



# see business travel & meetings

magazine

Specijalizovani časopis za poslovna putovanja i kongresni turizam Jugoistočne Evrope

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TEMA BROJA

COVER STORY

## MANIFESTACIJE I FESTIVALI

## EVENTS AND FESTIVALS

SVETSKO PRVENSTVO U FUDBALU 2010:

**DOŠLO JE VREME AFRIKE**

TEMA BROJA:

**ZNAČAJ MANIFESTACIJA ZA RAZVOJ DESTINACIJE**

REGION KONGRESNE INDUSTRIJE NA JEDNOM MESTU:

**SEEbtm PARTY**

2010 FIFA WORLD CUP:

**AFRICA'S TIME HAS COME**

COVER STORY:

**SIGNIFICANCE OF EVENTS FOR DESTINATION DEVELOPMENT**

MEETINGS INDUSTRY REGION IN ONE PLACE:

**SEEbtm PARTY**



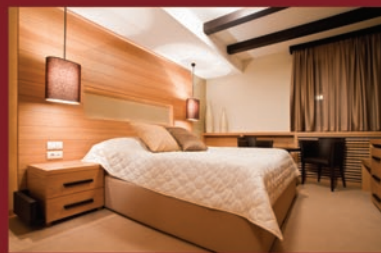
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**M**asa ljudi na jednom mestu, podignute ruke u vazduh, aplauz, smeh, izvođenje raznih umetničkih tačaka, sportsko nadmetanje, navijanje, zabava, dobra muzika, i veoma složena organizacija je uobičajena slika manifestacija i festivala raznih vrsta.

Zbog velikog broja ljudi koje privlače, manifestacije i manifestacioni turizam imaju veliki uticaj za promociju destinacije i njen turizam.

Velike manifestacije su vrlo često magnet za strane turiste i razlog za posetu određenoj destinaciji.

Manifestacije i festivali predstavljaju specifičan turistički proizvod i obzirom na rast interesovanja za upoznavanjem drugih kultura, običaja i tradicije, manifestacioni turizam ima sve veći značaj.

FIFA svetsko prvenstvo u fudbalu koje se ove godine održava u Južnoj Africi je pravi primer manifestacije na svetskom nivou i sticanja ogromne popularnosti i promocije Južne Afrike, njenih znamenitosti, kulture i običaja.

Sa druge strane, zemlja domaćin ima veliki i odgovoran zadatak oko jako zahtevne organizacije samog događaja, ulaganja u infrastrukturu, predstavljanja sportskih objekata ali i predstavljanja njenog stanovništva, obzirom da će oči svetske javnosti tokom trajanja FIFA Svetskog prvenstva u fudbalu biti uprte u nju.

Ovaj broj SEEbtm magazina smo posvetili manifestacijama i festivalima, kako u svetu, tako i u regionu, šta je to što ih izdvaja od ostalih, njihov značaj i karakteristike, a pre svega iz razloga što predstavljaju najmasovnije i najzahtevnije vrste događaja što se organizacije tiče, a koje se mogu svrstati u kongresni turizam.

**Važno je učestvovati.**

**Miona Šljivančanin,**  
glavni i odgovorni urednik








**18.**  
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**KARTE NA STADIONU  
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**A** group of people at one place, hands in the air, applause, laughter, various artistic performances, sports competitions, rooting, entertainment, good music and very complex organization is what various events and festivals normally look like.



Due to a large number of people that they attract, events and event tourism have a huge effect on the promotion of a destination and its tourism in general.

Big events are most often a magnet for international tourists and the reason for visiting a particular destination.

Events and festivals are a specific tourist product and given the growing interest in learning about other cultures, customs and traditions, event tourism is gaining more and more influence.

FIFA World Cup to be held this year in South Africa is a good example of a world-scale event immensely popularizing and promoting South Africa, its sights, culture and customs.

On the other hand, the host country has a huge and responsible task of organizing a demanding event, investing in infrastructure, presenting the sports facilities, but also presenting its population as it is going to be in the focus of the public eye worldwide during the FIFA World Cup.

We dedicate this issue of SEEbtm magazine to events and festivals both, global and regional, things that single them out, their importance and specifics, and in the first place to the reason why they represent the most numerous events and why they are among most demanding types of MICE tourism in terms of organization.

**It's important to take part.**

**Miona Šljivancanin,**  
Editor-in-Chief





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## HRVATSKA "ADRIJA VINGS" LETI ZA NIŠ



Hrvatska aviokompanija "Adria wings" trebalo bi početkom maja da počne da leti između Rijeke i Niša, izjavio je u Nišu di-

rektor riječkog aerodroma Mladen Pasarić. Pasarić je novinarima rekao da bi hrvatska aviokompanija "Adria wings" na liniji Niš-Rijeka letela tri puta nedeljno.

Iz Rijeke postoje letovi za Keln, Štuttgart, Hanover, Berlin, kao i za pojedina odredišta u Skandinaviji, rekao je direktor riječkog aerodroma, koji je u Nišu boravio na sajmu turizma. "Adria wings" će biti treća aviokompanija koja će u letnjem redu letenja obavljati saobraćaj sa niškog aerodroma "Konstantin Veliki". Crnogorska aviokompanija "Montenegroerlajn" i italijanska "Vind džet" povećali su broj letova iz Niša u letnjem redu letenja. Italijanska niskotarifna aviokompanija "Vind džet" će za Forli kod Bolonje leteti dva puta sedmično – ponedjeljkom i petkom. Crnogorski "Montenegroerlajn" će letove na liniji Niš-Podgorica obavljati svakog dana. Seminar je organizovala agencija Concept d.o.o. iz Dubrovnika u saradnji sa agencijom Eures-tim iz Zagreba.

