule amounts of energy. Not only is natural daylight a free source of lighting for the office, it has been proven to improve worker productivity and satisfaction (as well as boost sales in retail settings). Workspace air quality is also crucial. Good ventilation and low-VOC paints and materials (such as furniture and carpet) will keep employees healthy.

9. Lunch Time

Bringing lunch to work in reusable containers is likely the greenest (and healthiest) way to eat at work.

Getting delivery and takeout almost inevitably ends with a miniature mountain of packaging waste. But if you do

order delivery, join coworkers in placing a large order (more efficient than many separate ones).

Also, bring in a reusable plate, utensils, and napkins.

If you do go out for lunch, try biking or walking instead of driving.



Where to Get Green Office Products

The following links are just a few examples of places to go for green office supplies:

Ahrend Eco-friendly office furniture: <http://www.allsteeloffice.com/>

EcoWork eco-friendly office furniture

(The amazing feature of the Ecowork EG green office furniture product is its composition of 95% recycled and rapidly renewable materials): <http://www.ecowork.com/>

ForestChoice pencils from certified-sustainable cedar: <http://www.forestchoice.com/>

Geämi eco-friendly packing and shipping materials:

<http://www.geami.com/>

The Green Office: <http://www.thegreenoffice.com/>

GreenWorks, supplying used furniture to offices and schools in the UK:

<http://www.green-works.co.uk/>

Herman Miller: <http://www.hermanmiller.com/>

Legaré Furniture, office furniture made with sustainable materials:

<http://legarefurniture.com/>

The Waterless Printing Association: <http://www.waterless.org/>

Steelcase: <http://www.steelcase.com>

Treecycle Recycled Paper: <http://www.treecycle.com/>

Sources: planetgreen.discovery.com, www.treehugger.com



Magdalena Yarichkova, B.Sc. Convention, Event and Exhibition Management Meeting Professionals International (MPI) član

DA LI „ZELENO LIDERSTVO“ POSTOJI U JUGOISTOČNOJ EVROPI?

Trenutno Evropska Unija raste, mnoge zemlje jugoistočne Evrope su se priključile Uniji i na taj način dobijaju podršku i pomoć iz fondova i putem stranih investicija. Turistička industrija takođe raste. Mnogi veliki lanci hotela kao što su Hilton, Sheraton, Holiday Inn, Marriott... vide profit u investiranju u nove zemlje članice.

Gore navedeno postalo je moje pitanje od kako sam počela da se bavim Korporativno društvenom odgovornošću (Corporate Social Responsibility, CSR). Čula sam mnogo o zapadno-evropskim kompanijama koje su se obavezale CSR-om u Engleskoj, Nemačkoj, u SAD-u i Kanadi, čak i Aziji.

Kako Thomas L. Friedman spominje u svojoj knjizi „Hot, Flat and Crowded“, i socijalizam i komunizam, jesu sistemi uzdržavanja koji su učili ljude da budu umereni u mnogim aspektima.

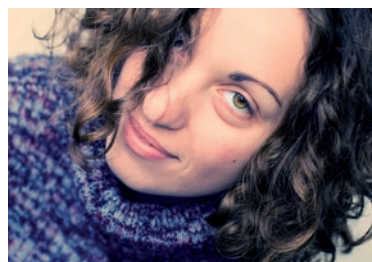
Ali prostor jugoistočne Evrope uvek je bio nekako u senci. Uvek sam verovala da u ovom delu sveta imamo sposobnost da vrlo lako postanemo „zeleni“ i da to stvarno i praktikujemo.

Kako Thomas L. Friedman spominje u svojoj knjizi „Hot, Flat and Crowded“, i socijalizam i komunizam, jesu sistemi uzdržavanja koji su učili ljude da budu umereni u mnogim aspektima. Mnoge zemlje u jugoistočnoj Evropi navikle su na ovaj sistem i kao što mogu da vidim od mojih roditelja i njihovih roditelja, za njih je normalno da „štede“ na svemu i svačemu.

Ali u isto vreme postoji mentalitet „Mogu da koristim i iskorištavam razna dobra, jer mogu to da platim.“ I tu se pojavljuje problem.

Trenutno Evropska Unija raste, mnoge zemlje jugoistočne Evrope su se priključile Uniji i na taj način dobijaju podršku i pomoć iz fondova i putem stranih investicija.

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Svi ovi brendovi doprinose povećanju kvaliteta u svakom aspektu, obzirom da prave snažniju konkurenciju lokalnim hotelima i dobavljačima. Održivost je jedan od faktora za koje sam bila sigurna da će se naći na spisku, ali samo sam se razočarala. Nakon posete nekolicini različitih internet stranica, videla sam da ni jedan veliki hotelski lanac ne ističe pravila i principe održivosti za svoje ogranke u jugoistočnoj Evropi.

Išla sam dalje, posetila novi Holiday Inn u Sofiji, Bugarskoj, a nakon male ture ispostavilo se da praktikuju neke



korisne „zelene“ prakse, ali menadžer prodaje mi je rekao da njihovi klijenti retko traže to, obzirom da naziv brenda govori sam za sebe čak i u ovom aspektu.

Zato sam ga pitala: „Zašto ipak ne ističete zelenu politiku, makar samo za ovaj hotel, time preuzmete vodstvo i pokažete da ste različiti? Imate sve, ali ne koristite svu prednost toga.“

Ali u isto vreme postoji mentalitet „Mogu da koristim i iskorištavam razna dobra, jer mogu to da platim.“ I tu se pojavljuje problem.

Rekao je da je to dobra ideja, mada mi nikada nije odgovorio na mail u kome sam ga pitala za određenu listu akcija koje su uradili. Sada sam pomalo skeptična po tom pitanju.

U Grčkoj su stvari malo drugačije. Grčka je članica Evropske Unije već

„Zašto ipak ne ističete zelenu politiku, makar samo za ovaj hotel, time preuzmete vodstvo i pokažete da ste različiti? Imate sve, ali ne koristite svu prednost toga.“

Kritu. Oni spadaju u 100 hotela koji su nagrađeni svetskim priznanjem organizacije TUI za ekološki doprinos, „TUI Umwelt Champion“, koje se deljuje za kontinuirano sprovođenje ekološke politike.

TUI bazira svoju odluku na proučavanju ekološke politike i zaštite hotela na bilo kojoj destinaciji, kao i na upitnicima pomoću kojih klijenti koji oseedaju u hotelima ocenjuju ekološke aktivnosti koje su sprovedene tokom njihovog boravka.

Creta Maris bez pogovora služi za nagradu – posed ima polje solarnih ploča koje snabdeva imovinu sa najmanje 30% energetske potrebe hotela. Re-

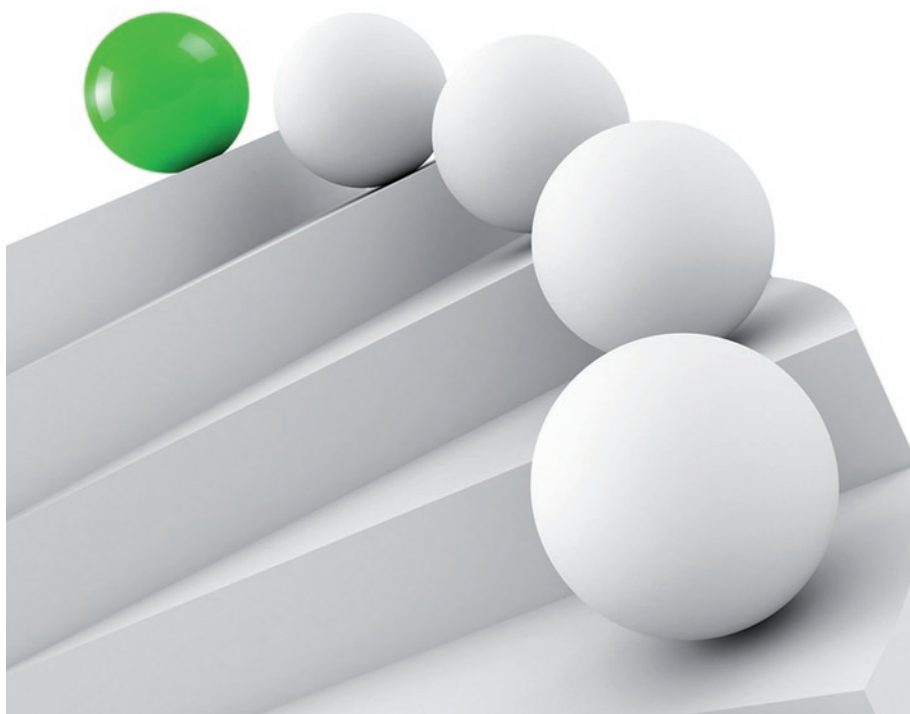
oko hotela ili da pomognu lokalnoj zajednici na druge načine. Druga praksa je program koji je ustanovljen kako bi se smanjilo korišćenje vode i energije za pranje veša, gde se čaršavi i peškiri menjaju samo na zahtev gostiju. Još jedan napor je učinjen u cilju očuvanja energije, a to je već poznata magnetska ključaonica, pomoću koje se, jednom kada se izvadi ključ, struja

Ako ste među onima koji takve mere planiraju, a potrebne su vam brze informacije, onda imate problem, pošto su ove informacije uglavnom poznate samo lokalnom stanovništvu, a nekada ni njima. Tako da, ako radite nešto što bi trebalo da se prepozna – podelite to sa drugima!

u sobi automatski gasi. Hotel takođe ima sertifikat ISO 14001! Ali još uvek je teško saznati bez inspekcije da li se

sve ove divne prakse zaista i upražnjavaju!

Dok sam s jedne strane pronašla mnoge nagrade slične TUI-jevoj, od kojih su neke skrojene specijalno po meri zemalja u SEE, nisam mogla da pronađem lidere koji se jasno izdvajaju. Ako ste među onima koji takve mere planiraju, a potrebne su vam brze informacije, onda imate problem, pošto su ove informacije uglavnom poznate samo lokalnom stanovništvu, a nekada ni njima. Tako da, ako radite nešto što bi trebalo da se prepozna – podelite to sa drugima!



duže godina i oni su mnogo razvijeniji kada se radi o održivosti, u poređenju sa drugim zemljama jugoistočne Evrope (SEE-South East Europe).

Veoma dobar primer su hoteli Creta Maris Convention and Golf Resort na

cikliranje je na mestu, kao i kompletna izmena svih sijalica onima koje štede struju, a koja je odavno učinjena. Hotel takođe ima „Zeleni tim“ koji se sastoji od zaposlenih koji ulažu svoje vreme i trud da očiste razne površine

Promovišite i pokažite konkurenciji da, iako sa slabijom infrastrukturom od one koja postoji u SEE, kao i u atmosferi koja ne podržava tek tako ekološke prakse, mi to ipak možemo da uradimo, i to vrlo dobro!

Magdalena Yarichkova, B.Sc. Convention, Event and Exhibition Management Meeting Professionals International (MPI) Member

DOES A “GREEN LEADERSHIP” EXIST IN SOUTHEAST EUROPE?

At present EU is growing and many of the countries of SEE join the Union, and thus benefit from the funds and foreign investments that are presented by it. The tourism industry is growing likewise. Many big hotel chains see profit in investing in the new member states, such as Hilton, Sheraton, Holiday Inn, Marriott, to name a few.

The above has been my question since I started being involved with Corporate Social Responsibility (CSR). I have heard so much about West-European companies undertaking CSR in England, Denmark, etc, about the United States and Canada, even Asia.

As Thomas L. Friedman mentions in his book “Hot, Flat and Crowded”, socialism and communism, are both systems of restraint, that thought the people to moderation in many aspects.

But Southeast Europe (SEE) has always been in the “shadow”, so to speak. I have always believed that in this part of the world we have the ability to easily go green, and that we actually used it. As Thomas L. Friedman mentions in his book “Hot, Flat and Crowded”, socialism and communism, are both systems of restraint, that thought the people to moderation in many aspects. Many countries in Southeast Europe have been used to this system and as I can see from my parents and grandparents, it is normal for them to “save on” everything and anything. But at the same time there is the mentality of “I can use it and abuse its use, because I can pay for it.” And here is where the problem occurs. At present EU is growing and many of the countries of SEE join the Union, and thus benefit from the funds and foreign investments that are presented by it. The tourism industry is growing likewise. Many big hotel chains see profit in investing in the new member states, such as Hilton, Sheraton, Holiday Inn, Marriott,

to name a few. All these brand names carry as well the benefits of pushing the local suppliers to a tougher competition in every aspect. Sustainability is one of the factors that I was sure, will be on the line, but only to get disappointed. After visiting various websites, I saw that no big hotel chain is advertising their sustainable practices and principles for their SEE properties. I went further, and visited the new Holiday Inn in Sofia, Bulgaria, and after a small fam trip, there turned out to be a few green practices at hand, but the Sales Manager told me, that their clients rarely ask for those, since the brand name speaks of itself even in this aspect. So I asked him “Why don’t you still advertise these green policies for this specific property, and take the

But at the same time there is the mentality of “I can use it and abuse its use, because I can pay for it.” and here is where the problem occurs.

lead and show you are different? You have everything, but you do not take the full advantage of it.” He said that was a good idea, though he never replied to my e-mail, asking for the specific list of actions they take. Now I am a little skeptical about it. In Greece, things are a bit different. Greece is a member state of the EU for some years already and they are more developed when it comes to sustainability, compared to the other countries in SEE.



“Why don’t you still advertise these green policies for this specific property, and take the lead and show you are different? You have everything, but you do not take the full advantage of it.”

A very good example is Creta Maris Convention and Golf Resort in Crete. They are among the 100 hotels awarded around the world with TUI’s Environmental Distinction “TUI Umwelt Champion”, given for a firm environmental policy in place.

TUI bases their decision on studies of environmental policy and protection of its associated hotels at any destination, as well as on a questionnaire with which clients staying at the properties assess the environmental activities that have occurred during their stay. Creta Maris undeniably deserves the award – the property has a solar-panel

field that supplies at least 30% of the energy needed by the hotel.

Recycling is in place, as well as full change to all light bulbs to energy-saving once was done a while ago.

The hotel also has a “Green Team” that is made up of employees, who volunteer their time and effort to clean various areas around the hotel or help the local community in other ways.

If you are a planner and need information easy at hand, than you are in trouble, since this information is mostly known to locals, at times not even by them. So, if you do something worth being known – just share it!

Another practice is the program put in place for diminishing water and energy usage for laundry, where the sheets and towels are replaced only

by a guest’s request. Another effort in order to save on energy is the already common magnet key-slots, where once the key is removed from the slot, the energy of the room is being cut off automatically.

And the hotel is ISO 14001 certified! But it is still difficult to find out without an RFI that all these great practices are there!

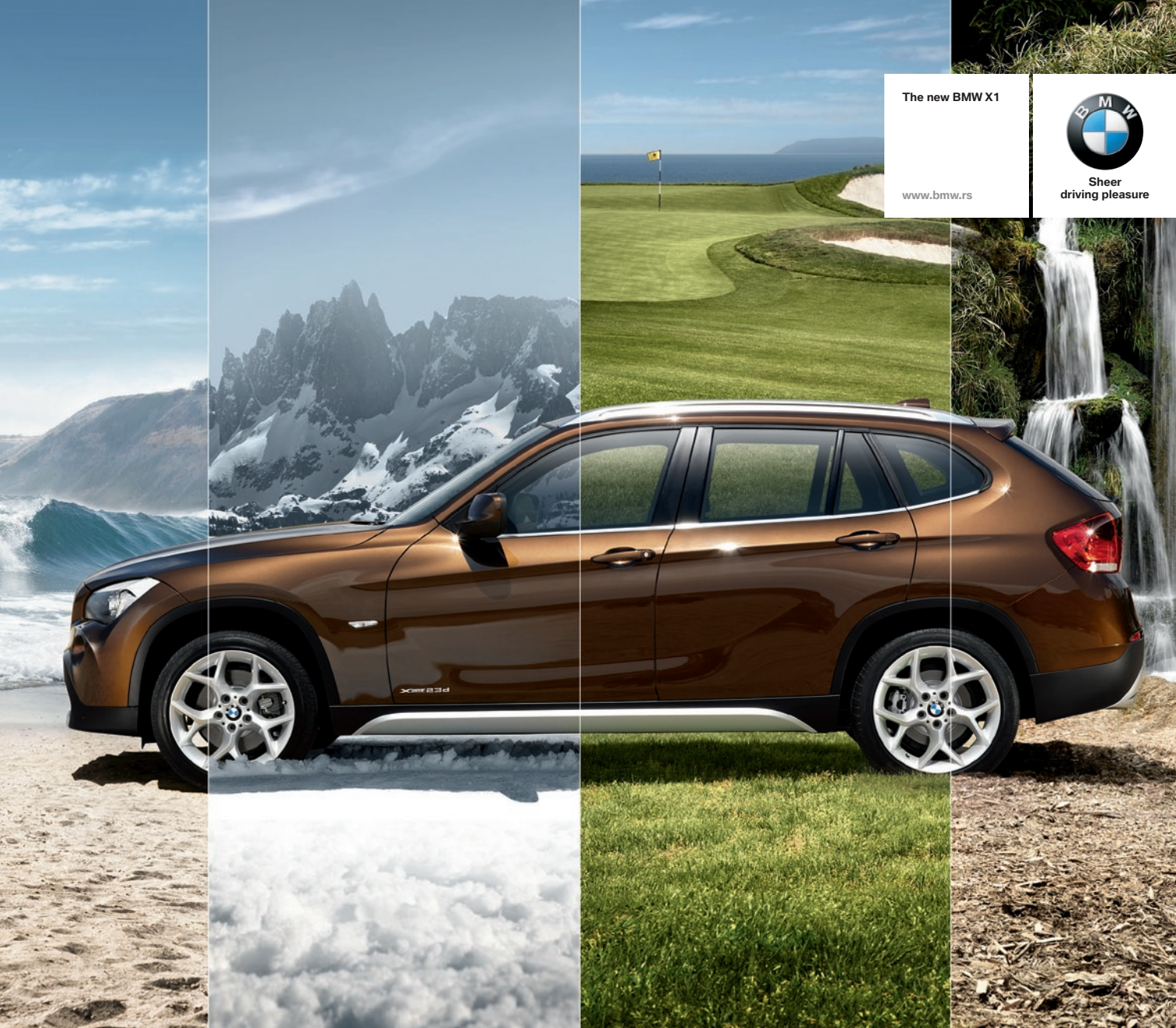
While I could find many similar awards as TUI’s, some tailored specifically for the countries in SEE, I could not find clear leaders standing out.