## KONGRES BANJA O UPRAVLJANJU U ZDRAVSTVENOM TURIZMU

"Upravljanje u zdravstvenom turizmu - neophodnost uvođenja standarda" biće glavna tema 21. Kongresa banja, koji će se održati od 18. do 20. maja u Vrnjačkoj Banji,



najavio je Upravni odbor Udruženja banja Srbije. Glavna i prateće teme skupa će se odnositi na standarde u medicini i nemedicini, nove trendovi u balneologiji, marketing i menadžment u zdravstvenom turizmu, menadžment turističkih destinacija i lokalnih turističkih organizacija, internet marketing, medijsku promociju zdravstvenog turizma. Na kongresu će se razmatrati i ekologija i energetska efikasnost hidrogeološkog potencijala Srbije, kao i urbanizam i prostorno planiranje. Predavači će biti domaći i inostrani stručnjaci, iz Slovenije i Mađarske, a očekuje se i potvrda od predstavnika Ministarstva turizma i Slovačke i Udruženja banja iz Bugarske i Rumunije. Predviđeno je da u radu kongresa aktivno učestvuju visoki funkcioneri fondova zdravstvenog osiguranja Nemačke i Austrije, koji će predstaviti uslove pod kojima se može očekivati dolazak pacijenata iz tih zemalja, na rehabilitaciju u naše banje. Ono što posebno izdvajaju iz Udruženja je potvrda da će u radu Kongresa aktivno učestvovati Prof. dr Guenther Leiner, koji je uspostavio standarde u banjama Austrije. Osim banja Srbije, predstavice se i proizvođači opreme za velnes i spa, hotelijerstvo i ugostiteljstvo.

## KONGRESNA PONUDA JUGOISTOČNE EVROPE PREDSTAVLJENA NA REGIONALNIM SAJMOVIMA

Kompanija "The Best Solutions" je po drugi put izlagala na sopstvenom štandu na sajmovima METUBES Budva, I IFT Beograd, gde je predstavila svoje partnere iz regiona I kongresnu ponudu



regiona potencijalnim klijentima i prezentovala katalog/vodič kroz kongresnu industriju – SEEMICE. Na sajmu METUBES je tim kompanije The Best Solutions najavio prvo regionalno okupljanje kongresne industrije u Beogradu, SEEbtm party, koje je bilo organizovano za vreme beogradskog sajma turizma. Novina na štandu kompanije ove godine je bila prezentacija jedinstvenog magazina o poslovnim putovanjima regiona, SEEbtm magazin, koji je ova kompanija počela da publikuje prošle godine.

## BANJA LUKA ROCK OPEN AIR - 24-26 JUN 2010.

BANJA LUKA ROCK OPEN AIR je festival koji nudi fanovima rok muzike veliki broj izvrsnih bendova i regionalnu muzičku scenu na jednom mestu. Geografska pozicija Banja Luke i pažljiv odabir obezbeđuju Festivalu "BANJA LUKA ROCK OPEN AIR" sve kvalitete da postane muzički centar Evrope. Turistički resursi i usluge daju mogućnost da BANJA LUKA ROCK OPEN AIR postane destinacija za fanove muzike i poštovaoce egzotičnih mesta.



## KONGRES KARDIOLOGA

Klinički centar Srbije bio je domaćin najvećim svetskim imenima u oblasti interventne kardiologije, i to u okviru kongresa interventne kardiologije koji se već godinama organizuje u Beogradu. VI kongres kardiologa i interventnih kardiologa održan je od 10. do 13. aprila, u organizaciji Fonda Srbije za vaše srce, u saradnji sa Radnom grupom za interventnu kardiologiju, Udruženjem kardiologa Srbije i Medicinskim fakultetom u Beogradu. Tom prilikom operisano je 40 pacijenata sa obolelim krvnim sudovima u bolnicama Srbije, a sve operacije su bile direktno prenošene optičkim kablovima ostalim lekarima na Kongresu u Best Western hotelu „M“, ali i u Institutu za kardiovaskularne bolesti „Dedinje“ i Institutu u Sremskoj Kamenici, kao i u KBC „Bežanijska kosa“ i KC „Niš“. Prisutni lekari su imali prilike da ove intervencije, koje su se prenosile uživo iz sala za kateterizaciju srca iz cele Srbije, prate u hotelu „M“. Svaka od intervencija, koja je bila urađena, u svetu bi koštala po 20.000 evra, a na beogradskom samitu, jednom od tri najvažnija kardiološka skupa u Evropi, intervencije su urađene o trošku zdravstvenog osiguranja.





## AVALSKI TORANJ OTVOREN 21. APRILA 2010.

Avalski toranj, koji je srušen u napadu avijacije NATO 1999. godine, bio je otvoren svečanom cenemonijom u sredu, 21. aprila, kao glavni događaj u okviru manifestacije "Dani Beograda". Toranj ima dva lifta i restoran na 119. metru odnosno vidikovac na 122-om metru visine. Ukupna visina tornja je 204,57 metara, što ga čini najvećom građevinom na Balkanu. Njegovu izgradnju inicirali su Radiotelevizija Srbije i Udruženje novinara Srbije, uz podršku velikog broja građana. U prilaznu stazu tornju biće ugrađeno 200 otisaka dlanova najzaslužnijih donatora i učesnika akcije "Izgradimo toranj na Avali". Avalski toranj je bio projektovan 1959/1960. godine, a građen između 1961. i 1964. Pušten je u rad 1965. Nekadašnji



toranj je bio visok 202,8 metara i smatrao se jednim od najlepših televizijskih repetitora u Evropi. Bio je jedini toranj na svetu koji je za presek imao jednakostranični trougao, kao simbol srpskog tronošca za sedenje. Ceremonija svečanog otvaranja Avalskog tornja, najviše građevine na Balkanu, počela je oko 17 sati intoniranjem državne himne "Bože pravde", a svečanost su uveličali i avioni koji su, nadletajući Avalski toranj, napravili od dima zastavu Srbije, kao i hor RTS-a, "Big bend" i dečji hor "Kolibri".

## REGIONALNI SKUPOVI U ORGANIZACIJI JISA

JISA – Jedinostveni Informatički Savez Srbije, organizacija usmerena na poboljšanje informisanja o novim tehnologijama, najavljuje dva seminara koja će se održati u junu 2010. godine u Crnoj Gori u Hrvatskoj. Kongres koji će se u periodu od 13. do 19. juna održati u Herceg Novom, Crna Gora, je XV Kongres JISA DICG, realizovan pod pokroviteljstvom EEG iz Brisela (European Economic Chamber of Trade, Commerce and Industry). Cilj Kongresa JISA DICG je razmena praktičnih iskustava u oblasti primene informaciono komunikacionih tehnologija u svim sferama poslovanja. Fokusiranost na najnovije trendove u oblasti IKT je uticala da Kongres JISA DICG postane jedan od najeminentnijih informatičkih skupova na našim prostorima, a samim tim i mesto okupljanja sve većeg broja domaćih i regionalnih ponuđača i korisnika informacionih tehnologija. Bogat programski sadržaj Kongresa JISA DICG se realizuje kroz kompanijske prezentacije, prezentacije autorskih radova, stručna predavanja, okrugle stolove, B2B sastanke i sl. SEFICT - South East Europe Forum ICT osnovan je 2002. godine od strane ICT predstavnika privrednih komora sa područja bivših jugoslovenskih zemalja, sa ciljem poboljšanja međusobne saradnje u regionu, trgovinske razmene i učešća u zajedničkim projektima, koji su finansirani od strane EU, USAID ili raznih finansijskih institucija. Ubrzo SEFICT je postao otvoren za sve zemlje u regionu i svetu, kao i za sve kompanije koje su zainteresovane za plasiranje svojih proizvoda i usluga na ovim prostorima. Ove godine održava se u Dubrovniku, u hotelu Excelsior od 16. do 18. juna.



## BELGRADE DESIGN WEEK - BDW 2010 - 29.05 - 06.06.2010

BDW je regionalni festival kreativnih industrija i biznisa koji se od 2006. godine organizuje jednom godišnje i odvija se na različitim lokacijama Beograda. BDW okuplja najveće svetske stručnjake iz oblasti dizajna, arhitekture, brendinga, advertajzinga i ostalih vidova komunikacija koji gostuju u Beogradu. Nikada pre Beograd nije imao ovako puno događaja iz oblasti arhitekture, dizajna i kreativnih industrija! Ovakav procvat energije usmerene ka navedenim sadržajima nesumnjivo znači samo jedno - petogodišnji napori Belgrade Design Weeka da se u našoj zemlji probudi osećaj za značaj kreativnih industrija u modernom poslovnom okruženju i «modernim društvima znanja» konačno rađaju svoje najlepše plodove u vidu povećanog interesovanja i želje za novim znanjima. Ove godine BDW će biti sastavljen iz nekoliko programskih celina od kojih je najznačajnija i najvažnija naša čuvena trodnevna kreativna i biznis-edukativna konferencija, ove godine pod nazivom SMART2 (3-5. juna). Više od 30 najkreativnijih umova sveta dolazi u Beograd da prenese svoje znanje i stručnost legendarnoj strastvenoj publici BDW od 1000 i nešto ljudi. Ta predavanja imaju jednaku vrednost kao nekoliko dobrih semestara na fakultetu ili najbolji MBA program. Vrhunski globalni eksperti iz oblasti dizajna, arhitekture, brendiranja i oglašavanja će nam govoriti o tome kako su postigli neverovatan uspeh i izvrsnost u svojoj oblasti rada, kao i njihovo stanovište o tekućim trendovima u tim oblastima pod vodećom temom SMART2.



## USPOSTAVLJEN REDOVAN SAOBRAĆAJ IZMEĐU BEOGRADA I BARSELONE



A STAR ALLIANCE MEMBER

U četvrtak, 15. aprila nešto posle 20 sati iz Beograda za Barselonu, sa piste beogradske aerodroma "Nikola Tesla" po prvi put u njegovoj istoriji poleteo je na redovnoj liniji avion jedne španske kompanije. „Spanair“ će iz Barselone za Beograd leteti utorkom, četvrtkom i subotom, avionima tipa „Airbus A-320“ sa 156 sedišta. „Spanair“ takođe najavljuje i da će od 28. maja uvesti letove od Beograda do Madrida, dva puta sedmično - petkom i nedeljom. Promotivne cene karata za putovanja između Beograda i Barselone bez taksi su od 75 evra. Karte za letove mogu da se kupe preko turističkih agencija u Srbiji ili preko sajta kompanije. Španski „Spanair“ ne spada u niskotarifne, ali se kupovinom karata u povoljnom trenutku mogu obezbediti i niske cene, tako, i kod „Spanair-a“ važi pravilo da najjeftinije karte treba rezervisati nekoliko meseci pre putovanja. Prvim avionom „Spanair-a“ u Beograd je doputovalo 55 putnika, uglavnom gostiju, državljana Španije. Osim predsednika kompanije Ferana Sorijana (43), jednog od najmlađih biznismena na tako visokoj funkciji, u avionu je bio i Paskval Maragalj, jedan od najistaknutijih katalonskih političara poslednjih decenija. „Spanair“ ima flotu od 36 aviona, a u 2009. godini je prevezeno oko osam miliona putnika i ostvaren je prihod od 670 miliona evra. „Spanair“ zapošljava 3.160 ljudi i članica je „Star alijanse“, koju predvodi nemačka „Lufthansa“.

## DJ ZVEZDA BOB SINCLAIR NA REFRESH FESTIVALU, KOTOR



Neprikosnovena DJ zvezda Bob Sinclair nastupiće 2. avgusta na ovogodišnjem, trećem po redu Refresh festivalu u Kotoru. Uz nove hitove koji će se do ovog leta znati već napamet, publiku Refresh festivala u diskoteci Maximus u nedjelju 2. avgusta očekuje provod uz najveću zvezdu globalne house scene. Uskoro će biti najavljeni i druge velikani svetske DJ scene, kao i početak prodaje ulaznica za treći Refresh festival u Kotoru koji će se održati od 30. jula do 2. avgusta ove godine. Refresh festival, talas nove energije i osveženja, trajaće 4 dana u tehnički verovatno najopremljenijoj diskoteci u ovom delu Evrope – diskoteci Maximus u Kotoru koja može da primi više od 5000 ljudi. Šetajući ulicama Kotora u avgustu mesecu uz bele pločnike, turiste, sunce, definitivno ćete imati utisak da se nalazite u pravom turističkom raj. Uz šmek istorije, i dodir budućnosti, imaćete osećaj da se nalazite na Ibiza i tu doživljavate osveženje i osećaj energije...