If you are a planner and need information easy at hand, than you are in trouble, since this information is mostly known to locals, at times not even by them.

So, if you do something worth being known – just share it!

Promote it and show to your competition, that even with the weaker infrastructure that exists in SEE, not supporting easily environmental practices, we can still do it, and do it very well!





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Intervju sa Danicom Ćeranić, direktorkom Kongresnog Biroa Crne Gore

CRNA GORA ĆE INVESTIRATI U MODERNE KONGRESNE CENTRE

Kompanije koje žele da organizuju neki skup ili podsticajno putovanje nalaze veoma dobre uslove u Crnoj Gori. Crna Gora nudi raznovrsne pejzaže, kao i izvanredno istorijsko i kulturno nasleđe sa brojnim kontrastima na najmanjem mogućem prostoru. Ovo organizatorima omogućuje da naprave raznovrsne okvirne programe za skupove i podsticajna putovanja.

1. Kada je osnovan kongresni biro Crne Gore i koju ulogu on ima u MICE turizmu?

Nacionalna turistička organizacija osnovala je svoj kongresni biro zajedno sa privatnim partnerima u aprilu 2008. godine. Crnogorski kongresni biro podržava organizatore koji organizuju kongrese, podsticajne ture i manifestacije u Crnoj Gori, a njegova funkcija je da bude spona između klijenata i ponuđača na crnogorskom kongresnom tržištu.

Trenutno ima 18 članova, uglavnom hotele sa četiri ili pet zvezdica koji nude konferencijske sadržaje po meri klijenata, kao i profesionalne agencije koje vrše organizaciju čitavog događaja.

stima na najmanjem mogućem prostoru. Ovo organizatorima omogućuje da naprave raznovrsne okvirne programe za skupove i podsticajna putovanja.

3. Možete li da nam kažete nešto više o investicijama u hotelske komplekse i ostale projekte?

Rastući kvalitet i efikasnost, kao i usluge i sadržaji visokog nivoa, jesu faktori uspeha koji zemlju divlje lepote čine MICE destinacijom koju zaista vredi posetiti.

Kako bi se proširilo MICE tržište, grade se nove građevine, a postojeće se renoviraju. U 2008. godini otvoreno je 36 novih hotela i smeštajni kapacitet je povećan za 1.870 kreveta.

250 miliona EUR privatnih sredstava se investira u nove hotelske komplekse, kao i u izgradnju prvog kompleksa sveobuhvatnog odmarališta koji će imati najsavremeniju marinu, hotele, kao i objekte za kupovinu i smeštajne objekte. Oko šest milijardi evra biće uloženo u razvoj nekih velikih projekata u regionima Orascom Luštica,

Velike Plaže i Ade Bojane u narednih deset godina.

Na primer, ekskluzivni hotelski operator Aman Resorts potpisao je ugovor o upravljanju nekim objektima na period od 30 godina. Tako je „Vila Miločer“ – nekadašnja letnja rezidencija kralja – otvorena već u decembru 2008. godine. Osam prostranih



apartmana kombinuju eleganciju sa najmodernijim sadržajem. Hotel je deo novih kompleksa „Montenegro-Resorts“ kompanije Aman Resorts, koji obuhvataju i hotel „Kraljičina plaža“, kao i susedno ostrvo Sveti Stefan, čije je otvaranje najavljeno za maj 2010. godine.

Osim toga, jedna od najluksuznijih evropskih marina – „Port Montenegro“ – gradi se u Tivatskom zalivu. Osim moderne marine sa kapacitetom za preko 800 vezova i sa velikom infrastrukturom, takođe je u planu izgradnja terena za golf i smeštajnog pro-

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stora, kao i poslovnog kompleksa, a ovde će hotelski lanac „Four Seasons“ otvoriti svoj prvi hotel u Crnoj Gori. Prestižni lanac hotela „Kempinski“ takođe planira da otvori svoj prvi hotel u Crnoj Gori; ugovor je potpisan u februaru.

Hotelski lanci Hilton i Marriott će verovatno otvoriti hotele u glavnom gradu Podgorici i time podstaći rast tržišta za kongrese i podsticajna pu-



Sajam IMEX / IMEX exhibition

2. Koji faktori čine Crnu Goru dragocenom MICE destinacijom?

Kompanije koje žele da organizuju neki skup ili podsticajno putovanje nalaze veoma dobre uslove u Crnoj Gori. Crna Gora nudi raznovrsne pejzaže, kao i izvanredno istorijsko i kulturno nasleđe sa brojnim kontra-

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tovanja, ali takođe i posete gradovima i šoping ture.

Od ukupno 60 hotela kategorije sa pet i četiri zvezdica, mnogi nude dobre uslove za organizaciju konferencija i manifestacija.

Tehnička oprema hotela je najmodernija i oni imaju sve usluge koje su neophodne za uspešnost skupova. Osim u dragocene hotele, Crna Gora će investirati u moderne kongresne centre u atraktivnim područjima.

4. Eko turizam kao deo MICE turizma postaje sve popularniji. Da li u ovome vidite priliku za kongresnu industriju Crne Gore?

Pozitivna investiciona klima i jedinstvenost dobro očuvane prirode slažu se sa gostoljubivošću Crnogoraca, što su sve karakteristike koje turistička industrija Crne Gore podstiče kontinuirano i ekološki, težeći da zaštiti životnu sredinu.

Dobri primeri podsticanja lokalne arhitekture su eko-smeštaji, čiji se broj kontinuirano širi, pozivajući goste da posete njihov autentični ambijent. Crna Gora je kao ekološka



Bokokotorski zaliv / Boka Bay

država zapravo posvećena tome da održi svoju divlju lepotu.

U Crnoj Gori možete da nađete četiri fantastična, a različita nacionalna parka. Dodavanjem petog – planinskog lanca Prokletije – skoro 20% crnogorske teritorije biće zaštićeno.

5. Šta nude vaše MICE agencije?

Crna Gora je dobra adresa za uspešna podsticajna putovanja. Posebne agencije nude kreativna podsticajna putovanja i manifestacije, kao i kongrese u ovoj novoj kongresnoj destinaciji.

Grupe i kompanije dobijaju najbolje informacije i podršku za planiranje svog puta i programa.

Agencije nude specijalne kombinacije programa uz skupove i konferencije: vožnje čamcem po Skadarskom jezeru – najvećoj kopnenoj vodenoj

površini na Balkanu – paraglajding, jedrenje, rafting, kajakaški sport, planinarska pešačenja, obilaski kanjona, planinarenje, vožnje biciklom ili ture razgledanja, kao i večernja druženja u tipičnim restoranima regionalne kuhinje – Crna Gora nudi najraznovrsnije programe na izuzetno malom prostoru.

Otpriblike jedna šestina crnogorske obale sastoji se od peščanih i šljunkovitih plaža. U Crnoj Gori

Pozitivna investiciona klima i jedinstvenost dobro očuvane prirode slažu se sa gostoljubivošću Crnogoraca, što su sve karakteristike koje turistička industrija Crne Gore podstiče kontinuirano i ekološki, težeći da zaštiti životnu sredinu. Dobri primeri podsticanja lokalne arhitekture su eko-smeštaji, čiji se broj kontinuirano širi, pozivajući goste da posete njihov autentični ambijent.



Rafting na rijeci Tari / Rafting on Tara River

možete da doživite najduži i najdublji kanjon Evrope. Ova zemlja takođe ima i brojne manastire, tvrđave i srednjovekovne gradove.

Četiri nacionalna parka razlikuju se umnogome jedan od drugog i pozivaju na uživanje u programima koji obiluju aktivnostima u prirodi.

Interview with Danica Ceranic, director of Montenegro Convention Bureau

MONTENEGRO WILL INVEST IN MODERN CONVENTION CENTRES

Companies wishing to organize a conference or an incentive tour can find very good conditions in Montenegro. Montenegro offers varied scenery, as well as splendid historic and cultural heritage, combining contrasts within the smallest space. This enables organizers to create versatile fringe programs for meetings and incentives.

1. When was the Montenegro Convention Bureau established and what role does it play in the MICE industry?

The National Tourism Organization founded its own convention office together with private partners in April 2008. The Montenegro Convention Bureau supports convention planners who organize conventions, incentive

and residences. About six billion EUR are going to be invested into the development of some major projects in the regions Orascom Lustica, Velika Plaza and Ada Bojana in the next ten years.

3. Can you tell us more about the investments in hotel complexes and other projects?

Growing quality and efficiency, as well as high-level services and facilities, are the success factors that make

and residences. About six billion EUR are going to be invested into the development of some major projects in the regions Orascom Lustica, Velika Plaza and Ada Bojana in the next ten years.

For instance, the exclusive hotel operator Aman Resorts signed a mana-

In order to expand the MICE market, new houses are being built and existing ones renovated. In 2008, 36 new hotels opened and increased the bed capacity by 1,870 beds.



Milocer

tours and events in Montenegro, its function being to form an interface between customers and providers on the Montenegrin convention market. It currently has 18 members, mainly four and five stars hotels with custom-built conference facilities, as well as professional agencies to handle the organization.

2. What are the factors that make Montenegro a valuable MICE destination?

Companies wishing to organize a conference or an incentive tour can find very good conditions in Montenegro. Montenegro offers varied scenery, as well as splendid historic and cultural heritage, combining contrasts within

the land of wild beauty a MICE destination well worth to be discovered.

In order to expand the MICE market, new houses are being built and existing ones renovated. In 2008, 36 new hotels opened and increased the bed capacity by 1.870 beds.

250 million EUR of private funds are invested in new hotel complexes and for the construction of the first comprehensive holiday complex with the most modern marina, hotels, as well as shopping facilities

gement contract for 30 years. "Villa Milocer" – the former king's summer residence – opened as early as December 2008. The eight spacious suites combine elegance with state-of-the-art facilities. The Hotel is part of the new "Montenegro-Resorts" of Aman Resorts, which will also include the hotel "Queen's Beach", as well as the adjoining island Sveti Stefan, the opening of which is planned for May



Kotor

250 million EUR of private funds are invested in new hotel complexes and for the construction of the first comprehensive holiday complex with the most modern marina, hotels, as well as shopping facilities and residences.

2010. Furthermore, one of Europe's most luxurious marinas – "Porto Montenegro" – is being built in the bay of Tivat. Apart from the modern marina with more than 800 anchorages and a comprehensive infrastructure, also a golf course, as well as a residential area and a business complex are planned, within which the hotel chain "Four Seasons" will open its first hotel in Montenegro. The prestigious hotel chain "Kempinski", too, plans to open its first hotel in Montenegro; the contract was signed in February.

The hotel chains Hilton and Marriott will probably open hotels in the capital Podgorica and thus contribute to the growth of the meetings and incentives markets, and this will also boost the development of city and shopping trips.

Out of a total of 60 hotels in the five and four stars category, many offer good facilities for conferences and events. The technical equipment is up-to-date and they have all the necessary services for successful meetings. In addition to desirable hotels, Montenegro will invest in modern convention centres in attractive areas.

The positive investment climate and the uniqueness of the well preserved nature go hand in hand with the Montenegrin's hospitality. These are pursued continuously, ecologically and in an environment-friendly way in the Montenegrin tourism industry. Good examples of the promotion of local architecture are eco-lodges, which are being continuously expanded, inviting guests to visit their authentic ambience.



Sveti Stefan

4. Eco-tourism as a part of MICE tourism is becoming increasingly popular. Do you see here an opportunity for the Montenegro meetings industry?

The positive investment climate and the uniqueness of the well preserved nature go hand in hand with the Montenegrins' hospitality.

These are pursued continuously, ecologically and in an environment-friendly way in the Montenegrin tourism industry. Good examples of the promotion of local architecture are eco-lodges, which are being continuously expanded, inviting guests to visit their authentic ambience. In fact, Montenegro as an ecological country is committed to preserving its wild beauty. In Montenegro you can find four fantastically diverse national parks. The addition of a fifth – the Mountain Range of Prokletije – will mean that almost 20% of Montenegrin land will be under protection.

5. What do your MICE agencies offer?

Montenegro is a good address for successful incentive tours. Special agencies offer creative incentives and events, as well as congresses in this new meetings destination. Groups and companies get best information

and support for their travel planning and programme.

The agencies offer special combined programmes with meetings and conferences: boat trips on the Lake Skadar - the biggest inland water surface on the Balkans - paragliding, sailing, rafting, kayaking, hiking trips, canyoning, climbing, biking or sight-seeing tours and sociable evenings in typical restaurants with regional cooking – Montenegro offers pro-



Kraljičina plaža / Queen's beach

grammes of greatest variety in the smallest space. About a sixth of the Montenegrin coast consists of sandy and shingle beaches.

In Montenegro, Europe's longest and deepest canyon can be experienced. And the country has numerous monasteries, fortresses and medieval towns. Four national parks differ greatly from each other and invite guests to enjoy nature-based activity programmes.

Gospodin Jerome Lautier, direktor Marketinga i prodaje u Montenegro Stars Hotel Group

LIDER NA DOMAĆEM TRŽIŠTU

Šta, po Vašem mišljenju, Crnu Goru čini atraktivnom destinacijom za MICE?

Ovo je mala zemlja na Mediteranu, koja može da ponudi veliki broj mogućnosti za avanturu i insentive u jednom danu. Raznovrsnost prirode je nešto što malo gdje može da se osjeti u Evropi, dok građani i duša slovenskog naroda podsjećaju na zlatna vremena 70-ih. Osjećanje bezbjednosti, kulturne baštine i autentičnosti ove zemlje je sigurno pravo iskustvo za dušu, tijelo i razum, koje svi mi tražimo. Sve to imate na raspolaganju u Crnoj Gori.

Šta nam možete reći o vašoj kompaniji?

Montenegro Stars Hotel Group posjeduje i pruža hotelske usluge u 3 hotela: hotel Blue Star (4 zvijezde), stilizovan i savremen hotel za poslovne putnike, tačno u centru Budve, Montenegro Beach Resort (4 zvijezde), leisure hotel sa 168 soba sa svojom privatnom plažom, i konferencijskim



salama za 150 osoba, i novo-otvoreni hotel Splendid Conference & Spa resort (5 zvijezda). Splendid je naš najveći adut, i jedan od top 10 hotela na Mediteranu. Svi naši hoteli podržavaju najviše standarde kvaliteta, i mi konstantno poboljšavamo HACCAP standarde i fokusiramo se na naše goste.

Šta su najveće prednosti hotela Splendid?

Mi imamo izreku u Splendidu: Business is an adventure, make it a Splendid one.

Prednosti su brojne, prelijepa lokacija u poznatom Bečićkom zalivu, blizina sportskih centara i atrakcija kao i poznatih izletišta, kombinacija novog dizajna i arhitekture, luksuzni Splendid Spa i Wellness klub, poseban sprat za konferencije i ostale vrste događaja i... druželjubiva i brižna duša naših radnika, čine Splendid jednim unikatnim i bezbjedim mjestom za uspješna putovanja.

Kakve vrste događaja su do sada bili organizovani u hotelu Splendid Conference and Spa Resort?

Od otvaranja hotela 2006. godine, mi smo bili domaćin velikom broju različitih gostiju i različitih događaja: Rolling Stones, Madonna, Kevin Spacey, snimanje filmova, modne revije i biznis sastanci i ekskluzivne gala večere za firme poput Siemens, Coca Cola, Farmaceutskih firmi, kao i firme iz sfere osiguranja i bankarstva. Takođe, naši hoteli su glavna tačka sastanaka za veće regionalne ekonomske i političke forume, kao NATO, EEC, Svjetska Banka, sastanci predsjednika... Lista je prilično duga.

Kako ste se borili sa ekonomskom situacijom ove godine?

Ekonomska kriza je naravno uticala i na nas, što smo mi anticipirali, i reagovali na vrijeme kroz stimulaciju tržišta, sa agresivnom cjenovnom politikom u niskoj sezoni, kroz precizne prognoze i menadžment potražnje, i identifikacijom glavnih mogućnosti sa fokusom na odnos trošak-dobit. Realističan i pozitivan pristup nas je spasio ove sezone, a mi smo čak i povećali naše MICE aktivnosti za 20% ove godine. Ovo je dokaz dobro razvijene reputacije Splendid Conference & Spa Resort-a.

Gdje vidite Montenegro Stars Hotel Group u okviru turističke industrije u Crnoj Gori?

Naša grupacija je stalno bila lider na domaćem tržištu, naš tim ima odlične odnose sa klijentelom i to se pokazu-



je, i mi smo veoma ponosni što imamo pozitivno mišljenje od strane naših gostiju, posebno vezano za Meetings and Events tržište. U budućnosti, uvjereni smo da vidimo sebe kao referencu za naše goste i zaposlene, i primjer povećanja standarda u turizmu, u našoj lijepoj zemlji.

Šta možemo da očekujemo od Montenegro Stars Hotel Grupe u budućnosti?

Možemo da očekujemo samo bolje od gore navedenog. Mi konstantno pokušavamo da ispunimo želje naših partnera i klijenata. Garantujemo perfektno izvršenje svih klijentovih potreba vezanih za dobru organizaciju i kvalitet usluga hrane i pića, atmosfere, i udobnosti. Zbog svih ovih razloga, vi možete da očekujete da ćemo se uvijek brinuti o Vama, kako bi se osjećali bitno i uvaženo u Montenegro Stars hotelima.



Mr. Jerome Lautier, Director of Sales and Marketing for Montenegro Stars Hotel Group

A LEADER ON ITS MARKET

In your opinion, what makes Montenegro an attractive MICE destination?

This is a tiny mediteranean destination which offers within the same day an array of discovery and incentive choices. The diversity of nature is something few had the chance to discover in Europe, the slavic soul of citizens reminds you of our nostalgic golden times in the 70s. The secure feeling, the cultural heritage and authenticity of the country is definitely an experience for soul, body and mind, that we are all searching for. You have it all in Montenegro.

What can you tell us about your company?

Montenegro Stars Hotel group owns and operates 3 properties: hotel Blue Star, 4 stars, a new stylish and contemporary small hotel for business travelers, right in Budva city, Montenegro Beach resort, 4 stars, a 168 rooms leisure hotel right along its private beach, with meeting rooms up to 150 persons, and the newly opened Splendid Conference & Spa resort. Splendid is our flagship, and one of the top 10 hotels in Mediteranean region. All our hotels are meeting highest service and quality standards, and even more, as we continuously upgrade HACCAP Health standards and our focus on our guests.