## SAJMOVI KONGRESNE INDUSTRIJE U MAJU I JUNU – IMEX I ECECIBT

U predstojećem periodu, učesnike kongresne industrije očekuju dva internacionalna sajma. Osmi IMEX će biti otvoren 25. maja na Frankfurtskom sajmu sa najvećim brojem „hosted buyer-a“ ikada i ciljanim posetiocima i izlagačima koji rastu godinu za godinom. IMEX Grupa je najavila da su na dobrom putu da pruže više poslovnih prilika nego ikada kada se vrata otvore. IMEX 2010 će se održati u Frankfurtu, u maju, a odmah zatim, u junu, započeće Sajam kongresne industrije istočne i centralne Evrope –ECECIBT 2010 u Istanbulu. Poslednjih godina smo bili svedoci ogromnom porastu broja poslovnih putovanja i turizma u i iz Zajednice Nezavisnih Država (ZND), baltičkih država, istočne i centralne Evrope. Destinacija do koje je lako stići, koja nudi mnogo u smislu objekata, lokacija, tehničke podrške, zabave, kulinarskih uživanja i kulturnog bogatstva, u kombinaciji sa profesionalnom organizacijom i upravljanjem poslovnim putovanjima, predstavljaju novo i zanimljivo tržište u svetskoj kongresnoj industriji.



## AJPED – NOVI TABLET KOMPJUTER

U aprilu 2010. godine je Ajped pušten u slobodni prodaju – samo u SAD. Evropa će pričekati još malo. Veći od Ajfona, elegantniji od laptopa – tako se opisuje novo Eplovo čudo za kojim već vlada ogromno interesovanje. „Ajped“ je deo 1,3 cm, težak je 0,68 kg, ima IPS displej od 24,6 cm oseljiv na dodir (multi-touch screen), memoriju u varijantama 16 GB, 32 GB ili 64 GB, vaj-faj, „Blutut“, zvučnik, mikrofoni, kompas i konktor za „ajpod“ dodatke. Trajanje baterije predviđeno je na deset sati, što se smatra velikim napretkom naročito s obzirom na visoke performanse novog računara. Posebne pogodnosti predviđene su za čitanje elektronskih izdanja novina, časopisa i knjiga, kao i korišćenje raznih „Eplovih“ servisa poput „Ajtjuna“. „Sa njim možete da pretražujete internet i to će biti najbolje iskustvo koje ste ikada imali u surfovanju netom. Fenomenalno je kada imate celu veb stranicu pred vama i možete njome da manipulišete na dodir“, rekao je Stiv Džobs, Izvršni direktor kompanije. Stručnjaci za tehnologiju kažu da je ovo pravo vreme za Epl da predstavi svoju verziju elektronskog tableta. Tablet kompjuteri su u opticaju već skoro deceniju, ali do sada nisu našli svoje mesto na tržištu prezasićenom inovativnim haj-tek proizvodima. Prema tvrdnjama Epla, Ajped je bolji od svih uređaja koji trenutno mogu da se kupe, ali ostaje da se vidi da li će to biti naprava bez koje tehnomanji neće moći da žive.



## KLAUS KOBJOLLA – TURISTIČKI PREDUZETNIK I PRIZNATI PREDAVAČ U ZAGREBU!

Početak 4. tog meseca, u zagrebačkom hotelu Antunović, u organizaciji EURES TIM-a, održano je predavanje **Klause Kobjolla**, seminar „Nove boje turizma“. Predavanje na temu uspešnog vođenja Kobjolla je potkrepio ličnim iskustvom, koje mu, kao vrhunskom hotelijeru poznatom po inovativnom pristupu poslu, ne nedostaje.

Naime, Kobjolla je vlasnik uglednog Country Hotela i kreativnog centra Schindlerhof, a za svoje poduzetništvo primio je brojne nagrade i priznanja.

Tokom predavanja u Zagrebu, pažnju je posvetio i hrvatskom turizmu i njegovom viđenju Hrvatske kao turističke destinacije. Posebnost njegovih predavanja su poučne priče iz vlastitog iskustva koje u polaznicima bude preduzetnički duh i pomažu im da stečeno znanje prilagode lokalnoj ponudi i uslovima. Predavanje „Budi različit ili umri“ naučio je polaznike kako preživeti u okruženju rastuće konkurencije, motivisao ih je i inspirisao inovativnim pristupom poslu. Uz direktora Hrvatskog kongresnog i insentiv ureda, Nikolu Racića, kongresu su se odazvali i predstavnici hrvatskih hotela, predstavnici malih i srednjih preduzetnika, gosti iz regije i novinari. Total Quality Management, strateško planiranje, godišnji ciljni plan, NPP (neprestani proces poboljšanja), samo su neka od praktičnih rešenja koja je ponudio polaznicima želeći da ih pripremi na srčanu borbu za pridobijanje finansijski moćnih inostranih klijenata.



## NAGRADA ZA ENERGETSKU EFIKASNOST – BOHINJ PARK ECO HOTEL



Pošta je inovacija ključ konkurentnosti, časopis Finansije i slovenačko Ministarstvo za životnu sredinu i prostorno planiranje su dali još jedan niz godišnjih priznanja za energetska efikasnost u saradnji sa vodećim slovenačkim naučno-istraživačkim institutom – Institutom Jožef Stefan.

19. aprila 2010. Bohinj Park ECO Hotel je nagrađen kao najefikasnije preduzeće, dok je Boštjan Čokl, njegov vlasnik, dobio laskavu titulu Energetskog menadžera godine.

Po rečima g. Čokla prvi slovenački ekološki hotel je bio pre svega moguć jer je on bio i idejni tvorac i izvođač radova i investitor – sve u jednoj osobi.

## SARAJEVO BIO DOMAĆIN FILMSKOG FESTIVALA EKO OKO

Međunarodni Filmski festival Eko završen je u martu u Sarajevu. Petodnevna manifestacija uključivala je 20 dokumentarnih i igranih filmova iz Bosne i Hercegovine, Kanade, Egipta, Velike Britanije, Francuske, Sedinjenih Država, Španije, Irana i Švajcarske. Festival EKO OKO nastoji predstavljanjem filmova, izložbi i drugih pratećih sadržaja umetnika iz Sarajeva, Bosne i Hercegovine, Evrope i sveta, omogućiti bosanskohercegovačkoj publici da direktno učestvuje i upozna dešavanja i kretanja u umetnosti, nove poetike, stilove i nove medije, ali i različita viđenja i rešenja problema s kojima se suočavamo u savremenom svetu. U konkurenciji za zlatnu, srebrnu i bronzanu pahuljicu našlo se 17 filmova, a najboljeg je izabrao žiri Festivala u sastavu - Slaviša Mašić, dr. Vladimir Beus, Nedžad Begović, Dino Kassalo i dr. Samir Đug. Kanadski film "Industrijski pejzaži" autorice Jennifer Baichwall jednoglasnom odlukom žirija 3. Međunarodnog festivala ekološkog filma "Eko oko" osvojio je prvu nagradu, zlatnu pahuljicu.



## AIRBALTIC ZAPOČINJE SA LETOVIMA RIGA - BEOGRAD

5. maja, letonska nacionalna avio-kompanija AirBaltic počela je sa letovima do srpske prestonice Beograda, nudeći podesne konekcije preko Severnog čvorišta Rige do/iz Skandinavije, Rusije i ZND. AirBaltic će leteti iz Rige za Beograd tri puta nedeljno – ponedeljkom, sredom i nedeljom (od 31. maja četiri puta nedeljno - ponedeljkom, sredom, petkom i nedeljom).

Putnici će se ukrcavati u letelicu Boeing 737 radi leta koji će trajati dva sata i 20 minuta. Cene karte u jednom pravcu će se kretati od 38 LVL (55 EUR), uključujući aerodromske takse i transakcione troškove.

Kompletan red letenja je na raspolaganju na početnoj stranici sajta kompanije – [www.airbaltic.com](http://www.airbaltic.com). AirBaltic opslužuje 80 destinacija iz svog sedišta u Rigi, Letonija. Iz svake od njih, AirBaltic nudi podesne konekcije preko Severnog čvorišta Rige do svoje mreže koja se širi preko Evrope, Skandinavije, Rusije, ZND i Bliskog istoka.



## WORLDWIDE TRANSLATIONS SADA ŠTEDI VAŠE VREME

Agencija Worldwide Translations je uvela neke novine u svoj rad, da bi olakšala komunikaciju sa klijentima.

Agencija koja pruža usluge simultanog i konsektivnog usmenog prevođenja i pisanih prevoda, ustanovila je kurirsku službu da bi preuzimala i dostavljala dokumenta za prevođenje, štedeći vreme i vršeći dostavu na najpodesniju lokaciju po izboru klijenta.



Da bi još više poboljšala usluge, WORLDWIDE AGENCY je modifikovala veb-sajt kompanije. Klijenti sada mogu da naruče usluge prevođenja/tumačenja on-lajn, da šalju dokumenta na procenu ili da postave bilo kakva pitanja vezana za usluge agencije.

Više na [www.worldwide.rs](http://www.worldwide.rs)

## CROATIAN AIR CARRIER "ADRIA WINGS" FLIES TO NIS



The Croatian airline "Adria Wings" should launch the flights between Rijeka and Nis at the beginning of May, said in Nis the director of the Rijeka Airport

Mladen Pasaric. Pasaric said to the journalists that the Croatian airline company "Adria Wings" will fly on the Nis-Rijeka route three times a week. There are flights from Rijeka to Cologne, Stuttgart, Hannover, Berlin, as well as to some destinations in Scandinavia, said the director of the Rijeka Airport, who was in Nis on the occasion of Tourism Fair. "Adria Wings" will be the third airline to fly from the Nis Airport "Constantin the Great" in the summer flight schedule. The Montenegrin carrier "Montenegroairlines" and the Italian "Wind Jet" increased the number of flights from Nis in the summer flight schedule. The Italian low-cost airline "Wind Jet" will fly to Forli near Bologna twice a week – Mondays and Fridays. The Montenegrin "Montenegroairlines" will perform the flights on the Nis-Podgorica route on daily basis.

## CONVENTION OFFER OF SOUTH EASTERN EUROPE PRESENTED AT REGIONAL FAIRS

The company "The Best Solutions" had its own stand for the second time at the fairs METUBES Budva, and IFT Belgrade, where it presented



its regional partners and the regional convention offer to the potential clients and presented the catalogue/guide through convention industry – SEEMICE. At the METUBES fair, the team of the company The Best Solutions announced the first regional convention industry gathering in Belgrade, the SEEBtm party, which was organized during the Belgrade Tourism Fair. The news at the company's stand this year was the presentation of the unique regional business travel magazine, SEEBtm Magazine, which this company started to publish last year.

## SPA CONVENTION ON HEALTH TOURISM MANAGEMENT

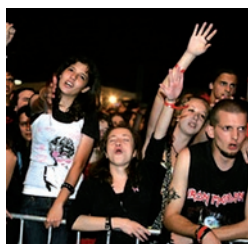


Health Tourism Management – Indispensability of Introducing the Standards" will be the main topic of 21st Spa Convention which will take place from 18th to 20th of May in Vrnjacka Banja, announced the Managing Board of the Spa Association of Serbia. The main and the secondary topics of the convention will address the medical and non-medical standards, new trends in balneology, marketing and management in health tourism, management of touristic destinations and local tourism organizations, internet marketing, media promotion of health tourism. The ecology and energetic efficiency of the hydro-geological potential of Serbia will be also discussed at the convention, as well as urbanism and spatial planning. The lecturers will be local and foreign experts, from Slovenia and Hungary, and the confirmation from the representatives of the Slovakian Ministry of Tourism and Spa Associations from Bulgaria and Romania. The active participation of the high officers of the health insurance funds from Germany and Austria in the Convention work was planned, and they will present the conditions under which the arrival of patients from these countries to rehabilitation in our spas can be expected. The Association emphasizes the confirmation of active participation in the Convention work from Prof. dr Guenther Leiner, who established the standards in the Austrian spas. Beside the Serbian spas, the manufacturers of wellness and spa, hotel and restaurant equipment will present themselves as well.

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## BANJA LUKA ROCK OPEN AIR - 24-26 JUNE 2010.

BANJA LUKA ROCK OPEN AIR is a festival which offers to rock music fans a lot of great bands from the international and regional music scene in one place. The geographical position of Banja Luka and



a careful selection of participants give the Festival "BANJA LUKA ROCK OPEN AIR" all the qualities to become a European music center. Its tourist resources and services allow BANJA LUKA ROCK OPEN AIR to become a destination for music fans and exotic admirers.