What are hotel Splendid's unique selling points?

We have a saying in Splendid: business is an adventure, make it a Splendid one. Indeed the panoramic location of the hotel on the famous Becici bay, centrally located to most venues and sports or sightseeing activities, the appealing combination of contemporary design and architecture, the outstanding SplendidSpa and Wellness club, the dedicated floor for meetings and events... and the friendly and attentive soul of our staff members make it unique and secure place for successful travel.

What kind of events have you hosted in hotel Splendid Conference and Spa Resort this year?

Since our opening in 2006, we have welcomed a diversity of events: from Rolling Stones, Madonna, Kevin Spacey, film shootings, regular fashion shows to business meetings and exclusive gala dinners for well-reknowned international companies such as Siemens, Coca, Cola, Pharmaceuticals, insurance and banking sectors.

Also the hotels stands as the meeting point for main regional economical and political forums from NATO to EEC, World Bank, Presidents meetings. The list is already endless.

How have you coped with the economic climate this year?

We are obviously hit by the downturn of economy, and we have anticipated and reacted on time by stimulating market segments by aggressive pricing over off-peak seasons, by accurately forecasting and managing demand, and identifying pockets of opportunities, by been cost-benefit driven.

This realistic and positive approach has saved our season, We even increased our MICE activity by 20% this year. It is also the proof of the well established reputation of Splendid Conference & Spa resort.

Where do you see Montenegro Stars Hotel Group within Montenegro's tourism industry?

Our group has always been a leader on its market, our team like their clients and they show it, and we are

proud to have very high rating from our guests, in particular from the meetings and events market. In the future, we confidently see ourselves as a reference for guests and employees alike, and lead by example to contribute to improve tourism standards in our beautiful country.

What can we expect from Montenegro Stars Hotel Group in the future?

Just better than above. We strive to deliver what our partners and clients want. We guarantee a perfect execution of clients requirements in terms of timely organization and quality delivery of our food and beverage services, atmosphere and high comfort. For all these reasons, you can expect from us to be nurtured at every single stay and feel recognized and esteemed by Montenegro Stars hotels.



Leonarda Đinović, Direktor MICE odeljenja, Hotel "Mediteran" Bečići

MICE TURIZAM - NAJZAHVALNIJI VID TURIZMA ZA RAZVOJ DESTINACIJE

Uprkos razvoju telekomunikacija i trenutnoj finansijskoj krizi, potreba za neposrednim kontaktom je postojala i uvijek će postojati. Znamo da je prvo organizovano putovanje ustvari bilo radi posjete kongresu, kada je 1841. godine Thomas Cook ugovorio prevoz željeznicom za 570 učesnika godišnjeg kongresa Saveza društva antialkoholičara.

Samo u direktnom kontaktu sa ljudima možemo stvoriti pravi utisak o njihovoj profesionalnosti, pouzdanosti i kompetentnosti, i to je ono što će nas uvijek tjerati na određeni vid neposrednog okupljanja. MICE turizam je, po mom mišljenju, najzahvalniji vid turizma za razvoj jedne destinacije. Ne samo da utiče na produžetak turističke sezone,

zaštite životne sredine. Za Crnu Goru se može reći da je mlada MICE destinacija. Ohrabrujuće je koliko su hoteli u zadnjih par godina uložili u povećanje



kvaliteta svoje ponude, tako da danas imamo sve veći broj izuzetnih hotela sa 4 i 5 zvjezdica. Svijest o značaju razvoja MICE turizma u Crnoj Gori je podstakla formiranje Montenegro Convention Bureau-a, a nedavno je otvoren i

prvi kongresni centar u Crnoj Gori koji posluje u sastavu hotela „Mediteran“ u Bečićima. Na dvije etaže, kongresni centar obuhvata: amfiteatar, nekoliko različitih konferencijskih dvorana, kabine za prevodiocce, novinare i komentatore, ekskluzivni foaje sa kafe

barom, VIP salu, break out rooms, kancelarije i proratne sadržaje. Iako tek otvoren u maju ove godine, Kongresni Centar Mediteran je već ugostio nekoliko velikih kongresa i više manjih seminara, što govori da je jedno ovakvo kompletno zdanje bilo potrebno Crnoj Gori. O

zadovoljstvu gostiju koji su imali priliku da organizuju ili samo učestvuju u nekoj od konferencija organizovanih u novom kongresnom centru, najbolje govore reference:

„Uz Vašu pomoć smo organizovali jednu od najuspješnijih konferencija u 15-togodišnjoj istoriji Combined Endeavor Meni je predstavljalo izuzetno zadovoljstvo, kao Šefu delegacije Crne Gore za Combined Endeavor 2009, da od učesnika slušam sve pohvale za planiranje, organizovanje i realiza-

ciju FPC CE 2009. Zahvaljujući sjajnom uspjehu te konferencije Crna Gora je već izabrana da bude domaćin naredne FPC CE 2010. U ime Ministarstva odbrane, Vojske Crne Gore i USEUCOM-a hvala na izuzetnoj usluzi, ljubaznosti i profesionalnosti cjelokupnog tima hotela.“

potpukovnik Božo Đurović

„Kao organizator 9. SEEC konferencije u Vašem hotelu, smatram da ste dostigli vrhunac kako u tehničkim mogućnostima tako i u preciznosti realizacije dogovorenih obaveza i izuzetnoj ljubaznosti i korektnosti osoblja hotela. Hvala Vam još jednom na uspješnom ostvarenju konferencije.“

potpukovnik Željko Popović

Za dalji razvoj MICE turizma u Crnoj Gori vrlo je važno njeno pravilno pozicioniranje. Prije svega neophodno je da se udružimo kao region, i u saradnji sa drugim zemljama Jugoistočne Evrope zajedno stvorimo jedinstveni imidž u Evropi.

Nakon toga, svaka od država, članica regiona, će svojom specifičnošću pronaći goste za sebe. Isti princip treba da se koristi i u okviru države. Crna Gora je ipak mala zemlja da bi bilo mjesta za marketing pojedinačnih subjekata. Na tržištu treba da nastupamo zajedno i da zajednički ulažemo u promociju cijele države. Na taj način, ukoliko se pokažemo kao vrijedna destinacija, tamo gdje ima posla za jednog biće i za sve.



Amfiteatar Kongresnog centra Mediteran / Amphitheatre of Mediteran Congress centre

što je u destinacijama kao što je Crna Gora možda najvažniji činilac, već sa druge strane podstiče i razvoj drugih vidova turizma. Zamislite jednu insentiv grupu koja treba na poseban način da doživi Crnu Goru. U njenom aranžmanu se sigurno nalazi i dio avanturističkog turizma, eko turizma, manifestacionog... Uz gore navedeno, da bi mogli da zadovoljimo potrebe najzahtjevnije tražnje, kao i da budemo u koraku sa svjetskim trendovima, MICE turizam nas podstiče na stalno unapređenje ponude. Iako imamo titulu ekološke države, sve veći zahtjev za green destinacijama nas podstiče na još ozbiljnije mjere



Prostor Cafe bara Kongresnog centra Mediteran / Cafe bar space of Mediteran Congress centre

Leonarda Djinovic, Head of MICE Department, Hotel "Mediteran" Bečići

MICE TOURISM – THE MOST REWARDING TYPE OF TOURISM FOR THE DEVELOPMENT OF DESTINATIONS

Despite the development of telecommunications and the current financial crisis, the need for direct contact has always existed and will always be there. We know that the first organized travel



Kongresni centar Mediteran / Mediteran Congress centre

happened within the framework of a congress visit in 1841, when Thomas Cook arranged the transportation for 570 participants of the annual congress of the Antialcoholics Association. It is only in direct contact with people that we can gain a real impression about their professionalism, reliability and competency, and this is the thing that will always urge us to engage in some kind of direct gatherings. In my opinion, MICE tourism is the most rewarding type of tourism for the development of a certain destination. Not only does it have a good influence on the extension of the tourism season, which is – when it comes to destinations such as Montenegro – perhaps the most important factor, but it also boosts the development of other tourism forms. Imagine just one incentive group that is supposed to experience Montenegro in a special way. Their travel arrangement must to some extent also contain some features of adventure tourism, eco-tourism, events tourism... With the above mentioned we could satisfy even the most demanding requests, and we could also keep pace with the world trends. MICE tourism urges us to constantly improve our offers. Although we are labeled as an eco-friendly country, the constantly increasing demand for green destinations stimulates us to undertake even more serious measures in order to protect the environment. One can say

for Montenegro that it is a young MICE destination. It is encouraging that in the last couple of years the hotels have invested into the amelioration of the quality of their offers, so that today we have an increasing number of excellent four and five star hotels. The awareness about the development of MICE tourism in Montenegro gave the incentive for the formation of the Montenegro Convention Bureau, and recently also the first Congress Center

in Montenegro opened, operating as part of the hotel „Mediteran“ in Bečići. The congress center consists of two floors and encompasses the following: an amphitheatre, several various conference halls, cabins for interpreters, journalists and commentators, an exclusive foayer with a cafe bar, a VIP room, break-out rooms, offices and supporting facilities. Although it started operating only in May, the Congress Center Mediteran has already hosted a few large congresses and several smaller seminars, and this speaks in favour of the fact that Montenegro needed such a comprehensive institution. The best proof of the satisfaction felt by the guests who had the opportunity to organize or just participate in some of the conferences organized in the new congress center, are their own references:

„With your help we have organized one of the most successful conferences in the 15-year history of Combined Endeavor. It has been a great pleasure for me, as the Chief of the Montenegro delegation for Combined Endeavor 2009, to hear from the participants praises about the planning, organization and realization of the FPC CE 2009. Owing to the grand success of this conference, Montenegro has already been chosen to host the next FPC

CE 2010. On behalf of the Ministry of Defence, The Montenegrin Army and USEUCOM I want to thank you for the excellent service, kindness and professionalism of the whole hotel team“,

said lieutenant colonel Božo Đurović.

„As the organizer of the 9th SEEC conference in your hotel, I believe that you have reached the top when it comes to technical possibilities, but also in matters of precise realization of agreed services and superb kindness and correct behaviour of the hotel staff. Thank you once again for the successful realization of the conference“,

said lieutenant colonel Željko Popović.

The further development of MICE tourism in Montenegro is very important for its proper positioning on the market. Above all, it is necessary that we team up as a region and create, in cooperation with other Southeast European countries, a unique image in Europe. After that, each of the countries – members of the region – will find, with its specifics, guests for itself. The same principle should be used also within the country. How-



Hotel Mediteran Bečići

ever, Montenegro is not such a large country where marketing for single subjects would be reasonable. Therefore, we should have a joint market image and invest jointly in the promotion of the whole country. In this way, if we show ourselves as a destination that is worth visiting, then where there is a job for one, there will be jobs for everybody.

BEST WESTERN PREMIER HOTEL MONTENEGRO



Best Western Premier Hotel Montenegro nalazi se u srcu poslovnog kvarta Podgorice, okružen ministarstvima, konzulatima i drugim međunarodnim institucijama. Centar grada je na samo 10 min lagane šetnje, a do aerodroma „Podgorica“ se stiže za 15 min vožnje. U hotelu ima 48 soba i mogu se podijeliti na 5 kategorija: *Single standard, Single deluxe, Queen, Double i Suite*. Prostrane sobe odlikuje udoban, savremen namještaj sa modernim detaljima. Sve sobe su opremljene dobro osvijetljenim radnim stolom, direktnom telefonskom linijom, high speed internet konekcijom, satelitskom TV, sefovima, mini barom zasebnom kontrolom klimatizacije kao i home entertainment (PAY

TV, vremenska prognoza, panoramska kamera, muzika, igrice itd). Kupatila osim standardne opreme, imaju hidromasažere i kozmetička ogledala.

First class Best Western Premier Hotel Montenegro is located in the heart of the bussiness area of Podgorica, surrounded by governmental departments, consulates and other international



institutions. The city center is within 10 minutes walking distance and the airport „Podgorica“ is reachable in 15 minutes by car. Hotel has 48 rooms, 5 categories: *Single standard, Single deluxe, Queen, Double and Suite*. Our spacious rooms feature comfortable, contemporary furniture with modern details. All rooms are well equipped with a direct phone line, well-lit desk, high speed Internet access, satellite TV, safe, mini-bar and individual climate controls as well as home entertainment (PAY TV, weather forecast, panoramic camera, music, games etc.). Bathrooms, besides standard equipment, have hydromassagers and cosmetic mirrors.

Best Western Premier Hotel Montenegro
 Boulevard Sv. Petra Cetinjskog 145
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 Web: www.bestwestern-ce.com/montenegro

APART HOTEL PREMIER



Novosagrađeni Apart Hotel „Premier“, ukoliko planirate svoj boravak u Podgorici, savršeno je mjesto za vaš boravak, koktel, poslovni sastanak ili konferenciju, a koji se nalazi na samo nekoliko metara udaljenosti od Best Western Premier Hotela Montenegro. Apart Hotel „Premier“ je hotel modernog dizajna, koji predstavlja kombinaciju elegancije i komfora namjenjen savremenom poslovnom čovjeku. Smješten je u poslovnom dijelu Podgorice, središtu političkih i komercijalnih aktivnosti grada. Okružen ekskluzivnim šopovima i brojnim restoranima omogućava gostima opuštanje nakon završenog radnog dana. Od ukupno 48 Apartmana koje ovaj hotel nudi možete izabrati jedan od 3 kategorije: *Junior, Studio ili Executive*. Konferencijska sala: nalazi se na posljednjem, sedmom, spratu hotela

maksimalnog kapaciteta 120 osoba u teatar postavci. Potpunom uspjehu Vašeg sastanka doprinjeće tim ljudi koji će uslugom i tehničkom opremljenošću izaći u susret svakom Vašem zahtjevu.

If you are planning your trip to Podgorica, the newborn Apart Hotel „Premier“ is a perfect place for your accommodation, a cocktail, business meeting or a conference, and it is just a few meters away from Best Western Premier Hotel Montenegro. Apart Hotel „Premier“ is a modernly designed hotel, it's combination of elegance and comfort is dedicated to a modern businessman. It is located in the heart of the political and commercial area of the city. Surrounded with exclusive shops and numerous restaurants that provide our guests a possibility to enjoy and relax after a day of hard work. It has 48 Apartments in total and you can choose from one of

the three categories: *Junior, Studio and Executive*. Conference / Meeting room: Is situated on the top floor, 7th floor, and it can accommodate up to 120 people in theatre style. We will insure your meetings success with full service and technical equipment provided by our team.

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Za SEEbtm u ovom broju: Opatija

POTRAŽITE I OTKRIJTE SVOJ DIO OPATIJE

Posao uvijek treba novu energiju, strast, odmak od svakodnevne rutine ma koliko efikasna i dobro organizirana bila. Svaki poslovni susret, bez obzira za 5 ili 500 sudionika, treba infrastrukturu i logistiku, dvorane i tehnologiju. Naravno, Opatija sve to ima, a svoju magnetnu privlačnost inspirativnog MICE odredišta bazira na 3 nepobjediva aduta - tradiciji, dostupnosti i čudesnoj raznovrsnosti.



Opatija je "izumljena i projektirana" u 19. stoljeću.

Grad je izgrađen za potrebe punjenja baterija društvene kreme Austro Ugarske, na mjestu na kojem se razborita Srednja Europa najviše približila pulsiranju Mediterana.

Ta je stara Opatija, kao jedinstveno carsko odmoriste i liječilište, bila kolijevka wellnessa i well-beinga puno prije nego što su suvremeni magovi



relaksacije i marketinga kreirali te nove simbole potrage za psihičkom i fizičkom ravnotežom. Tu je povi-

jesnu energiju Opatija zadržala sve do danas, oplemenivši je vrhunskom uslugom i suvremenom ponudom. Današnja Opatija, bez obzira na brojne zračne luke kojima je okružena, i dalje je osobito privlačna kao mor



Blizina i sudaranje velikih kultura, oduvijek je od Opatije i njezine okolice stvaralo modernu multi-kulti košnicu ugodnu za stvaranje novih vizija i ideja.

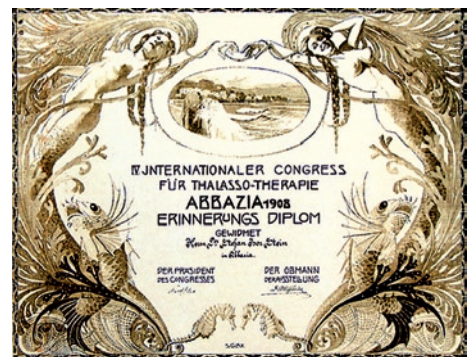
POVIJEST KONGRESA

Tradicija kongresnih događanja u Opatiji je gotovo stara kao i tradicija turizma. Godinu dana nakon otvorenja prvog opatijskog hotela (Hotel Kvarner, 1884), 1885. godine zabilježen je podatak o susretu liječnika balneologa u organizaciji dr. Theodora Billrotha i Južnih željeznica. Na tom se skupu raspravljalo o proglašenju Opatije zimskim liječilištem, što je potvrdio i kralj Franjo Josip II, službeno proglašivši Opatiju liječilištem 1889. godine.

Godine 1904. održan je IV Kongres austrijskih balneologa, u organizaciji dr. Juliusa Glaxa, dok se 1908. godine, također zahvaljujući dr. Glaxu, održava IV Međunarodni kongres o talasoterapiji. Nakon I Svjetskog rata Opatija je ostala pod talijanskom upravom, te je njen ubrzan razvoj zaustavljen, a njena turistička vrijednost umanjena u korist talijanskih destinacija. Ipak iz tog vremena ostao je zabilježen podatak da je 1933. godine održan Nacionalni kongres Hoteli i turizam. U pedesetim godinama, turizam u Opatiji ponovno cvijeta, te se također održavaju i brojni kongresi. Tako se 1954. godine ponovno održava Međunarodni kongres o klimi i talasoterapiji, a održan je i kongres Međunarodne rukometne federacije.