## CARDIOLOGY CONVENTION

The Clinical Center of Serbia hosted the greatest world names in the field of interventional cardiology, within the interventional cardiology convention which has been organized for years in Belgrade. VI convention of cardiologists and interventional cardiologists was held from 10th to 13th of April, in the organization of the Serbian Fund For Your Heart, in cooperation with the Work Group for Interventional Cardiology, Association of Cardiologists of Serbia and Faculty of Medicine in Belgrade. On this occasion, 40 patients with affected blood vessels were operated in the Serbian hospitals, and all the surgeries were directly transmitted via optic cables to other doctors at the Convention in "Best Western Hotel M", but also at the Institute for Cardio-Vascular Diseases "Dedinje" and the Institute in Sremska Kamenica, as well as at CHC "Bezanijska kosa" and CC "Nis". The attending doctors had an opportunity to watch these interventions, which were transmitted in live from the heart catheterization ORs from all the Serbia, at the hotel "M". Each intervention done would cost EUR 20.000 in the world, and at the summit of Belgrade, one of the most important cardiology gatherings in Europe, they were done at the expense of health insurance.





## AVALA TOWER OPENED ON 21 APRIL 2010



The Avala Tower, destroyed in the NATO aviation strike in 1999, was opened ceremoniously on Wednesday, April 21st, as a main event within the manifestation "Belgrade days".

The Tower has two elevators and a restaurant at its 119th meter, and a gazebo at 122nd meter of height. A total height of the Tower is 204,57 meters, which makes it the tallest structure in the Balkans. Its construction was initiated by Radio-Television of Serbia and Association of

Journalists of Serbia, with the support from a large number of citizens. 200 palm prints of the most meritorious donors and participants of the action "Let's build the Avala Tower" will be built into the access path. The Avala Tower was projected in 1959/1960, and built between 1961 and 1964. Its public opening took place in 1965.

The former Tower was 202,8 meters tall and was considered one of the most beautiful TV repeaters in Europe. It was the only tower in the world which had a section in the form of equilateral triangle, as a symbol of Serbian three-legged stool. The opening ceremony of the Avala Tower, the tallest structure in the Balkans, began around 5 p.m. with the intonation of the State anthem "Boze pravde", and it was also made more pompous by the airplanes which, flying over the Avala Tower, made the Serbian flag out of smoke, as well as by the RTS choir, "Big band" and the children choir "Kolibri".

## REGIONAL GATHERINGS ORGANIZED BY JISA

JISA – Unique Information Association of Serbia, the organization focused on improvement of informing on new technologies, announces two seminars to be held in June 2010 in Montenegro and in Croatia.



The Convention to be held from 13th to 19th of June in Herceg Novi, Montenegro, is XV Convention JISA DICG, realized under the patronage of EEIG (European Economic Chamber of Trade, Commerce and Industry) from Brussels. The aim of the Convention JISA DICG is an exchange of practical experiences in the field of application of information communication technologies in all business areas. Focusing on the latest trends in the ICT field influenced to Convention JISA DICG becoming one of the most eminent information gatherings in our region, and by that the place for gathering of ever larger number of local and regional suppliers and users of information technology. A rich programme content of Convention JISA DICG is realized through company presentations, presentations of authorial works, expert lectures, round tables, B2B meetings and sim. SEFICT - South East Europe Forum ICT was founded in 2002 by the ICT representatives of chambers of commerce from the areas of ex-Yugoslav countries, with a view to improvement of mutual cooperation in the region, trade exchange and participation in joint projects, financed by EU, USAID or various financial institutions. SEFICT soon became open for all the countries in the region and the world, as well as for all the companies interested in placement of their products and services in this region. This year it is held in Dubrovnik hotel Excelsior, from 16th to 18th of June.

## BELGRADE DESIGN WEEK - BDW 2010 - 29.05 - 06.06.2010

BDW is a regional festival of creative industries and business which has been organized once a year since 2006 and held in different Belgrade locations. BDW gathers the greatest world experts in the areas of design, architecture, branding, advertising and other forms of communication as guests in Belgrade. Never before has Belgrade had so many events in the field of architecture, design and creative industries! Such afflorescence of energy directed towards the mentioned contents undoubtedly means only one thing – the five-year-efforts of Belgrade Design Week to awaken in our country a sense for significance of creative industries in modern business environment and «modern societies of knowledge» finally generate their most beautiful fruits in the form of increased interest and desire for new knowledge. This year BDW will consist of several program complexes, out of which the most important is our famous three-day creative and business educational conference, this year under the name SMART2 (June 3rd-5th). Over 30 of the world's most creative minds are coming to Belgrade to transmit their knowledge and expertise to the legendary passionate 1000 – something BDW audience. Those lectures are equal to several good semesters at university or a top MBA programme. Top global experts from the fields of design, architecture, branding and advertising will tell us how they achieved incredible success and excellence in their field of work, as well their viewpoint on current trends in these areas under the SMART2 lead topic.



## ABOARD A SCHEDULED FLIGHT BETWEEN BELGRADE AND BARCELONA

On Thursday, 15th April, somewhat after 20.00 hours, a Spanish airliner's scheduled flight took off from the airport "Nikola Tesla" for the first time in the airport's history. Spanair will fly from Barcelona to Belgrade on Tuesdays, Thursdays and Saturdays, on Airbus A-320 with 156 seats. Spanair also announces that it will introduce flights between Belgrade and Madrid as of 28th May, two times a week – on Fridays and Sundays. Promo airfares for the flights between Belgrade and Barcelona, taxes excluded, start at EUR 75. The flight tickets can be obtained through travel agents in Serbia or via the airliner website. The Spanish airliner, Spanair, is not a low-cost company, but if the tickets are purchased at certain times, the cost can be quite low so that Spanair applies the same rule that the cheapest fares should be booked a few months ahead. The first Spanair plane to Belgrade brought 55 passengers, mostly visitors, the Spanish residents. Except the airliner's President, Ferran Soriano (43), one of the youngest businessmen in such a high office, there was also Pasqual Maragall on board the plane, one of the most prominent Catalan politicians in the last decades. Spanair's fleet includes 36 planes, and it transported over eight million passengers generating EUR 670 M in 2009. Spanair employs 3,160 people and it is a member of Star Alliance, headed by the German airliner Lufthansa.



Danijel Guerra

### DJ STAR BOB SINCLAIR AT REFRESH FESTIVAL, KOTOR

The incomparable DJ star Bob Sinclair will perform on August 2nd, at this year's third Refresh festival in Kotor. With the new hits which will be learned by heart by this summer, the audience of Refresh festival will have a great time on Sunday August 2nd, in the discotheque Maximus, with the biggest star of the global house scene. Soon some other big names of the world DJ scene will be announced, as well as beginning of ticket sale for 3. Refresh festival in Kotor to be held from Jul 30th to August 2nd of the current year. Refresh festival, the wave of new energy and refreshment, will last 4 days in technically probably the most equipped discotheque in this part of Europe – discotheque Maximus in Kotor which can receive more than 5000 people. Walking in the streets of Kotor in the month of August with white pavements, tourists, sun, you will definitely have an impression of being in the real tourist heaven. With taste of history and touch of the future, you will have a feeling of being in Ibiza and sense of refreshment and energy...



### KLAUS KOBJOLL – TOURIST ENTREPRENEUR AND ACKNOWLEDGED LECTURER IN ZAGREB!

At the beginning of April, in the Zagreb hotel "Antunovic", in the organization of EURES TIM, the lecture of *Klaus Kobjoll* was held, the seminar "New Colours of Tourism".

Kobjoll endorsed the lecture on the subject of successful leadership with personal experience, which he, as a top hotel manager known by the innovative approach to work, does not lack.

Kobjoll is the owner of the renowned Country Hotel and the creative centre Schindlerhof, and he received numerous awards and recognitions for his entrepreneurship. During the lecture in Zagreb, he dedicated his attention to the Croatian tourism and his vision of Croatia as touristic destination.

A specificity of his lectures are the didactical stories from personal experience which inspire the entrepreneur spirit in the participants and help them adjust the acquired knowledge to the local offer and conditions.

The lecture "Be different or die" taught the attendants how to survive in the atmosphere of growing competition, motivated and inspired them with an innovative approach to work.

Beside the director of Croatian Convention and Incentive Bureau, Nikola Racic, the representatives of the Croatian hotels, small and medium entrepreneurs, guests from the region and journalists also attended the convention.

Total Quality Management, strategic planning, annual target plan, CIP (continuous improvement process), these are only some of the practical solutions he offered to the attendants in his desire to prepare them for the brave fight for winning over of financially powerful foreign clients.

### CONVENTION INDUSTRY FAIRS IN MAY AND JUNE – IMEX AND ECECIBT

In the forthcoming period, the participants of the convention industry have two international fairs waiting for them. The eighth IMEX will open on May 25th at Messe Frankfurt with its largest ever hosted buyer programme in place and visitor and exhibitor targets all on course for year-on-year growth. The IMEX Group have announced that they are on course to deliver more business opportunities than ever when the doors open. IMEX 2010 will take place in Frankfurt, at May, and soon afterward, in June, will start East & Central Europe Convention, Incentive and Business Travel Exhibition -ECECIBT 2010 in Istanbul. Recent years have witnessed a huge growth in business travel and tourism to and from the Commonwealth of Independent States (CIS), Baltic States, East and Central Europe. A destination easy to reach, which offers a lot in terms of properties, venues, technical support, entertainment, culinary delights and cultural richness, eventually combined with a professional organization and business travel management, will provide excellence in results.



### IPAD – A NEW TABLET COMPUTER

In April 2010 iPad was released for free sale – only in USA. Europe will wait a little longer. Bigger than iPhone, more elegant than laptop – this is how the new Apple's wonder is described, being already an object of huge interest. iPad is 1,3 cm thick, weighs 0,68 kg, has a touch-sensitive IPS display of 24,6 cm (multi-touch screen), memory in variants of 16 GB, 32 GB or 64 GB, Wi-Fi, Bluetooth, speaker, microphone, compass and a connector for iPod accessories. The planned battery duration is ten hours, which is deemed big success, especially considering high performances of the new computer. Special advantages are predicted for reading of electronic issues of newspapers, magazines and books, as well as for use of various Apple services such as iTunes. „You can search the Internet with it and this will be the best experience you've ever had in surfing the net. It's fantastic when you have the whole webpage in front of you and you can manipulate it by touch", said Steve Jobs, the company's CEO. The technology experts say that this is a right time for Apple to present its version of electronic tablet. The tablet computers have been in circulation for almost a decade, but have not found their place in the market saturated with innovative high-tech products up until now. According to Apple, iPad is better than all the devices currently in sale, but it is still to be seen whether it will be the gadget technomaniacs will not be able to live without.





## ENERGY EFFICIENCY AWARD – BOHINJ PARK ECO HOTEL



PA Finance

As innovation is the keynote for competitiveness, Finance magazine and Slovenian Ministry of the Environment and spatial planning have given away another set of annual acknowledgements for Energy efficiency in cooperation with the leading Slovenian scientific research

Institute – the Jožef Stefan Institute. On April 19th 2010 Bohinj Park ECO Hotel was awarded as most efficient enterprise, while Boštjan Čokl, its owner, received the flattering title of Energy Manager of the Year. According to Mr. Čokl the 1st Slovenian Ecological Hotel was foremost possible on account of him being the mastermind, building contractor and investor – all one person.

## SARAJEVO HOST OF THE FILM FESTIVAL “ECO EYE”

The International Film Festival Eco Eye ended in March in Sarajevo. The five-day manifestation included 20 documentary and feature films from Bosnia and Herzegovina, Canada, Egypt, Great Britain, France, United States of America, Spain, Iran and Switzerland. By presenting films, exhibitions and other accompanying contents of the artists from Sarajevo, Bosnia and Herzegovina, Europe and the world, the festival ECO EYE tends to enable the B&H audience to directly participate and get familiarized with the events and trends in art, new poetics, styles and new media, but also different points of view and solutions of the problems we face with in contemporary world. 17 films competed for Gold, Silver and Bronze Snowflake, and the best was selected by the Festival jury - Slavisa Masic, Vladimir Beus, PhD, Nedžad Begovic, Dino Kassalo and Samir Djug, PhD. The Canadian film “Industrial Landscapes” by the author Jennifer Baichwall, by a unanimous decision of the jury of 3. International Festival of Ecological Film “Eco Eye” won the first prize, the Gold Snowflake.



## AIRBALTIC STARTS RIGA - BELGRADE FLIGHTS

On May 5, the Latvian national airline airBaltic started to operate flights to the Serbian capital of Belgrade, offering convenient connections via North Hub Riga to/from Scandinavia, Russia and the CIS. AirBaltic will fly from Riga to Belgrade three



times a week – Mondays, Wednesdays and Sundays (from May 31 four times a week – Mondays, Wednesdays, Fridays and Sundays). Passengers will board a Boeing 737 aircraft for a flight that will last for two hours and 20 minutes. One-way ticket prices will start at LVL 38 (EUR 55), including airport fees and transaction costs. A full schedule of flights is available on the company's homepage – [www.airbaltic.com](http://www.airbaltic.com). AirBaltic serves 80 destinations from its home base at Riga, Latvia. From every one of these, airBaltic offers convenient connections via North Hub Riga to its network spanning Europe, Scandinavia, Russia, CIS and the Middle East.