U godinama koje slijede održava se čitav niz međunarodnih kongresa svjetskih i europskih udruženja iz različitih područja (medicine, prometa, sporta, znanosti, politike, turizma). Jedan od najvažnijih je svakako Kongres Međunarodne skijaške federacije (FIS) 1971. godine za potrebe kojeg je izgrađena kongresna dvorana u GH Adriatic. Važnost Opatije kao kongresne destinacije stoji i u činjenici da je krajem 60-tih i početkom 70-tih godina u Opatiji bilo sjedište Meditercongress-a, Međunarodno udruženje organizacija i kongresnih gradova zemalja zainteresiranih za Mediteran, koje je okupljalo tridesetak članica. Interesi udruženja su bili zajednička promocija članica u svrhu povećanja broja kongresnih događanja. Udruženje je osnovano 9. ožujka 1968. godine u Veneciji. Već su 1973. godine počeli pregovori o udruživanju sa Europskom federacijom kongresnih gradova (EFCT), da bi 1978. godine gradovi-članice posebnim dogovorom postali članovi EFCT, danas European Cities Marketing (ECM), a Meditercongress prestao s djelovanjem.

Danas je Opatija punopravni član ECM-a, te je i dalje svake godine domaćin nekolicini međunarodnih kongresa.



ska destinacija na samo 4 sata temperamentne vožnje od kontinentalnih metropola kao što su Milano, Beč, Minhen, Budimpešta, Beograd.

Raznolikost jednaku kulturnoj Opatiji je podarila i Majka Priroda. More, otoci, snježne planine, gorska jezera, sve je dostupno unutar pola sata vožnje stvarajući od Opatije istinski raj za sportske i izletničke aktivnosti.

U vremenu uskih i specijaliziranih usluga i proizvoda, Opatija je zahvaljujući opisanoj tradiciji i raznolikosti ostala univerzalna ljepotica koja pruža neopisivo puno.

Takva je Opatija zaista jedinstvena europska destinacija.

Potražite i otkrijte svoj dio Opatije.

Ivan Šarar

Kongresni kapaciteti u Opatiji / Congress capacities in Opatija

Ime hotela / Hotel	Broj dvorana Number of halls	Kapacitet najveće dvorane Capacity of the biggest hall	Broj soba za smještaj No. of rooms
Hotel Ambasador	9	500	180
Milenij Grand Hotel 4 opatijska cvijeta	7	400	262
Grand Hotel Adriatic	6	550	303
Hotel Milenij	5	220	129
Hotel Admiral	4	160	180
Hotel Bristol	4	150	78
Hotel Mozart	2	66	29
Hotel Kvarner	2	900	56
Hotel Imperial	2	400	126

Kongresni i insentiv ured Opatija / Turistička zajednica grada Opatija
HR-51410 Opatija, V. Nazora 3
tel. +385 (0)51 271 710 / fax +385 (0)51 271 699
convention.bureau@opatija-tourism.hr / www.opatija-tourism.hr

LIBURNIA RIVIERA HOTELI



LIBURNIA RIVIERA HOTELI
OPATIJA/HRVATSKA

Tvrtka Liburnia Riviera Hoteli u posljednjih nekoliko godina postiže sve veći uspjeh u kongresnom turizmu. Mnoge su tvrtke prepoznale brojne pogodnosti LRH kao respektabilnog partnera. Najčešći su klijenti iz medicine, farmaceutike, informatike, financijskog sektora, medija i oglašavanja, kao i razne državne institucije. Hotel Ambasador u Opatiji prvi je registrirani poslovni i kongresni hotel u Hrvatskoj. Uvođenje novoga wellness koncepta Five Elements uveliko je pridonijelo poboljšanju ponude i produljenju boravka kongresnih gostiju.



Blagodati opatijske klime, koju se prvobitno iskorištavalo u svrhu liječenja i mondenog dokoličarenja, vrlo su brzo prepoznali brojni profesionalci, ljudi od posla i akcije! Tako se carska i kraljevska rivijera na početku prošlog stoljeća uspješno pretvorila u omiljeni rasadnik novih poslovnih i znanstvenih ideja. Tim dobro utabanim povijesnim stazama danas kroče Liburnia Riviera Hoteli.

LRH je u proteklom razdoblju u poboljšanje uvjeta boravka svojih investirao velika sredstva kojima LRH profilirao kao kompanija s bogatom wellness i kongresnom ponudom. Pozicioniranjem Opatije kao najomiljenijegredišta struke koja želi kvalitetan kongres i,

prije svega, stručnu organizaciju, vodeći u tom segmentu posla postaju upravo Liburnia Riviera Hoteli, sa sedam hotela i ukupno 3.200 sjedećih



mjesta u 20 kongresnih i banketnih dvorana (od luksuznog "Ambasadora" i "Admirala", te "Excelsiora" do povijesnih dvorana hotela "Kvarner" i "Imperial"). Kongresni ispit hoteli polažu svake godine organizirajući WinDays, najveće domaće okupljanje IT svijeta, ali nisu zanemarivi ni brojni drugi susreti i konferencije. Izdvojiti možemo Summit predsjednika država jugoistočne Europe pod nazivom "Komunikacija nasljeđa" (2006), Kongres europske unije motociklizma (UEM-a, 2005), Europska konferencija traumatskog stresa (ECOTS, 2007), Internationalni susret forenzičara (2009).

For SEEBtm in this issue: Opatija

DISCOVER YOUR OWN PIECE OF OPATIJA

Business is always in need of new energy, passion, and ways to escape the everyday routine, however efficient and well organised this routine might be. Every business meeting, be it for 5 or 500 participants, requires the right infrastructure and logistics, conference halls and technological equipment. And Opatija has all of this. Its irresistible appeal as an inspiring MICE destination comes from three unbeatable characteristics – its tradition, accessibility, and enchanting diversity.



Opatija was “invented and designed” in the 19th century. It was built so the cream of Austro-Hungarian society could come to recharge their batteries at the place where sober Central

Opatija has been able to preserve this historical energy right up to the present day, ennobling it with superb services and up to date offering.

psychical and physical harmony. Despite being close to numerous airports, a particular attraction of modern Opatija is still that it's a seaside resort only a few hours' drive from continental cities such as Milan, Vienna, Munich, Budapest, or Belgrade.

Mother Nature has also bequeathed to Opatija a natural diversity to match its cultural diversity. The sea, the islands, snow-covered mountains and

Europe meets the pulsating rhythms of the Mediterranean.

The old Opatija, as a unique imperial holiday and health resort, had been a center of wellness and well-being long before today's relaxation and marketing gurus created these new symbols of the quest of

Thanks to the closeness and the overlapping of great cultures, Opatija and its surroundings have always formed something of a multi-cultural hive, so pleasant for generating new visions and ideas.

mountain lakes – all can be reached within half an hour's drive of Opatija, making it a true paradise for sporting activities and excursions. In these days of highly specialized services and products, Opatija has, thanks to its tradition and diversity, retained a universal beauty that offers visitors a wealth of choices to suit their requirements.

As such, Opatija is a truly unique European destination.

Look around and discover your own piece of Opatija.

Ivan Sarar

THE HISTORY OF CONGRESSES

The tradition of congresses in Opatija is nearly as old as the tradition of tourism. One year after the opening of the first hotel in Opatija (the Hotel Kvarner in 1884), Dr. Theodor Billroth and the Austrian Southern Railway Company organised a meeting of balneologists in 1885, where they also discussed the issue of proclaiming Opatija a winter health resort. This was later confirmed by the emperor Franz Joseph II who officially declared Opatija a health resort in 1889.

The 4th Congress of Austrian Balneologists, organised by Dr. Julius Glax, was held in 1904, and the 4th International Congress of Thalassotherapy took place in 1908, also thanks to Dr. Glax.

After World War One, with Opatija remaining under Italian government, its rapid development stopped and its importance as a tourist resort diminished in favour of destinations in Italy. However, we have information from that period about the National Congress of Hotels and Tourism taking place in Opatija in 1933.

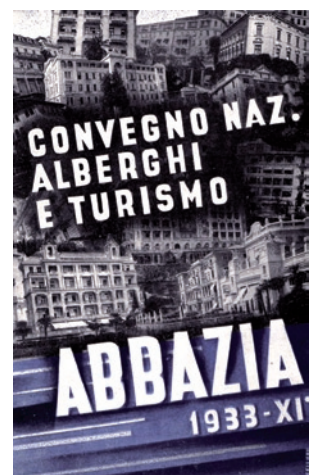
In the 1950s, tourism in Opatija began to flourish once again, and the town again hosted numerous congresses, such as the International Congress of Hydroclimatology and Thalassotherapy (1954), or the Congress of the International Handball Federation (IHF).

In the following years, Opatija hosted a series of congresses for international and European associations in different areas (medicine, traffic, sport, science, politics, tourism). One of the most important was definitely the Congress of the International Ski Federation (FIS) in 1971, for which the congress hall in the Grand Hotel Adriatic was built.

The importance of Opatija as a convention destination is reflected in the fact that in the late 1960s and in the 1970s, the headquarters of Meditercongress, the International Association of Organisations and Conference Towns interested in the Mediterranean area, which had approximately thirty members, was located in Opatija. The scope of this association, which was founded on the 9th March 1968 in Venice, was a joint promotion of its members with the purpose of attracting new conferences and events.

In 1973, negotiations about joining the European Federation of Conference Towns (EFCT) began, which resulted in the member towns becoming members of the EFCT (today, European Cities Marketing - ECM) by a special agreement in 1978, when the Meditercongress ceased to exist.

Opatija is today a full member of ECM and continues to host various international conventions and congresses each year.



Opatija u brojkama / Opatija in numbers

Kategorija hotela Category	Broj objekata Number of venues	Broj soba Number of rooms	Broj ležaja Number of beds	Broj dvorana Number of halls	Površina dvorana Total surface
Povijesni prostori Historical venues	4	-	-	8	696 m ²
5*	3	338	667	14	1412 m ²
4*	13	1154	2158	21	2984 m ²
3*	10	761	1365	6	1359 m ²
2*	4	345	653	6	519 m ²
Ukupno / Total	30	2598	4843	55	6970 m ²

LIBURNIA RIVIERA HOTELS



LIBURNIA RIVIERA HOTELI
OPATIJA/HRVATSKA

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We are one of few Adriatic destinations offering daily as many as 3200 seats in 20 convention and banquet halls and lounges, in 7 Liburnia convention hotels in Opatija, Lovran and Mošćenička Draga.

The award-winning Crystal Ballroom of the Kvarner Hotel (700 seats), or the Golden Hall of the Imperial (400

seats), the two historic hotels, renowned as a destination of kings, noble families and artists in its glorious past.

Meeting rooms (120 seats) of the Palace-Bellevue which bears an attribute of the "image" hotel of the Opatija Riviera.

The modern congress halls of the Ambassador (500-700 seats), or Excelsior Hotel (120 seats), as well as the Admiral Hotel (160 seats), and Marina Hotel in Mošćenička Draga (220 seats).

Additional workshops and presentations can be simultaneously arranged in a number of additional lounges, halls and amenities, thus providing total capacity for 2500 participants. We organize conventions, expert seminars and presentations based on a turnkey system - from simultaneous translation to -state-of-the-art-

technical equipment. Some of the international congresses held in the



hotels of the Liburnia Riviera Hotels company:

- Ministerial Conerence of the European Ministers responsible for Cultural Affairs, 2003.
- 19th UNIMA World Congress, 2004.
- Congress Union Europeenne de Motocyclisme (UEM-a), 2005.
- Summit of the Southeastern Countries „Communication of Heritage and Vision of Southeastern Europe“ 2006.
- 10th European Conference on Traumatic Stress – ECOTS, 2007.
- 15th General Meeting of European Association of Experimental Social Psychology, 2008.
- International Meeting on Forensic Medicine, 2009.



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OPATIJA – BROJ 1 DESTINACIJA ZA KONGRESNI TURIZAM U HRVATSKOJ

Opatija je, uz Zagreb i Dubrovnik, jedna od najvećih hrvatskih kongresnih destinacija koja zahvaljujući tome živi tijekom svih 12 mjeseci. Izgradnjom nove i moderne autoceste od Zagreba, put do Opatije postaje značajno kraći. Posljednjih godina sve više tvrtki iz Srbije i Beograda zainteresirano je za organizaciju kongresa, team buildinga, insentiva ili poslovnih sastanaka u tzv. "staroj dami" hrvatskog turizma do koje je od Beograda potrebno oko 5 sati vožnje autocestom.

Najviše se u organizaciji kongresnih događanja u Opatiji ističu Milenij hoteli koji u svojem lancu imaju 3 hotela – hotel Milenij****, Milenij Grand hotel 4 opatijska cvijeta**** i Milenij hotel Agava****. Milenij hoteli imaju najmodernije kongresne kapacitete u Opatiji, a najveći kongresni centar, Tamaris, nalazi se u sklopu Milenij Grand hotela 4 opatijska cvijeta koji je otvoren tijekom cijele godine. Kongresni centar Tamaris može primiti oko 1000 sudionika u svojim 7 multifunkcionalnih i polivalentnih dvorana

i sala za sastanke. U travnju se ovdje održava veliki kongres IT stručnjaka na seminaru Windays, u svibnju je hotel pun vodećih stručnjaka iz područja marketinga na FESTO-u, u lipnju sve vrvi od estradnih zvijezda tijekom održavanja Hrvatskog radijskog festivala, dok u lipnju gostuju sudionici Dana ovlaštenih inženjera geodezije.

U najluksuznijem opatijskom hotelu, hotelu Milenij također se nalazi nekoliko polivalentnih dvorana i manjih sala za sastanke ukupnog kapaciteta 300 osoba. Uz kongresna događanja, velika kongresna dvorana idealna je i za VIP i poslovne partije, druženja nakon kongresa, vjenčanja, press konferencije, promocije i sl. Banketni odjel Milenij hotela sa oko 450 događaja koje organizira godišnje, kreira cjelokupnu ponudu hrane i pića, te dekoracije prostora prema želji organizatora. Osim ponude za kongresne i poslovne sastanke, u Milenij hotelima se gosti uz to mogu



dobro odmoriti u dva wellness centra s bogatom ponudom masaža (mogući su čak i poslovni partiji u wellnessu, kao i večere na wellness terasi), uživati u gastronomskim delicijama kvarnerskog kraja, restoranima, te popiti kavu i pojesti fine kolače u dvije kavane u „bečkom štitu“. Kao najsladši suvenir iz Opatije gosti nerijetko ponesu ručno rađene čokoladne praline Milenij hotela nazvane Milenij Choco.

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UHP RDA CRV DRV

OPATIJA – CROATIA'S FAVORITE MICE DESTINATION

Opatija is, with Zagreb and Dubrovnik, one of Croatia's most popular MICE destinations throughout the year. Today even more since the country has built a modern and reliable highways connecting central Croatia to its western and southern parts. Recently, more and more companies from Serbia and Belgrade are interested in organizing congresses, team buildings, incentives and different corporate meetings in Opatija, located a pleasant 5-hour drive from Belgrade. In Opatija, a private chain of ho-



tels, called Milenij hotels, is the best choice for organizing corporate events. Milenij hotels has 3 hotels in the chain: luxurious hotel Milenij***** and two „best value for money“ 4-star hotels, Milenij Grand hotel 4 opatijska cvijeta**** and Milenij hotel Agava****. Milenij hotels have a modern

congress facilities with the largest congress center Tamaris situated in Milenij Grand hotel 4 opatijska cvijeta, just in the heart of this beautiful Austro-Hungarian-like town.

Congress center Tamaris has up-to-date congress equipment and is adopted to the needs of modern business people. With its multipurpose halls, spacious terraces ideal for coffee breaks and restaurants and bars with a sea view ideal for gala dinners and banquets this hotel is number one choice for many leading Croatian companies. Win-

days – the biggest congress of IT experts is taking place here in April, the hotel is full of marketing experts on FESTO event in May, to name just some. Opatija's most luxurious 5 star hotel Milenij features a multipurpose hall Milenij with 300 seating places and can be divided in two smaller halls. The unique feature of this hall is a sea view and a spacious terrace ideal for business parties and social gatherings.

Milenij congress and banquet department can help organize any type of event, brand it and fully use it whether for working part or for just



relaxing purposes and parties. Organizing up to 450 events a year, Milenij hotels offer high quality of service and organization.

For relaxing times, Milenij hotels have two wellness centers that have great offer of massagges (organizing pool parties in a wellness center is also a big hit).

There are several restaurants and cafes at your disposal: local dishes are served at restaurants Argonauti, Camellia and Sveti Jakov; fantastic home made cakes can be tasted in Viennese-styled cafes Grand and Wagner. As a sweetest souvenir from Opatija guest usually take hand made chocolate pralines that are made by the hotel chain called Milenij Choco.

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Posvećenost budućim talentima na Forumu za mlade profesionalce

GENERACIJA Y – BUDUĆNOST KONGRESNE INDUSTRIJE NA EIBTM-U

Kombinovanjem najnovijih pitanja i trendova u industriji, lansiranjem ekskluzivnih rezultata istraživanja, kao i uz čitav niz najboljih međunarodnih govornika i stručnjaka, EIBTM teži da obezbedi najviši standard obrazovanja kroz ekstenzivni, besplatni program seminara koji se održavaju u toku tri dana trajanja izložbe.



Jedno od najvažnijih pitanja na ovogodišnjem EIBTM-u jeste sve veći značaj generacije Y za industriju. Trodnevni događaj u Barceloni koji će se održati od 1. do 3. decembra 2009. godine posvećuje u okviru programa „Profesionalno obrazovanje“ čitave sesije potrebama ove mlade dinamične generacije, a u okviru ovoga ostvarena je saradnja sa ICCA u cilju potrage



za budućnošću industrije preko ovog Forumu za mlade profesionalce. Generacija Y – oni koji su rođeni između 1977. i 1995. godine – već vide da organizatori gledaju na skupove i događaje na drugačiji način, naročito u

pogledu tehnologije; oni teraju organizatore da ozbiljno razmišljaju o tome koje se tehnologije mogu koristiti da bi se mlade generacije privukle da prisustvuju i učestvuju na njihovim konferencijama, skupovima, podsticajnim susretima i događajima.

Rob Davidson, ekspert po ovom pitanju, viši predavač na smeru Poslovna putovanja i turizam Univerziteta u Westminsteru, koji je posvećen tome da pruži najbolje profesionalno obrazovanje, pomoćće održavanje seminara pod nazivom „Motivisanje Generacije Y – kako da osmislite skupove i iskoristite tehnologiju, a da uključite i ovu generaciju u dešavanje?“ Ovo čini deo programa „Sat za tehnologiju“ EIBTM-a, koji će se održavati svakoga



dana. Na još jednoj sesiji Sata za tehnologiju, koju će voditi Corbin Ball, CMP, iz kompanije Corbin Ball Associates, biće razmatrana tema „Socijalni mediji za skupove: koji su među njima najbolji izbor?“

Web 2.0, Twitter i socijalni mediji su ključne reči i proizvodi koje Generacija Y razume i priznaje kao korisna marketinška sredstva. U okviru ove radionice biće dat pregled tekućih socijalnih trendova, što će biti polazna tačka za obradu lavirinta postojećih tehnologija.

Više o pojedinostima može se pronaći na www.eibtm.com



The Global Meetings & Incentives Exhibition

EIBTM (European Incentive and Business Travel and Meetings) je vodeća izložba za međunarodne globalne skupove i insentiv industriju koja se održava u živoj poslovnoj i turističkoj destinaciji Barcelone. Uz garantovano učešće najviših globalnih donosioca odluka, EIBTM pruža uslugu koja vremenski i poslovno efikasno odgovara na potrebe kupaca i prodavaca, a naročito zahvaljujući uspostavljanju Organizovanog programa za kupce (Hosted buyer program).

Uz priliku da proširite Vašu poslovnu mrežu i učestvujete u podsticajnim obrazovnim seminarima, EIBTM nudi dinamično poslovno okruženje gde ideje za liderstvo i novi trendovi podstiču dizajniranje budućnosti kongresne industrije. EIBTM 2008 bila je veoma uspešna izložba – sa rekordnim brojem Organizovanih kupaca i posetioca iz oblasti trgovine, uz izlagače koji su predstavljali preko 150 zemalja širom sveta, kao i preko 50.000 sastanaka između organizovanih kupaca i izlagača. Kombinovanjem najnovijih pitanja i trendova u industriji, lansiranjem ekskluzivnih rezultata istraživanja, kao i uz čitav niz najboljih međunarodnih govornika i stručnjaka, EIBTM teži da obezbedi najviši standard obrazovanja kroz ekstenzivni, besplatni program seminara koji se održavaju u toku tri dana trajanja izložbe. Jedno od gorućih pitanja jeste i sve veći značaj generacije Y za industriju.

Commitment to future talent through Forum for Young Professionals

GENERATION Y – THE FUTURE OF THE MEETINGS INDUSTRY AT EIBTM

Combining the latest industry issues and trends, the launch of exclusive research findings and a range of the best international speakers and experts, EIBTM strives to provide the highest standard of education through an extensive, free seminar programme run over the three days of the show.

One of the hot issues to be tackled at this year's EIBTM - is the growing importance within the industry of Generation Y. The three-day event in Barcelona, 1-3 December 2009, is dedicating sessions within its Professional Education to look at the needs of this dynamic generation and is also



working with ICCA to continue the search for the future of the industry through its Forum For Young Professionals. Generation Y – those born between 1977 and 1995 - are already

seeing organizers look at meetings and events in different ways particularly with regard to technology; making organizers think seriously about what technologies can be used to entice them to attend and engage with their conferences, meetings, incentives and events.

With a commitment to providing best professional education, Rob Davidson, expert on the subject, Senior Lecturer in Business Travel and Tourism, University of Westminster, will be facilitating a seminar entitled "Motivating Generation Y – how you can design meetings and use technology to involve them?"

This forms part of EIBTM's Technology Hour, taking place daily.

A further Technology Hour session, led by Corbin Ball, CMP, Corbin Ball Associates will tackle the subject of 'Social media for meetings: What are the best choices?

Web 2.0, Twitter and social media are



key words and products that Generation Y understand and acknowledge as useful marketing tools.

This workshop reviews current social trends and helps work through the technology maze.

More details are provided on www.eibtm.com.



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EIBTM (European Incentive and Business Travel and Meetings) is the leading exhibition for the international global meetings and incentives industry held in the vibrant business and tourism destination of Barcelona. Guaranteeing the attendance of top level global decision makers, EIBTM provides a time and business efficient matching service for buyers and sellers through the appointment driven by Hosted Buyer Programme. An opportunity to extend your business network and participate in thought-provoking educational seminars, EIBTM offers a dynamic business environment where thought leadership and emerging trends help shape the future of the meetings industry. EIBTM 2008 was very successful show - with record numbers of Hosted Buyers and Trade Visitors, Exhibitors representing over 150 countries worldwide, and over 50,000 appointments between Hosted Buyers and Exhibitors. Combining the latest industry issues and



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Kongresi

PARIZ I BEČ U VODSTVU

Nema iznenađenja u rangiranju zemalja: SAD (507 događaja) i Nemačka (402) predvode na listi već četiri godine. Onda dolaze Španija i Francuska sa 40, odnosno 75 događaja više u 2008. godini. S druge strane, rangiranje gradova pokazuje neke promene. Pariz je u vodstvu, u ravni sa Bečom (139 događaja).

Prema poslednjim ciframa koje je objavila ICCA (International Congress & Convention Association), svetska kongresna industrija pokazuje ohrabrujuće rezultate. Udruženje izdvaja 7.475 događaja u 2008. godini, što predstavlja rast od 12% u odnosu na 2007. godinu. Nema iznenađenja u rangiranju zemalja: SAD (507 događaja) i Nemačka (402) predvode na listi već četiri godine. Onda dolaze Španija i Francuska

sa 40, odnosno 75 događaja više u 2008. godini. S druge strane, rangiranje gradova pokazuje neke promene. Pariz je u vodstvu, u ravni sa Bečom (139 događaja). Francuska prestonica skočila je za dva mesta na listi u poređenju sa prošlom godinom, a ova dva grada prednjače ispred Barselone i Singapura. Ova pozicija može se objasniti mobilizacijom pariske industrije u sferi poslovnog turizma, koja je u pro-

teklih par godina ulagala veliki trud da bi unapredila ugođaj međunarodnim posetiocima kongresa. Zanimljivo je i da se zabeleži da su se sledeći gradovi plasirali među najuspešnijih 20: Atina, Buenos Aires, Sao Paulo i Tokio, a takođe da su se azijski gradovi kao što su Seul i Singapur visoko pozicionirali. Da li će se ove tendencije zadržati u 2009. godini ili će pad nagovestiti dolazak novih takmičarskih destinacija?

ICCA statistika za zemlje i gradove po kriterijumu broja održanih internacionalnih događaja u 2008. godini

Rang	Zemlja	Broj događaja
1	U.S.A.	507
2	Nemačka	402
3	Španija	347
4	Francuska	334
5	Velika Britanija	322
6	Italija	296
7	Brazil	254
8	Japan	247
9	Kanada	231
10	Holandija	227
11	Kina	223
12	Austrija	196
13	Švajcarska	194
14	Australija	182
15	Portugalija	177
16	Republika Koreja	169
17	Švedska	163
18	Finska	142
19	Grčka	123
20	Belgija	122

Rang	Grad	Broj događaja
1	Pariz	139
2	Beč	139
3	Barselona	136
4	Singapur	118
5	Berlin	100
6	Budimpešta	95
7	Amsterdam	89
8	Stokholm	87
9	Seul	84
10	Lisabon	83
11	Kopenhagen	82
12	Sao Paulo	75
13	Prag	74
14	Hong Kong	73
15	Atina	72
16	Buenos Ajres	72
17	Istanbul	72
18	Bangkok	71
19	London	68
20	Tokio	68

Slovenija je na 40. mestu sa 43 održana događaja, zatim sledi Hrvatska na 41. mestu koje deli sa Novim Zelandom sa 38 događaja, i Rumunija koja se nalazi na 48. mestu sa 26 održanih događaja. Statistike ukazuju da su Beograd i Srbija kao destinacija obeležile najveći rast na ICCA listi u prethodnom periodu.

Uporedan pregled broja održanih događaja i rangiranja na ICCA listi za 2007. i 2008. godinu

	2007.	2008.
Beograd (broj događaja)	7	13
Rang Beograda	168.	120.
Srbija (broj događaja)	11	20
Rang Srbije	69.	55.



Congresses

PARIS AND VIENNA IN THE LEAD

No surprises concerning the country ranking: the United States (507 events) and Germany (402) have been heading the list for 4 years. Then come Spain and France which show a rise of respectively 40 and 75 events organised in 2008. On the other hand, the city ranking marks some changes. Paris is in the lead, tied with Vienna (139 events).

According to the last figures published by ICCA (International Congress & Convention Association), the congress industry displays encouraging results worldwide. The association identified 7,475 events in 2008, which represents a 12% increase compared to 2007. No surprises concerning the country ranking: the United States (507 events) and Germany (402) have been heading the list for 4 years. Then come Spain and

France which show a rise of respectively 40 and 75 events organised in 2008. On the other hand, the city ranking marks some changes. Paris is in the lead, tied with Vienna (139 events). The French capital thus gains two places compared to last year and the two cities forestall their rivals Barcelona and Singapore. This pole position can be explained by the mobilization of Parisian business tourism industry, which multiplied its

efforts to improve the overall welcome of international visitors to congresses over the past several years. It is also interesting to note the arrival of newcomers in the top 20 including Athens, Buenos Aires, Sao Paulo and Tokyo, as well as the strong positions of Asian cities such as Seoul and Singapore. Are those tendencies going to remain in 2009 or will the downturn imply the arrival of new competitive destinations?

ICCA country and city ranking measured by number of meetings organised in 2008

Rank	Country	# Meetings
1	U.S.A.	507
2	Germany	402
3	Spain	347
4	France	334
5	United Kingdom	322
6	Italy	296
7	Brazil	254
8	Japan	247
9	Canada	231
10	Netherlands	227
11	China-P.R.	223
12	Austria	196
13	Switzerland	194
14	Australia	182
15	Portugal	177
16	Republic of Korea	169
17	Sweden	163
18	Finland	142
19	Greece	123
20	Belgium	122

Rang	City	# Meetings
1	Paris	139
2	Vienna	139
3	Barcelona	136
4	Singapore	118
5	Berlin	100
6	Budapest	95
7	Amsterdam	89
8	Stockholm	87
9	Seoul	84
10	Lisbon	83
11	Copenhagen	82
12	Sao Paulo	75
13	Prague	74
14	Beijing	73
15	Athens	72
16	Buenos Aires	72
17	Istanbul	72
18	Bangkok	71
19	London	68
20	Tokyo	68



Slovenia is on 40th place, with 43 meetings, then it comes Croatia on the 41st place together with New Zealand with 38 meetings, and Romania is in the 48th place with 26 meetings. Statistics show that Belgrade and Serbia as a destination have distinguished the greatest increase on ICCA list in the last period.

ICCA Rankings for Belgrade

	2007	2008
Belgrade Meetings	7	13
Belgrade Ranking	168.	120.
Serbia Meetings	11	20
Serbia Ranking	69.	55.



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WE "SPIK" ENGLISH

Tokom meseca jula svi smo bili svedoci kada su po ko zna koji put spski inat u sprezi sa maestralnim postizanjem rokova u poslednji čas ishodovali veoma uspešnom i afirmativnom organizacijom Univerzijade i prezentovanje Srbije kao riznice istorije a sada moderne evropske i gostoljubive zemlje.

Sve se može kad se hoće...

Tokom meseca jula svi smo bili svedoci kada su po ko zna koji put spski inat u sprezi sa maestralnim postizanjem rokova u poslednji čas ishodovali veoma uspešnom i afirmativnom organizacijom Univerzijade i prezentovanjem Srbije kao riznice istorije a sada moderne evropske i gostoljubive zemlje.

Za razliku od teme o kojoj pišem i brojnih anifestacija kojih tokom godine ima sve više na mnogim lokacijama u Srbiji, Univerzijadu su kao svet-

Veliki broj stranih gostiju koji su iz Srbije otišli sa najlepšim utiscima (što je pored medalja bio zadati cilj) otvaraju pitanje šta se dešava sa mnogobrojnim gostima koji pristižu iz svih zemalja sveta tokom cele godine i borave u Srbiji raznoraznim povodima koje se pod širokom kapom mogu podvesti kao delatnost "Kongresne industrije Srbije".

ski događaj svim svojim kapacitetima podržavali u pravom smislu te reči organizaciono i finansijski Grad Beograd i Republika Srbija sa primarnim ciljem promovisanja "normalne" Srbije koju je svet skoro već zaboravio.

Regulisanje rada organizatora skupova?

Ko o kvalitetu tih manifestacija vodi računa ako imamo u vidu da se održavaju u kontinuitetu tokom cele godine? Da li su za to zaduženi Organizacioni odbori, sportski savezi, državne institucije, lokalna samouprava? Kakav je standard pruženih

usluga na takvim manifestacijama? U dobrim i retkim primerima u organizacije takvih manifestacija bivaju katkada uključeni i profesionalci u minornim procentima ali čim se izađe iz prestonog grada i par velikih gradova Srbije tu počinje dominacija ljudi "dobre volje" koji osim dobrih namera i želje za uspehom manifestacije nemaju puno profesionalnih veština i znanja.

Predlogom izmena Zakona o turizmu za koje lobiram ovim tekstom donele bi odrednice u smislu izrade propisa o tome:

KO, KADA, sa kojim preduslovima i sa kojim potrebnim kvalifikacijama može da se bavi organizacijom i realizacijom takvih manifestacija u Srbiji? Postojeći inovirani Zakon o turizmu je u domenu turističkih agencija vrlo precizno definisao sve oblasti organizovanog putovanja u zemlji i u inostranstvu tako da (bez ikakvog omalovažavanja) višegodišnji putnici za Paraliju i Kušadasi ne moraju da brinu oko nivoa usluge i zaštite svojih prava. Verovatno omaškom, iz oblasti regulatornih propisa potpuno je izostavljena organizacija skupova i prihvata ljudi koji posećuju sportske, stručne manifestacije i skupove bilo da dolaze iz zemlje ili inostranstva. Ova oblast vrlo značajnog recepti-



vnog turizma u kojoj ne postoji "LAST MINUTE" ponuda (vrlo omiljena rečenica prosečnog srpskog turista još na početku sezone u maju) je ostala potpuno neregulisana, tako da verujem da se svi delatnici kongresnog biznisa svakodnevno susreću sa potpuno nelojalnom konkurencijom, realizacijom kongresa, konferencija i stručnih skupova.

Svako misli da zna kako da organizuje kongres

Već godinama se svi pitamo zašto gosti iz inostranstva prilikom boravka na takvim i sličnim manifestacijama uprkos velikom angažovanju organizatora vrlo često nose loše utiske o Srbiji kao zemlji neartikulisano stanja i loše organizacije a pri tome zane-marujemo činjenicu da su im takvi





O načinu organizacije, prema "retro" modelu rada zadržanog od pre 30 godina na nivou partizansko izviđačkog okupljanja ne treba trošiti puno reči, a sam naslov ovog teksta "We spik English" preuzet sa jednog "info deska" slične manifestacije govori sve ...

neadekvatni dobrodušni domaćini vrlo često radnici iz raznih delatnosti koji sa znanjima i iskustvom iz domena turističkih usluga uglavnom nemaju dodirnih tačaka.

Kao jedan od većih argumenata iznosim analogiju iz oblasti medicine po kojoj bi svako ko ima aparat za merenje pritiska i lični afinitet ka pružanju medicinskih usluga mogao nesmetano da se bavi kontrolom krvnog pritiska za građanstvo.

Naravno, to je moguće samo ako su ispunjeni sledeći "strogi preduslovi": da dotični ima slobodnog vremena, da bezrezervno voli medicinu i da će

po učestalosti manifestacija gde se u velikom broju slučajeva službenici lokalne samouprave, sportski radnici svih boja, nastavno osoblje uz lekare i sestre i drugi, bave organizacijom i realizacijom skupova sa jednim argumentom: "da su do sada organizovali i realizovali mnogo takvih manifestacija" te da im je "iz prakse sve već poznato", što ih dovodi do zaključka da im "niko nije ni potreban" za organizaciju istih.

Ako još u svojoj podsvesti imaju i sećanje da su katkada lepo zaradili prilikom organizacije sličnih manifestacija niko više, i da želi, ne može promeniti model koji se od početnih organizacija đakčkih i studentskih igranki duboko ukorenio još od vremena socijalizma kada im se pružila lepa prilika da uz društveno koristan rad zarade i neku paricu.

O načinu organizacije, prema "retro" modelu rada zadržanog od pre 30 godina na nivou partizansko izviđačkog okupljanja ne treba trošiti puno reči, a sam naslov ovog teksta "We spik Eng-

lish" preuzet sa jednog "info deska" slične manifestacije, govori sve...

Uvođenje reda i pravila?

Nakon formiranja Kongresnog biroa Srbije koji nakon preležanih početnih dečijih bolesti sve uspešnije širi svoje

od takvih usluga imati i koristi (što je najčešće u pozadini svih "altruističkih" pristupa).

Da li su ovo kriterijumi po kojima želimo i možemo da funkcionišemo? Pored sporta, medicinske i tehničke nauke su, uz prosvetu, najbrojnije

aktivnosti promovisanja Srbije kao kongresne destinacije, mišljenja sam da je krajnje vreme da se stane na put svim organizatorima-realizatorima u kojoj "volonteri", izabrani metodom slučajnog uzorka (tetkice i zaposleni svih struka), dočekuju goste, pružaju turističke usluge, a učenici ugostiteljske škole kuvaju kafu i poslužuju goste na koktelu.

Vrlo često "kongresni prostori" u kojima se takvi skupovi održavaju ne ispunjavaju ni najelementarnije higijenske uslove (tehničke i da ne pominjemo). Pre i post kongresne socijalne aktivnosti se uglavnom svode na krkanluka u restoranima uz neizbežnu muzičku pratnju najnižeg ukusa. Naravno da se o ukusima ne može raspravljati, ali se ovde ipak radi o jednom organizacionom nivou koji uz sve pohvale reafirmisanoj autentičnosti srpskog duha, za ove prilike ipak nisu Guča ili susreti folklor. Štaviše, pri postojećem stanju stvari i te kako se može raspravljati i zahtevati od resornog ministarstva da uvede red i pravila u ovu oblast(kao i u slučaju uvođenja fiskalnih kasa) i time reguliše organizaciju manifestacija koje se najčešće odvijaju prema univerzalnom principu "Sve improvizujte bez ikakvog reda i pravila pa će se svi osećati potpuno spontano..." Pri tome taj isti inovirani Zakon o turizmu strogo popisuje da turističke agencije, ukoliko goste iz Srbije organizovano vode u inostranstvo, moraju ispunjavati vrlo zahtevne uslove u pogledu obrazovanja zaposlenih, predatih garancija za dobro izvršenje posla i obeštećenje putnika, što uz obavezno članstvo u



nacionalnim i internacionalnim profesionalnim asocijacijama putnicima daje vrlo sigurne garancije, dok u isto vreme ogroman broj gostiju koji učestvuje na skupovima u Srbiji bivaju dočekivani servisom usluga od ljudi

Podrška – i u kojoj formi ?

Na ovaj način želim da odgovornima iz resornog ministarstva skrenem pažnju da ideju razvoja kongresnog biznisa moraju da primenjuju



koji su za tu vrstu usluga neuki i bez ikakve prakse i koji sa organizacijom takvih skupova, osim ličnih afiniteta, uglavnom nemaju ništa zajedničko. Krajnje je vreme da se tome stane na put u formi zakonskih propisa koji bi regulisale organizaciju takvih manifestacija kao i za sve druge oblasti turizma. Efekti ovih, za državu besplatnih mera, bi ako ništa drugo, doveli do poboljšanja nivoa usluga a izjednačavanjem uslova za sve, zaustavili bi neoljalnu konkurenciju.

Pored zakonske regulative ovog važnog segmenta turizma efekat osnaživanja pozicije kvalifikovanih domaćih agencija bio bi neminovan (ako se to želi) jer bi se i naši hotelijeri, ako ništa drugo, zakonskom formom doveli u red, da saradnju sa domaćim agencijama podignu na partnerski nivo makar samo za ove prilike kojih nije malo i u koje treba uvesti jasna i fer pravila igre.

na teritoriji cele Srbije i ne samo sa zvaničnim institucijama sistema, kao i da je ovoj oblasti hitno potrebna konkretna i snažna podrška odmah, ako ništa drugo, na način donošenja propisa gradeći zdrave temelje, a ne kasnijim uvođenjem reda kao u slučaju divlje gradnje.

U tom smislu ovim povodom koristim priliku da nadležne iz svih resorno zaduženih institucija za promociju turizma i kongresne delatnosti podsetim na postojanje modela 3P (public-private-partnership) i naglasim da se od takvih udruženih aktivnosti ne može dobiti neka teška zarazna bolest (ako im je neko to pogrešno sugerisao). Da ne zaboravim ovog puta i The Best Solutions i njihov web site i katalog kojim objedinjenu ponudu kongresne industrije Srbije redovno predstavljaju na svim važnim kongresnim sajmovima u regionu. Takva, od strane institucija ničim izazvana

inicijativa usmerena ka promovisanju i predavljanju kongresnih kapaciteta i same Srbije kao kongresne destinacije sada upravo ulazi u napredniju fazu u vidu ovog u Srbiji jedinstvenog časopisa Business Travel & Meetings koji sada držite u rukama.

Tolerantan, multikulturalan grad... rodni grad careva i vladara rimskih...

I neka čitaoci ovog teksta ne zamere što ću se osvrnuti i na istoriju svoga grada sada ekonomski posrnulog koji u XXI veku još uvek nema Kongresni prostor a važi za kulturni, naučni i administrativni centar regiona sa preko 2,5 miliona ljudi.

Niški turizam ipak je stariji od svih nas – prva niška "turistička organizacija", Karavan-Saraj, izgrađena je ovde, nećete verovati, još 1516. godine! U ovo odmaralište sa ićem i pićem dolazilo se u ono vreme čak iz Beograda, ne bukirajući internetom, već angažovanjem prvog lokalnog prevoznika, Arabadžijske kompanije Niš. Onomad, u VIII veku pre nove ere tadašnji Niš bio je na granici Ilira i Tračana! Samo pet vekova kasnije Kelti su porazili Ilire, zauzeli grad i jednom za svagda mu dali ime – Naisa. Sasvim je nesporno da je grad Niš mesto gde se tačno pre 1736. godina rodio Flavije Valerije Konstantin. Ovaj do danas najpoznatiji Nišlija - vladar, državnik i verski vođa - pripada najužem krugu onih koji su suštinski odredili sudbinu



Niški turizam ipak je stariji od svih nas – prva niška "turistička organizacija", Karavan-Saraj, izgrađena je ovde, nećete verovati, još 1516. godine! U ovo odmaralište sa ícem i pićem dolazilo se u ono vreme čak iz Beograda, ne bukirajući internetom, već angažovanjem prvog lokalnog prevoznika, Arabadžijske kompanije Niš.



Evrope i sveta. Reformama osnaživši Rimsko carstvo uzdrmano krizom krajem 3. veka i prigrlivši hrišćanstvo (do tada veru progongjene manjine) otpočeo je sa hristijanizacijom Carstva... Stvarajući "Rim na istoku", Konstantinopolj, udario je temelje i budućem Vizantijskom carstvu!

Samo u jednom takvom, uvek tolerantnom i multikulturalnom Nišu bilo je moguće da Konstancije Hlor, rimski oficir visokog ranga, oženi lepu Jelenu, gostioničarevu kći, i sa njom dobije sina Konstantina Velikog, "ravnoapostolnog cara".

Potraživši pomoć učiteljice života nailazim i na podatak da je u drugom veku nove ere Ptolomej Aleksandrijski u kapitalnom delu "Geografija" navodio Naissus kao "mesto gde vredi biti".

Tada je vredelo u njemu biti a sada se borimo da u njemu opstanemo.

Možda je bolje da prećutim podatak da je najmanje još nekoliko careva i vladara rimskih (Konstans, Konstancije, Vetronijan, Julijan, Valeus, Valentijan...) rođeno u ovom gradu a da to sada ne deluje kao puko niško hvallisanje?! Biografija mog rodnog grada sudbinski je određena činjenicom da

je istinska granica Istoka i Zapada. Za Zapad je predstavljao Istok i tako isto obrnutim redom.

Pre više od 100 godina Niš je ovde dokazivao svoj kosmopolitizam: jedan do drugog ovde su bili hoteli "Njujork" i "Orjent", zatim logično "Sindelić", a onda nobles kafana "Šuman" i kao i poslednja u ovom nizu kafana "Kod Đoke" što samo u Nišu nikome nije smetalo.

Deluje paradoksalno da Evropa koja je doslovno i bukvalno nastala na mestu gde se nalazi moj grad, danas razmišlja o tome da li da nas, ovakve jadne i tokom XX veka izmučene, prigrlji i primi kod sebe?

Prilika za 2013?

Sve ove istorijske fakte navodim u nadi da će se moj glas pretvoriti u upozorenje nadležnima da će 2013. godine ceo hrišćanski svet slaviti 1700 godina od Milanskog Edikta koji istorija beleži kao zvanično priznanje hrišćanstva za ravnopravnu religiju. Naissus u tome nesporno ima ogromnu ulogu.

Vlastima Rima trebalo je više decenija da se nakon progona ozvaniči religija hrišćana pa se bojim da i nama ne bude potrebno isto toliko vremena da nakon konstituisanja organizacionih odbora proslave jubileja koji ravnopravno pripada svima nama, uz nepotrebne polemike o tome ko i na koji način će organizovati ovu svetkovinu izgubimo dragoceno vreme dok carski gradovi Jork, Trier, Arl, Milano, Rim, Kordoba... već finiširaju organizaciju pompeznih proslava ovog jedinstvenog istorijskog događaja i od toga sa pravom očekuju hiljade gostiju i turista.

fotografije: www.universiade-belgrade2009.org



Mr Uroš Parlić, GM Easy Travel agency

WE "SPIK" ENGLISH

During the month of July we witnessed for the umpteenth time how the Serbian spite strived to compete with time and to masterly succeed in meeting deadlines at the very last moment. And this time it actually managed to do this. We owe this to the successful and affirmative organization of the Universiade, which also presented Serbia as a modern and hospitable European country with many historical treasures.

If you want it, you can do it...

As opposed to what I am going to write about, which relates to the numerous other events that are organized in the whole country, the Universiade was supported as a world-class event by the City of Belgrade and the Republic of Serbia, with all their capacities – in the literal sense of the word – both organisationally and financially, with the primary goal to promote a "normal" Serbia the world had almost forgotten.

Regulating the work of event organizers?

Who takes care about the quality of these events, if we keep in mind that they are held continuously over the whole year? Are organisational boards, sports unions, state institutions, local self-governments charged with this task? What is the standard of the delivered services at such events? There are some good, but rare examples of successfully organised events and sometimes also professional organizers are included, but this is just a small number. For, as soon as you leave the capital and a couple of larger towns in Serbia, the people of "good will" start to dominate, who unfortunately, except for their good will and wish to succeed, do not possess many professional skills and knowledge.

The proposal to amend the Law on Tourism, for which I lobby herewith, could urge the preparation of some guidelines and the drafting of regulations related to the following issues: **WHO, WHEN, under which conditions and with what necessary qualifications can be hired to organise and bring into life such events in Serbia?**

The existing improved Law on Tourism specifies in detail, within the domain of tourism agencies, all kinds of organised group travelling in the country and abroad, with the effect that (without any intention to condemn anybody) tourists who have been travelling for several years to Paralia and Kusadasi do not have to worry anymore about the level of rendered services and about the protection of their own rights. However, within these amendments to the Law on Tourism, nobody thought, probably by mistake, about passing some regulations that would regulate the organization of events and accommodation for people who visit sports events and expert meetings in Serbia, no matter whether these visitors come from within the country or from abroad. This sector, which is very significant for the Serbian tourism and in which there are no "LAST MINUTE" offers (one of the favourite

The fact that a large number of foreign guests left Serbia with the most beautiful impressions (which was, apart from winning medals, one of the most important goals) raises the question of how other guests, who arrive from all over the world during the year to stay in Serbia for various reasons, perceive Serbia. The issue of their stay and their perception of Serbia is considered to fall into the domain of "Serbian Meetings Tourism".

sentences of an average Serbian tourist already at the beginning of the season, in May) remains completely unregulated. This makes me firmly believe that all persons engaged in the meetings organization business have to cope every day with a com-



Such a "retro" working model for the organization of events has been kept for 30 years at the level of partisan-scouts gatherings. We need not discuss it in detail – the title of this text itself ("We spik English"), took from one "info desk" of a similar event, says it all...

petition of convention, conference and expert meetings organizers.

Everyone thinks they know how to organize a convention

For years already we have all been asking ourselves why guests from abroad, during their stay for conventions and similar events, keep getting – despite very intensive hard work of the organizers – bad impressions about Serbia as a land of unarticulated state and bad organization. While reflecting on the possible causes for this, we often neglect the fact that such inadequate, good-minded hosts are often people from various fields of business activities who mostly do not have experience and knowledge in the field of providing tourism services.

As one of the best arguments I dare to bring out an analogy from the field of medicine. Imagine a similar situation where everybody who had a pressure gauge and a personal affinity towards providing medical services could en-

gage freely in controlling the blood pressure of his/her fellow citizens! Of course, a permit for such activities can be given only if the following "strict conditions" are fulfilled:

- The person in question has some spare time, this person loves medi-

nurses and others. They do this with one single argument: "they have already organized and led successfully many similar events", so that, thus, "they have learned everything from the real practice", which leads them to the conclusion that "they do not need



cine unconditionally and he/she will also have some benefit from these services (which is most often the background of all "altruistic" approaches).

Are these the criteria according to which we want to function?

Apart from sports events, meetings of medical and technical experts are, together with education expert's meetings, the largest in number – if we take the frequency of organized events as a criterion – and the largest number of these events is organized by employees of local self-governments, by sports workers of all colours, teaching personnel, but also physicians,

anybody else" to organize the events. If they additionally carry subconsciously the memory of how they earned nicely during the organization of similar events, nobody wants to change the model anymore, the model that has its roots in the original organising activities for pupils and students dances in the socialism period, back at a time when they would receive the nice opportunity to do some socially useful work and earn some money by doing this.

Introducing rules and order?

After the Convention Bureau of Serbia had been formed and when it recovered its health after the initial children's diseases of its start-up phase, it started expanding its activities of promoting Serbia as a destination for conventions, gradually becoming more and more successful at it. Now that it has established its work, I think it is about time to stop all organizers-operators where "volunteers" chosen by the sample method (caretakers and employees from all fields of activities) meet guests, provide tourism services, and where students from catering schools make coffee and



attend upon guests with cocktails. Very often, the "convention rooms", in which such meetings take place, do not fulfil even the most elementary hygienic (not to mention technical) conditions.

Pre- and post-convention social activities are mainly reduced to restaurant gatherings with a tradition of overeating, accompanied by musical performances of the worst taste.

Of course, there's no accounting for taste, but here we deal with one organizational level that, although one has to commend the success in reaffirming the Serbian spirit, does not correspond to Guča or to folklore meetings.

Furthermore, the state of the art urges one to discuss the situation and to request from the responsible ministry to introduce order and rules in this field (as with the introduction of fiscal cash registers to regulate payments) and to regulate thereby the organization of events that most often function according to the universal principle: *"Improvise without any order and rules and everybody shall feel free to act spontaneously..."*

Improvisation is allowed in this field, but on the other hand the same modernised Law on Tourism strictly foresees that if tourism agencies lead organized tours of guests from Serbia to foreign countries, they have to fulfil

highly demanding requirements: specific education of their employees, guarantees for good performance and indemnification for passengers. All of these – besides a must-membership in national and international professional associations – give passengers very secure guarantees, while at the same time the enormous amount of guests participating in meetings in Serbia receive services from people who are not competent to provide such services, people without any experience, who, except for a personal affinity towards the organisation of such meetings, mostly are not acquainted with organizational issues. It is high time for this to be stopped by passing legislation that would regulate the organization of such events, as well as other tourism sectors. The effects of these measures, the introduction of which would bear no costs for the state, would – if nothing else – at least lead to an improved level of rendered services, and – by setting equal conditions for everybody – also stop the unfair competition.

Support – and in what kind of form?

As to the support that should be offered to agencies that organize conventions and to marketing agencies, the model of strengthening positions would also result in the promotion of Serbia as a meetings destination, even for those agencies that operate outside of the administrative centre of Serbia, or, as we call it, "the area of the southern railway". In this part of the Serbian territory, except for the things done by the Tourism Organization of Serbia (TOS), the Convention Bureau and USAID, every other help and cooperation comes down to just a verbal support manifested in a shoulder pat and wishing nice wishes for success with the further work. In this way, I want to turn the atten-

tion of the responsible persons from the competent ministries to the fact that they must implement the idea of developing meetings tourism on the whole territory of Serbia, and not only within the official institutions of the system, as well as to the fact that this area needs urgent, immediate, concrete and strong support – if in no other way – then by enacting regulations and building thereby strong pillars for latter order, as in the case of regulating illegal construction build-



ings. In this sense, hereby I use the opportunity to remind the responsible authorities from all competent institutions that promote tourism and events that there exists a 3P model (public private partnerships), and also to emphasise that such joint activities cannot infect them with a heavy contagious disease (if somebody wrongly taught them that these activities have such a negative impact). I do not want to forget to mention The Best Solutions and their web site, as well as their catalogue, where they present, on a regular basis, the whole offer of the meetings industry of Serbia at all important meetings industry fairs in the region. Such an initiative, brought into being without any support from state institutions, is oriented towards promoting and presenting the meetings capacities of Serbia, as well the country itself as a meetings destination. With this unique magazine in Serbia, Business Travel & Meetings, which you are now holding in your hands, this activity is now entering a mature stage.

Legal regulations in this important tourism sector would also guarantee the strengthening of the position of qualified domestic agencies (if this is wished for), because our hoteliers would, through the application of the law – if not otherwise – be compelled to respect the order and raise their cooperation to a partner level, at least only for such events, the amount of which is not small. Thus, clear and fair rules should be introduced into this game.

Tolerant, multicultural town... birth town of emperors and roman rulers...

I hope that the readers of this text won't mind if I take a look back on the history of my own town, which now, with its failed economy, does not have its own space for conventions in the 21st century. And yet, it is considered to be the cultural, scientific and administrative centre of the region, which has more than 2.5 million inhabitants.

The tourism of the town of Niš is older than all of us – the first "tourism organisation" of Niš, Karavan-Saraj, was established here – you won't believe – back in the far 1516! People visited this resort with food and drinks back at that time even from Belgrade, not by booking beds via internet, but by engaging the first local transportation enterprise, Arabadžijska kompanija Niš.

In ancient times, in the 8th century BC, Niš was lying on the border between the Illyrians and the Thracians! Only five centuries later the Celts defeated the Illyrians, took the city and gave it its present name – Naisa. There is no doubt that the city of Niš is the place where exactly 1736 years ago Flavius Valerius Constantius

was born. This famous inhabitant of Niš – ruler, statesman and religious leader – belongs to the most important group of people who quintessentially changed the faith of Europe and of the whole world. Through reforms they strengthened the Roman Empire, which was torn by a crisis at the end of the 3rd century and embraced the Christians (until then a persecuted minority). This is when the Christianisation of the Empire began. By building "The Eastern Rome", Constantinople, he created the foundation pillars for the future Eastern Empire, Byzantine!

Only in such a town, the always tolerant and multicultural Niš, was it possible for Constantius Chlorus, Roman officer of high rank, to marry the beautiful Helena, daughter of an inn-keeper, and have their son Constantine the Great born, the "equal-to-the-apostles emperor".

While doing my research, I also found that, in the second century of the new era, Ptolomaeus of Alexandria mentioned Naissus in his capital work "Geography" as "a place worth to dwell in". At that time it was worth to stay in it, and now we are fighting to survive in it.

Perhaps it would be better if I suppressed the fact that at least several more Roman emperors and rulers (Constans, Constantius, Vetronian, Julian, Valens, Valentinian...) were born in this town, without making it sound like boasting about the town of Niš?! The biography of my birth town

It seems like a paradox that Europe, which was literally created on the spot where my town lies now, today considers whether or not it wants to accept us, so pitiful and tortured during the 20th century, as a part of it?

shows that it was the town's destiny to mark the true border between East and West. For the Western world, Niš belonged to the East, and vice versa.

More than a hundred years ago, Niš proved here its cosmopolitical spirit: next to each other stood the hotels "New York" and "Orient", then logically "Sindjelić"¹, then the noblesse pub "Šuman" and, as the last in this range of pubs, "Kod Djoke"², which didn't seem to bother anybody in Niš.

Opportunity for 2013?

I mentioned all these historical facts in the hope that my voice could turn into a warning for the authorities, reminding them that in 2013, the whole Christian world will celebrate 1700 years from the Edict of Milan, which is considered to be the official acknowledgement of Christianity as an equal religion among others. Naissus played here undoubtedly an enormous role. The Roman authorities needed several decades to officially recognize the Christians after constantly persecuting them, so that I am afraid that we will also need to spend so much time to organize, when we finally establish organization boards, the celebration of this jubilee that belongs equally to all of us, with all the unnecessary polemics about who and when shall organize this festivity. This shall lead us to losing precious time, while emperor's towns like York, Trier, Arles, Milan, Rome and Cordoba are already bringing to a close the organization of pompous celebrations of this unique historical event and are expecting with reason thousands of guests and tourists.

photo: www.universiade-belgrade2009.org



Poslovni putnici

KOJI STE VI TIP?

Današnji poslovni putnici su veoma zauzeti ljudi koji pokušavaju da uravnoteže svoje lične i profesionalne potrebe. Većini poslovnih putnika dopadaju se poslovna putovanja, a 85% tvrdi da su putovanja razlog zbog čega vole svoj posao. Međutim, postoje razlike u mišljenjima pojedinih poslovnih ljudi. Istraživači su izdvojili šest različitih grupa poslovnih ljudi.

Poslovni putnici teže da spoje svoja poslovna putovanja sa odmorom. Ova činjenica otkrivena je u istraživanju koje je inicirano od strane preduzeća Egencia, a sproveda ga je kompanija za ispitivanje tržišta Strategy One. Kompanija je anketirala 2.400 ispitanika u Francuskoj,

Nemačkoj, Velikoj Britaniji, SAD-u i Kanadi između maja i jula 2008. godine.

Prema rečima Žan-Pjer Remija (Jean-Pierre Remy), direktora preduzeća Egencia, današnji poslovni putnici su veoma zauzeti ljudi koji pokušavaju da uravnoteže svoje lične i profesionalne

potrebe. Većini poslovnih putnika dopadaju se poslovna putovanja, a 85% tvrdi da su putovanja razlog zbog čega vole svoj posao.

Međutim, postoje razlike u mišljenjima pojedinih poslovnih ljudi. Istraživači su izdvojili šest različitih grupa poslovnih ljudi.

Prva i najveća grupa je grupa putnika koji su „gladni iskustva“. Trideset i devet odsto ispitanika pripada ovoj kategoriji. Oni se trude da uključe onoliko slobodnog vremena koliko mogu u svoj raspored i koriste ga za istraživanje novih destinacija. Ovi putnici uživaju u fotografisanju i šopingu dok su na poslovnom putovanju. Grupa putnika „gladnih iskustva“ najbrojnija je među francuskim ispitanicima (44%).



Dvadeset i tri odsto ispitanih su „hiper-povezani“ putnici. Poslovni ljudi u ovoj grupi vole da razvijaju poslovne mreže i ne uživaju nužno u poslovnim putovanjima. Ovi ljudi ostaju fokusirani na svoje poslove i obično nose BlackBerry i laptop opremljen sa WiFi-jem, kako bi ostali u kontaktu sa poslovnim mrežama. U ovu grupu više spadaju visoki menadžeri, nego zaposleni na nižim pozicijama.



Putnici „svesni troškova“ su treća grupa po veličini. Četrnaest odsto ispitanika spada u ovu grupu. Putnici koji brinu o trošku uglavnom rade za manje kompanije, a utrošeni novac je ključni prioritet na svakom poslovnom putovanju. Najviše putnika „svesnih troškova“ bilo je među britanskim poslovnim putnicima (17%).

Tri manje grupe putnika izdvojene su u ostalih dvadeset i četiri odsto ispitanih. Tako se izdvaja grupa putnika „fokussiranih na svoj dom“, koju čine ljudi sa malom decom i putnici između 36. i 45. godine života. Putnici fokusirani na svoj dom najmanje uživaju u putovanjima od svih ispitanih. Za „sezonske“ putnike (6%) putovanje je rutina, jer imaju oko 25 poslovnih putovanja godišnje. Najmanja grupa putnika su „zeleni“ (1%) koji putuju avionom samo ako ne postoji nijedna druga opcija. Oni ulažu u smanjenje CO2 emisije, kako bi kompenzovali za svoj put. Ova grupa ima tendenciju rasta.

Business travelers

WHICH TYPE ARE YOU?

Today's corporate travelers are very busy people who are trying to balance their personal and professional needs. Majority of business travelers likes business trips and 85% of them claim traveling is the reason why they like their job. There are, however, differences in opinions of individual business people. The researchers have identified six different groups of business travelers.

Business travellers tend to connect their business trips with vacation. This fact was revealed in a survey that was initiated by Egencia and conducted by a market research company, Strategy One. The company surveyed 2.400 respondents across France, Germa-

ny, the UK, the US and Canada between May and July 2008. According to Jean-Pierre Remy, President of Egencia, today's corporate travellers are very busy people who are trying to balance their personal and professional needs. Majority of business travellers likes

business trips and 85% cent of them claim travelling is the reason why they like their job. There are, however, differences in opinions of individual business people. The researchers have identified six different groups of business travellers.



The first and largest group is the group of "experience-hungry" travellers. Thirty nine per cent of respondents belong to this category. They schedule as much free time as they can and they use it to explore new destinations. These travelers enjoy taking pictures and shopping while on a business trip. The group of "experience-hungry" travellers was most numerous among French respondents (44%).



Twenty three per cent of the surveyed are the "hyper-connected" travellers. Business people in this group like to develop business networks and they do not necessarily enjoy travelling for work. These people stay focused on business matters and they usually carry BlackBerry and a WiFi-ready laptop to stay in touch. Top managers are more likely to fall into this group than employees.

"Cost-conscious" travellers are the third largest group. Fourteen per cent of respondents fall in this group. Cost-conscious travellers usually work for smaller companies and value for money is the key priority in every business trip. Most "Cost-conscious" travellers were among UK corporate travellers (17%).

Three smaller types of travellers were identified in the remaining 24% of the surveyed.

There was the group of "home-focused" travellers which was made up by people with young children and by travellers aged between 36 and 45.

Home-focused travellers enjoy travelling the least from all the surveyed.

For "seasoned" travellers (6%) travelling is a routine as they make around 25 business trips a year.

The smallest group was the "green" travellers (1%) who travel by plane only if there is no other option and they invest in reduction of CO2 emissions to offset their travel. This group is growing.

KOJI SU NAJBOLJI AERODROMI U EVROPI?

Međunarodni savez aerodroma u Evropi (ACI Europe) predstavio je 5. dodelu nagrada za najbolji aerodrom tokom godišnjeg kongresa održanog u junu u Mančesteru.

Na osnovu nekoliko kriterijuma kao što su pružena usluga klijentima, maloprodaja, bezbednost ili ekološka svest, nagrade su podeljene u 4 kategorije aerodroma koji su određeni prema broju putnika. U kategoriji „1-5 miliona putnika“, aerodrom **G. Marconi di Bologna SpA** nagrađen je za njegove sveobuhvatne operacije, zanimanje za zajednicu i pove-

zanost linija; u kategoriji „5-10 miliona putnika“, **TAV Ankara Esenboga** dobio je nagradu za rad u oblasti ekoloških inovacija; **Palma de Mallorca** aerodrom dobio je nagradu u kategoriji „10-25 miliona putnika“ za njihovo dobro snalaženje po pitanju sezonskih destinacija, **Amsterdamski aerodrom** je osvojio nagradu u kategoriji „preko 25 miliona putnika“ zahvaljujući njegovom odnosu sa zajednicom i ekološkoj osvešćenosti, a posebno njegovoj „ogradi tišine“.

Za detaljnije informacije, posetite:
www.aci-europe.org



NAJBOLJE AVIOKOMPANIJE U 2009. GODINI

Nedelja vazduhoplovstva objavila je rezultate svoje studije Najbolje avio-kompanije (Top-Performing Companies, TPC) svetske avionske industrije, na osnovu koje su **Singapore Airlines**, **Lufthansa** i **Malaysia Airlines** tri najbolja velika avio-prevoznika u 2009. godini. **Air Arabia** zauzima prvo mesto u kategoriji low-cost kompanija. Ovogodišnje analize avio-prevoznika, uključujući ovu studiju, kao i prošlomesečno TPC ocenjivanje Avioprostora i Odrbane (Aerospace & Defense, A&D), ukazuju na posledice koje recesija ima na industriju.

Top 10 najuspešnijih velikih avio-kompanija u 2009. godini:

1. Singapore Airlines
2. Deutsche Lufthansa AG
3. Malaysian Airline System Berhad
4. Turk Hava Yollari AO
5. Qantas Airways Ltd.
6. LAN Airlines S.A.
7. Air New Zealand Ltd.
8. Aer Lingus Group PLC
9. Iberia Lineas Aereas de Espana S.A.
10. Finnair Oyj

Top 10 Low-Cost avio-kompanija:

1. Air Arabia
2. Allegiant
3. Air Mauritius
4. Aegean Airlines
5. Copa Holdings, S.A.
6. Ryanair Holdings plc
7. Transat A.T. Inc.
8. WestJet Airlines Ltd.
9. EasyJet plc
10. Southwest Airlines Co.

AVIO-PREVOZNICI SA NEUTRALNOM EMISIJOM UGLJENDIOKSIDA

Čak se i avio-kompanije pridružuju zelenom pokretu. Silverjet, britanska avio-kompanija, sebe smatra prvom neutralnom avio-kompanijom u pogledu emisije ugljendioksida. Avio-prevoznik koji prevozi samo u biznis klasi, od Londona do Njujorka, uključio je obavezan doprinos za smanjenje ugljendioksida u cenu karte, što finansira partner Silverjet-a, CarbonNeutral Co, konsultantska kuća za klimatska pitanja sa sedištem u Londonu. Za svaku tonu ugljendioksida koju avion emituje u letu, CarbonNeutral Co, finansira uštedu jedne tone, i to investiranjem u projekte za očuvanje klime

širog sveta. Jedan takav projekat je npr. farma vetrenjača na Novom Zelandu. Delta Air Lines takođe se priključuje zelenom pokretu. Ovaj avio-prevoznik sprovodi dobrovoljni program smanjenja ugljendioksida, što ga čini prvim avio-prevoznikom u SAD-u koji to radi. Klijenti koji rezervišu karte preko internet stranice Delta.com moći će da daju donaciju za finansiranje sađenja drveća u šumama kojima se upravlja

u skladu sa principima održivosti, širom sveta, i to pomoću partnerstva koje je Delta ostvario sa Fondom za konzervaciju. Ovo drveće pomaže smanjenje količine ugljendioksida tako što apsorbuje emisije ugljendioksida iz atmosfere.



WHICH ARE THE BEST AIRPORTS IN EUROPE?



The Airports Council International in Europe (ACI Europe) presented its 5th Best airport Award during the annual congress held in June in Manchester. Based on several criteria such as customer service, retail, security or environmental awareness, the prizes are divided into 4 categories of airports according to their attendance. In the "1-5 million passenger" category, the **Aeroporto G. Marconi di Bologna SpA** was honoured for its great all-rounder in operations, community engagement and airline rela-

tions; in the "5-10 million passenger" category, the **TAV Ankara Esenboga** won in behalf of its work in the area of environmental innovation; the **Palma de Mallorca Airport** received the prize in the "10-25 million passenger" category for its good handling of the seasonality of the destination and the **Amsterdam Airport** won in the "over 25 million passenger" one thanks to its community relations and environmental awareness, and more particularly its "barrier of silence".

For more information go to:
www.aci-europe.org.

TOP-PERFORMING AIRLINE COMPANIES OF 2009

Aviation Week has released the results of its Top-Performing Companies (TPC) study of the global airline industry that identifies **Singapore Airlines**, **Lufthansa** and **Malaysia Airlines** as the top three mainline carriers for 2009. **Air Arabia** tops the low-cost/niche carrier category. A follow-up to last month's TPC Aerospace & Defense (A&D) rankings, this year's airline analysis shows the effects of the recession on the industry.

Top Ten Major Legacy Airlines:

1. Singapore Airlines
2. Deutsche Lufthansa AG
3. Malaysian Airline System Berhad
4. Turk Hava Yollari AO
5. Qantas Airways Ltd.
6. LAN Airlines S.A.
7. Air New Zealand Ltd.
8. Aer Lingus Group PLC
9. Iberia Lineas Aereas de Espana S.A.
10. Finnair Oyj

Top Ten Low-Cost/Niche Airlines:

1. Air Arabia
2. Allegiant
3. Air Mauritius
4. Aegean Airlines
5. Copa Holdings, S.A.
6. Ryanair Holdings plc
7. Transat A.T. Inc.
8. WestJet Airlines Ltd.
9. EasyJet plc
10. Southwest Airlines Co.

CARBON NEUTRAL AIRLINES

Even airlines are getting into the green movement. Silverjet, a new British airline, bills itself as the first carbon-neutral airline. The all-business-class, London-to-New York carrier includes a manda-

tory carbon offset contribution in the ticket price, which is invested by Silverjet's partner, The Carbon-Neutral Co, a London-based climate consultancy. For every ton of carbon dioxide that the flight emits, one ton

is saved through climate-friendly projects around the world that The CarbonNeutral Co, invests in. One such project, for example, is a New Zealand wind farm.

Delta Air Lines is also going green. The airline implement a voluntary carbon-offset program, making it the first U.S. carrier to do so.

Customers booking tickets through Delta.com will be able to make a donation to fund the planting of trees in sustainable, managed forests around the world through Delta's partnership with The Conservation Fund.

These trees help offset carbon emissions by absorbing carbon emissions from the atmosphere.



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za inostranstvo:

Godišnja pretplata* **250 €**

Polugodišnja pretplata* **150 €**



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Polugodišnja pretplata* **1.590,00 din**

za inostranstvo:

Godišnja pretplata* **70 €**

Polugodišnja pretplata* **50 €**



svakog 15. u mesecu

za Srbiju:

Godišnja pretplata* **1.650,00 din**

Polugodišnja pretplata* **850,00 din**

za inostranstvo:

Godišnja pretplata* **50 €**

Polugodišnja pretplata* **30 €**

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MPI (Meeting Professionals International)

je profesionalna zajednica za globalnu kongresnu industriju. Osnovana je 1972. godine u Dalasu, neprofitno udruženje koje ima 68 filijala i klubova, preko 22.000 članova iz 20 zemalja sveta. Organizuje četiri godišnje konferencije: the World Education Congress (leto), the Professional Education Conference - Severna Amerika (zima), Professional Education Conference – Srednji Istok (proleće) i Professional Education Conference - Evropa (proleće). Takođe, izdaje mesečni magazin The Meeting Professional. www.mpiweb.org

ICCA (International Congress & Convention Association)

ICCA je osnovana 1963. godine od strane grupe turističkih agenata. Njihov prvi i najvažniji cilj je bio da pronađu praktične načine da turističku industriju povežu sa tržištem internacionalnih kongresa koje se rapidno širilo i da razmene aktuelne informacije povezane sa njihovim operacijama na ovom tržištu. Ova inicijativa je uskoro dokazala da je preduzeta u pravom trenutku: kongresna industrija se širila i brže nego što je predviđeno. ICCA je danas jedna od najstaknutijih organizacija u svetu kongresne industrije. Ona je udruženje koje predstavlja specijaliste u rukovanju, transportu i smeštanju internacionalnih događaja i uključuje preko 800 kompanija i organizacija članica u 80 zemalja sveta. ICCA ima kancelarije u Holandiji, Maleziji, U.S.A. i Urugvaju.

Sistem menadžment kvaliteta ISO 9001 : 2000

Postizanje visokog stepena kvaliteta sve više dobija na značaju zbog sve veće konkurentnosti na globalnom svetskom tržištu. Za ulaznicu na tržište više nije dovoljan samo kvalitet već i međunarodno priznat dokaz kvaliteta u vidu sertifikata ISO 9001:2000. Sistem menadžmenta kvaliteta je ujedno i jedini standard koji se može koristiti za sertifikaciju menadžmenta u poslovnome svetu. Standard ISO 9001:2000 može se primeniti na sve organizacije bez obzira na njihov tip, veličinu, proizvod/uslugu i ostale specifikacije. Od početka implementacije ISO 9001:2000 pa do same sertifikacije koja se ogleda u kontroli i dodeli međunarodno priznatog sertifikata potrebno je da prođe određeni vremenski period u kome organizacija vrši sve neophodne promene u cilju ispunjenja svih zadatih zahteva Sistema menadžmenta kvaliteta. Sertifikaciju vrše nezavisna sertifikaciona tela.

Sistem ekološkog menadžmenta ISO 14001 : 2004

Standard ISO 14001:2004 ili Sistem menadžmenta zaštite životne sredine je upravljanje uticajima kompanije ili organizacije na životnu sredinu, a rezultat su prenaplašene potrebe tržišta za očuvanjem iste. Implementacijom ISO 14001:2004 se utvrđuje koji od radnih procesa u kompaniji zagađuju životnu sredinu, određuju se realni ciljevi i uvode se neophodne mere za ostvarenje tih ciljeva. Pored svega već navedenog, tokom uvođenja ISO 14001 vrši se odgovarajuća obuka osoblja za upravljanje ovim sistemom i opisuju se obaveze i ovlašćenja za izvršavanje ovih procesa. Sistem ekološkog menadžmenta predstavlja postepeno usavršavanje u cilju poboljšanja ekološkog učinka. Ovaj sistem ne zahteva „ozelenjavanje“ vaše kompanije, niti se radi o zamenjivanju mašina, proizvoda ili procesa koje mogu imati ili imaju negativan učinak na životnu sredinu, već se radi o postepenom smanjenju zagađenja zasnovanog na dužoj vremenskoj osnovi.

Meeting Professionals International (MPI)

Meeting Professionals International (MPI) is a professional community for the global meetings industry. Founded in 1972, the Dallas-based non-profit association has 68 chapters and clubs, over 22,000 members from 20 countries around the world.[citation needed] It organizes four annual conferences: the World Education Congress(summer), the Professional Education Conference - North America (winter), Professional Education Conference - Middle East (spring) and the Professional Education Conference - Europe (spring). It also publishes the monthly magazine The Meeting Professional. www.mpiweb.org

ICCA (International Congress & Convention Association)

ICCA (International Congress & Convention Association) represents the main specialists in handling, transporting and accommodating international events and comprises over 800 member companies and organisations in 80 countries worldwide. ICCA was founded in 1963 by a group of travel agents. Their first and foremost aim was to evaluate practical ways to get the travel industry involved in the rapidly expanding market of international meetings and to exchange actual information related to their operations in this market. This initiative soon proved to have been taken at the right moment: the meeting industry expanded even more rapidly than foreseen. ICCA now is one of the most prominent organisations in the world of international meetings. It is the only association that comprises a membership representing the main specialists in handling, transporting and accommodating international events. With over 800 members in 80 countries worldwide, it is certainly the most global organisation within the meetings industry. ICCA has offices in the Netherlands, Malaysia, U.S.A. and Uruguay.

Quality Management System ISO 9001

Obtaining high level quality services and products is more significant every day because of the larger competition on the global market. Today, quality by itself is not sufficient for entering the market; you need globally implemented standard, as ISO 9001:2000, as a proof. Considering its demands, you'll become aware that quality management system is the only standard that can be used for certification of business management.

From the beginning of ISO 9001:2000 implementation until the certification, which is reflected in control and gaining internationally recognized certificate, certain time needs to pass for the organization to perform all the necessary changes in order to fulfill every given requirement of QMS. Certification is made by an independent certification body.

Environmental Management System ISO 14001

Standard ISO 14001:2004, or environmental management system, presents managing company's or organization's influences on the environment, as a result of market's tendency to preserve it. By ISO 14001:2004 implementation, working processes that can pollute the environment are determined, real goals are established and necessary measures to achieve these goals are implemented. In addition to all the above, during the ISO 14001 implementation, proper staff training for managing this system is conducted, and all requirements and authorizations for carrying out these processes are described. Environmental management system presents a gradual progress in order to improve ecological performance. This system does not require big changes in your company, or the substitution of machines, products or processes that may have or have had a negative effect on the environment, but it is a gradual reduction of pollution based on a longer time basis.

VERDURA GOLF & SPA RESORT SICILIJA

Najnoviji deo imperije ugostitelja Rokoja Forta (Rocco Forte), Verdura, koji je otvoren u maju, smešten je na 1,2 milje od obale i ima sve elemente odmarališta sa 5 zvezdica. Međutim, za razliku od većine luksuznih utočišta, u Verduri se koriste solarne ploče za generisanje tople vode i struje, kao i prozori sa duplim staklom kako bi se sačuvala energija. Zabranjeni su automobili, nudeći kao zamenu električna vozila.

www.verduraresort.com

HOTEL SHANGRI-LA SANTA MONICA, KALIFORNIJA

Ponekad male stvari život čine. Dok se u nedavno renoviranom hotelu Shangri-la koriste instalacije koje štede energiju kao što su toaleti sa dva sistema ispiranja, fokus u ovom hotelu građenom u stilu Art Deco je na diskretnim promenama kao što su biorazgradive ambalaže proizvoda za kupanje i reciklirani papir.

shangri-la-hotel.com

**ESTANCIA VIK JOSÉ IGNACIO, URUGVAJ**

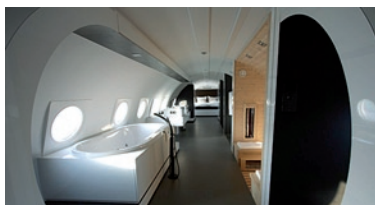
Ovaj široki posed od 4.000 ara ponosi se luksuzom kao što su privatni polo teren, granitni bazen i umetnička dela u svakom apartmanu.

Ali najbolja prednost ovog utočišta jesu vetrenjača, solarne ploče, bašta sa organskim biljem i lokalno gajena riba, jaja i meso organskog porekla koji čine posed samoodržavajućim.

estanciavik.com

DORUČKUJTE U HOTELU SA ŽIRAFOM

Hotel u Tanzaniji koji je deo rezervata za očuvanje retke vrste žirafa pruža jedinstveno iskustvo. Za vreme doručka žirafe guraju glave kroz prozor i traže svoj tanjir na stolu. Osam retkih žirafa Rothschild u rezervatu u Tanzaniji verovatno ima najbolji doručak na svetu kada je reč o njihovoj vrsti. Tanya i Mikey Carr-Hartley kupili su imanje s kućom gde su bile smeštene životinje i nakon nekoliko godina odlučili su podijeliti svoje iskustvo s ostalima. Kuća je postala hotel, a svakog jutra žirafe guraju glave kroz prozor tražeći od posetilaca komad svojih jutarnjih specijaliteta.

**NAPRAVILI HOTEL U STAROM AVIONU**

U stari ruski avion Ilyushin iz 1960. novi su vlasnici uložili oko 450.000 eura pretvorivši ga u luksuzni hotel.

Hotel je smešten na aerodromu Teuge u Nizozemskoj, a svojevremeno je služio kao službeni avion istočnonemačke vlade. Ben Thijssen, koji se odlučio na ovu neobičnu

investiciju, napravio je od starog aviona luksuzni hotel u kojem noćenje iznosi oko 350 eura. Dug je 40 metara i sadrži dvoranu za konferencije u koju stane oko 15 ljudi. Ima pet zvezdica jer između ostalog sadrži i saunu, bar, kuhinju, bežični internet i ne može se srušiti jer čvrsto stoji na zemlji.



PAMELA GRADI EKO-HOTEL U CRNOJ GORI



Hollywoodska zvezda, Pamela Andreson, odlučila je da svoj novac investira u gradnju ekološkog hotela u Crnoj Gori. Atraktivna glumica odlučila je da se posveti unosnom poslu nekretninama, a planovi za gradnju hotela u Meljinama u Crnoj Gori, povezani su za izgradnju objekata u Abu Dabiju. Andersonova je preko prijatelja iz Ujedinjenih Arapskih Emirata, a koji su takođe bacili oko na plodno crnogorsko tlo, stupila u kontakt sa Atlas Grupom sa kojom je ušla u partnerstvo. Inspiraciju za ovaj projekat dobila je kada je u sklopu jedne humanitarne akcije posetila Abu Dhabi i tada je navodno prihvatila predlog kraljevske porodice da počne da se bavi hotelijerstvom. Njena zamisao je da se izgradi hotel po ekološkim standardima, sa wellness centrom, zdravom ishranom, ali i dobrom zabavom jer je sve to zajedno od velikog značaja za društveni život.

KINA SMANJUJE EMISIJU CO2

Kina je prošle godine odustala od realizacije energetskih projekata u ukupnoj vrednosti od 69 milijardi dolara, kako bi smanjila emisiju ugljen-dioksida. Kina je najveći svetski proizvođač gasova sa efektom staklene bašte. Visoki funkcioner kineskog Ministarstva zaštite životne sredine Džang Liđun je na konferenciji o obnovljivim izvorima energije u gradu Tjendiđu, rekao da je vlada u Pekingu 2008. odustala od 156 industrijskih projekata koji bi postali veliki zagađivači životne sredine. Kineske vlasti naglašavaju da će radije povećati energetske efikasnost i upotrebu obnovljivih izvora energije nego da prihvate ograničenja emisije CO2, jer bi to moglo da ograniči ekonomski razvoj zemlje, navodi američka agencija, podsećajući da će se o uvođenju ograničenja, kao sastavnom delu novog globalnog sporazuma o klimatskim promenama, pregovarati na samitu Ujedinjenih nacija u decembru u Kopenhagenu. Zemlje u razvoju koje nisu članice Organizacije za ekonomsku saradnju i razvoj (OECD) će doprineti ukupnom povećanju emisije CO2 do 2030. sa čak 97%, izjavio je na Azijskoj konferenciji o nafti i gasu u Kuala Lumpuru izvršni direktor Međunarodne agencije za energetiku Nobuo Tanaka. Kina je 2006. postala najveći svetski emiter štetnih gasova nastalih sagorevanjem nafte i uglja, ispred SAD, Rusije, Indije i Japana, pokazuju podaci američkog Ministarstva energetike. Ta, treća po veličini privreda u svetu, koja 80% električne energije proizvodi pomoću uglja, ima za cilj da smanji emisiju CO2 do 2010. za 15% u odnosu na nivo iz 2005. *Izvor vesti: Tanjug*



"ZELENI" ROLLS ROYCE?



tako da bi i Rolls-Royce morao da postane "zelen" ili će imati problema u budućnosti. U nekoliko narednih godina evropska zakonska regulativa naložiće maksimum od samo 130 g/km emisije za nova kola. Shodno tome, famozni Rolls će morati da uradi nešto, jer sa emisijom ugljen-dioksida od preko 370 grama po kilometru, Fantom od tri tone je više nego dva puta ekološki neprihvatljiviji od prosečnog automobila.

Rolls-Royce razmatra mogućnost proizvodnje ekološkog modela, tako da bi u budućnosti tzv. "Duh zanosa", "Emili", "Srebrna dama" ili "Leteća dama" – kako ga sve nazivaju – mogao biti na baterijski pogon. Rukovodilac kompanije Rolls Royce Motor Cars, koja je u vlasništvu BMW-a, Tom Purves, kaže da čak i brend koji je opsednut svojom istorijom mora da misli na budućnost, a time nije isključena mogućnost proizvodnje Rolls Rojsa modela na dizel, ili hibridnog modela, ili čak potpuno električnog Rolls Rojsa. Prema rečima Toma Purvesa, električna "leteća dama" za sada je samo mogućnost, a takođe nije još jasno da li su električni automobili zaista odgovor, pa čak ni hibridna tehnologija nije nužno dostigla razvoj koji je u potpunosti odgovarajući. Svakako da mušterije koje troše mnogo novca na svoje automobile očekuju od svog omiljenog auto-proizvođača da ide u korak sa vremenom u kome živimo,

EKO-MODA



Dve tinejdžerke iz Velike Britanije, koje su gajile strast prema retro odeći i koje su htele da izgledaju drugačije, odlučile su da prilagode svoju sopstvenu odeću. Počele su da kupuju mušku odeću iz second-hand radnji i da od njih prave svoje eksperimentalne kreacije.

Danas su one vlasnice radnje "Junky Styling", a sve o svom putu u svet dizajnera zapisale su u istoimenoj knjizi - "Junky Styling". U knjizi pišu o tome kako su svoj hobi pretvorile u uspešan posao, a kako vam je za to potrebno samo staro odelo i malo mašte. Napravile su uspeh koristeći muška odela i košulje i pretvorivši ih u zaista jedinstvene dizajne.

Ovaj džanki stajling takođe nudi tzv. "hirurške usluge za odeću", što znači uslugu koja klijentima omogućuje da donesu svoju staru/iznošenu odeću u „Junky“ radnju i tako budu deo procesa redizajna. Ovaj pristup im omogućuje da odeću prave imajući u vidu stvarne ljude koji će ovu i nositi. One smatraju da ljudi treba da budu odgovorniji u pogledu zaštite životne sredine, da ponovo koriste resurse i da budu pažljiviji pri trošenju resursa.

VERDURA GOLF & SPA RESORT SICILY

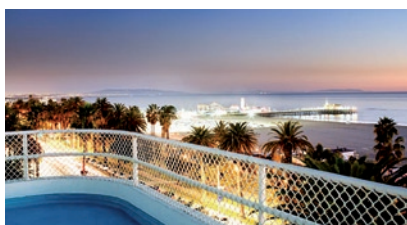


The newest addition to hotelier Rocco Forte's expanding empire, Verdura – opening in May – sits on 1.2 miles of coastline and has all the trappings of a five-star resort. But unlike most luxe havens, Verdura uses solar panels to generate hot water and electricity and



double-glazed windows to conserve energy, and it has banned cars from the grounds, opting instead for electric buggies. www.verduraresort.com

HOTEL SHANGRI-LA SANTA MONICA, CALIFORNIA



Sometimes it's the little things that add up. While the newly revamped Hotel Shangri-La uses important energy-saving fixtures like dual-flush toilets, the focus at this Art Deco-style hotel is on discreet changes like biodegradable packaging for bath amenities and recycled-paper stationery.

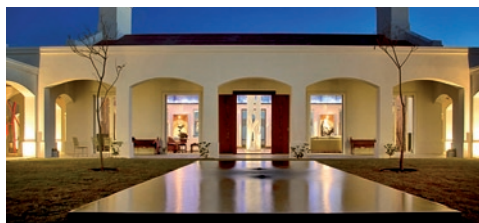
shangrila-hotel.com

ESTANCIA VIK JOSÉ IGNACIO, URUGUAY

This sprawling 4.000 acre estate boasts luxuries like a private polo field, a granite pool and artwork in every suite.

But the retreat's best assets are the windmill, solar panels, organic garden and locally sourced fish, eggs and organic meat that help make the property self-sustaining.

estanciavik.com



HAVE A HOTEL BREAKFAST WITH A GIRAFFE



The hotel in Tanzania, which is part of the reservation for rare sub-species of giraffes, offers a unique experience. During breakfast, giraffes push their heads through the window and search for their own plate on the table. Eight rare Rothschild giraffes in this Tanzanian reservation probably have the best breakfast in the world – when it comes to their species. Tanya and Mikey Carr-Hartley bought a property with a house where the animals were kept and few years later they decided to share their experience with others. The house became a hotel and every morning giraffes push their heads through the window requiring from the guests a piece of their morning specialties.

A HOTEL BUILT IN AN OLD PLANE

The new owners of the old Russian plane Ilyushin from 1960 invested about 450.000 EUR to turn it into a luxurious hotel.

The hotel is now located at the airport Teuge in the Netherlands, while in the past it served as an official plane of the East German government.

Ben Thijssen, who decided to make this unusual investment, transformed the old plane into a luxurious hotel where one night costs about 350 EUR.

The hotel is 40 meters long and has a congress hall that can host 15 people.

It is a five-star-hotel, as it offers – among other things – a sauna, bar, kitchen, wireless internet and it cannot crash, as it stands firmly on the ground.



PAMELA ANDERSON TO BUILD A „GREEN“ HOTEL IN MONTENEGRO



The Hollywood star Pamela Anderson decided to invest her money into the construction of a „green“ hotel in Montenegro. This attractive actress decided to dedicate herself to the profitable real estate business. The plans for the „green“ hotel in Meljine (Montenegro) are related to the construction of some objects in Abu Dhabi. With the help of friends from the United Arab Emirates who are also interested in the lucrative ground in Montenegro, Anderson made a contact with the Atlas Group and entered into a partnership with them. She got the inspiration for this project when she visited Abu Dhabi during some humanitarian action and then she allegedly accepted a proposition from the royal family to start a business in the hotel industry. Her idea is to build a hotel and spa centre based on ecological principles, along with healthy food, but which will also offer good fun, because all of this together has great importance for social life.

CHINA REDUCES CO2 EMISSION

Last year China canceled the implementation of energy projects with a total value of 69 billion dollars, in order to reduce the emission of carbon dioxide (CO₂). China is the world's largest producer of greenhouse gases. Jang LiJun, Senior Official of the Chinese Ministry of Environmental Protection, said at a conference on renewable energy resources held in the city of Tianjin, that the government in Beijing 2008 abandoned the realization of 156 industrial projects that could have become large environmental polluters.

Chinese authorities emphasize that they will rather increase the energy efficiency and usage of renewable energy resources than accept limited CO₂ emission, because it may limit the economic development of the country, said the US agency, recalling that the introduction of CO₂-restrictions, forming an integral part of the new global agreement on climate change, will be negotiated at the United Nations Summit in December in Copenhagen. Developing countries, which are not members of the Organization for Economic Cooperation and Development (OECD) will contribute to the overall increase in the CO₂ emission until 2030 with as much as 97%, said Executive Director of the International Energy Agency Nabuo Tanaka at the Asian conference on oil and gas held in Kuala Lumpur. According to data of the US Department of Energy, China became in 2006 the world's largest emitter of harmful gases produced by oil and coal combustion, surpassing herewith the USA, Russia, India and Japan. The third largest world economy, that produces 80% of its electricity with coal, aims to reduce the CO₂-emissions until 2010 by 15% as compared to the level from 2005. *Source: Tanjug*



„GREEN“ ROLLS - ROYCE ?



Rolls-Royce is considering to produce an eco-friendly model and so called „Spirit of Ecstasy“, „Emily“, „Silver Lady“ or „Flying Lady“ could be battery-powered in the future.

The boss of the BMW-owned Rolls-Royce Motor Cars, Tom Purves, says that even a brand obsessed with its history has to think about the future, and a diesel, hybrid or even full-electric Rolls-Royce is not out of the questions. Electric „Flying Lady“ is nothing more than a possibility and it is not clear yet whether electric cars are truly the answer and even hybrid technology is not necessarily in a form that is entirely appropriate, according to Mr Purves. Certainly the customers, who spend a lot of money for their cars, do expect of their favourite car-maker to be at least contemporary, so and Rolls-Royce has to become „green“ or it will have difficulties in the future. In the next few years the European legislation will mandate a ceiling of just 130 g/km for new cars.

So the famous Rolls will have to do something, because with carbon emissions of more than 370 grammes per kilometre, the three-tonne Phantom is more than twice as environmentally unfriendly as the average car.

ECO FASHION



Two teenage girls from UK, who had passion for retro clothes and wanted to look different, decided to customise their own clothes. They started to buy men's clothes from secondhand shops and reconstructing them into experimental creations.

Now they are owners of the shop „Junky Styling“, and all about their way to the designer's world they wrote down in the book with the same name - „Junky Styling“. They wrote about how they turned a hobby into a successful business and all you need is an old suit and a bit of imagination. They made a success using the man's suits and shirts and turning them into really unique designs.

This Junky Styling also offers Wardrobe Surgery, which means a service that allows customers to bring their old/worn clothes to the Junky store and so be part of the redesign process. This approach enables them to make clothes with real people in mind. They think people should be more responsible for the environment, reuse resources and be more considerate about their consumption.

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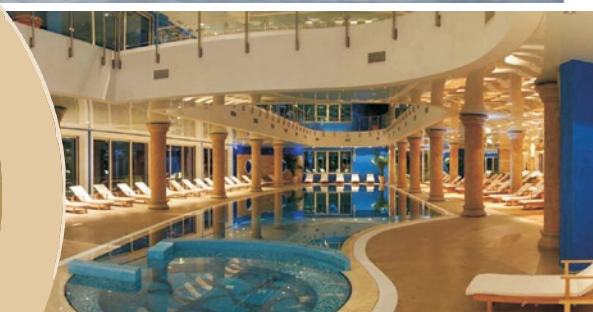
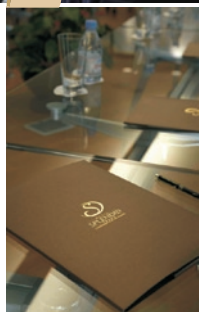
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