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lished a courier service in order to collect and deliver documents for translation, saving time and delivering to the most convenient location of client's choice. In order to further improve services, WORLDWIDE AGENCY has modified company website. Clients can now order translation/interpretation services online, send documents for a price estimate or ask any question related to their services.

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### Ulepšavanje makedonske prestonice

U toku marta 2010 počelo je sprovođenje plana za izgradnju i renoviranje skoro 30 zgrada Skoplja. Veliko renoviranje glavnog grada Makedonije teče po planu, nakon što je vlada predstavila video prezentaciju sa detaljima promena. Cilj je da se unaprede privlačnost i administrativna funkcionalnost Skoplja. U okviru projekta takođe su predviđeni brojni spomenici -- uključujući statuu Aleksandra Velikog koja će biti postavljena na vrh nove fontane na centralnom Trgu Makedonije -- do kraja ove godine. Izgradnja dva nova pešačka mosta preko reke Vardar -- mosta Oko koji je nazvan po svom karakterističnom krugu na sredini, i specifično oblikovanog Mosta umetnosti -- već je počela. Radovi na novim fasadama i zgradama duž Vardara -- Ustavni sud, Arheološki muzej i sedište finansijske policije -- takođe se bliže kraju. Nove zgrade ministarstva inostranih poslova i državnog arhiva, pored ostalih vladinih agencija su u početnim fazama izgradnje.

### HOTEL N u novu sezonu ulazi sa mini konferencijskim centrom FORUM

HOTEL "N" \*\*\*, u novu sezonu, od 01. marta 2010. godine, kreće sa novom ponudom: otvoren je mini konferencijski centar "FORUM", u čijem sastavu je 5 konferencijskih sala, kapaciteta od 10 - 70 osoba, moderan aperitiv bar, garderoba, manja letnja bašta i drugi prateći sadržaji, kao što su prodavnica štampe i cigareta, prodavnica suvenira, frizer, elektronska menjačnica, toalet za lica sa invaliditetom... Sale su opremljene konferencijskim stolicama sa radnom pločom na preklop, projektorskim platnom, flipchartom, video projektorom i Internetom, a dve sale raspolažu i kabinama za simultano prevođenje. Korisnicima konferencijskog centra, po veoma povoljnim cenama, može se obezbediti hotelski smeštaj (sobe, apartmani), usluge kateringa (kafe pauze, obroci, svečane večere), usluge fotokopiranja, štampanja, fax-a itd.



### Continental hotel Beograd dobio potpuno novi izgled predvorja

Predvorje Continental hotela Beograd dobilo je sasvim novi izgled. Elegantan i prostran otvoren ambijent sada krasi nove garniture za sedenje savršene udobnosti. Novi floralni i dekorativni elementi nose poseban osećaj sklada i pružaju savršenu mogućnost mirnog i kvalitetnog predaha. Uz izuzetnu uslugu lobi restorana Promenada Lounge, domaću i inostranu dnevnu štampu, biznis centar i savršen servis osoblja koje će odgovoriti na sva pitanja i zahteve gostiju, lobi Continental hotela predstavlja mesto gde je postignuta fuzija aktivnosti i opuštanja.

### Kopaonik – opremljeniji kongresni centar, uz hotel Angela i renoviran Grand Hotel

Kopaonik je od prethodne zimske sezone bogatiji za još jedan hotel koji se nalazi u samom srcu turističkog centra. Hotel Angella 4\* nastao je spajanjem pređašnjih konaka Ras i Zvečan koji su i pored potpunog preuređenja enterijera zadržali autentičan spoljašnji izgled apartmanskog kompleksa. Hotel raspolaže sa 127 moderno opremljenih soba koje gostima pružaju potpuni komfor i udobnost. Velika prednost hotela je kongresni centar koji se prostire na pet nivoa i 1000 m<sup>2</sup>, kao i mogućnost besplatnog korišćenja niza sadržaja u nedavno renoviranom hotelu Grand.

Hotel Grand 4\* koji je oduvek bio sinonim za visok standard, zasijao je potpuno novim izgledom i obogaćen je novim sadržajima, poput luksuznog SPA & Wellness centra „Grand Oaza“ na 1800 m<sup>2</sup>, opremljenog po uzoru na svetske SPA centre, zatvorenog bazena sa relaks zonom, dečije igraonice, moderne kuglane sa 8 staza, modernim fitness centrom i business centrom sa kompletnom tehničkom opremom. Hotel raspolaže sa 165 luksuznih soba, od čega je 11 VIP i 2 predsednička apartmana. Deo ukupnog smeštajnog kapaciteta, kao i svi restorani i barovi u hotelu, potpuno su redizajnirani i prilagođeni najzahtevnijim gostima. Hoteli „Grand“ i „Angella“, zajedno sa apartmanskim kompleksom „Konaci Sunčani vrhovi“ i restoranom nacionalne kuhinje Zvrk, predstavljaju sastavni deo MK Mountain Resort-a na Kopaoniku.



### Solaris Hotels Resort otvorio novi golf park

Solaris Hotels Resort u maju 2010. godine otvara Solaris Golf Park, PAR 3 sa 9 rupa. U prirodnom ambijentu odmah do Solaris Hotela Jakov, okružen s jedne strane prekrasnom rečicom, a s druge mirisnom borovom šumom, unutar kojeg se nalazi malo jezero i uz to odmah na plaži, oduševiće svakog golfera bilo profesionalca ili početnika.

Solaris Golf Park, PAR 3, sa 9 rupa poseduje practice putting green sa 230 kvadratnih metara i driving range (19 metara dubok, 16 metara širok i 6 metara visok). U parku će se, takođe, nalaziti Golf Club House sa različitim suvenirima, ponudom pića, grickalica i golf opremom za iznajmljivanje.

Solaris Golf Park bi će otvoren od maja do novembra. Na ovaj način Dalmacija je dobila prvi PAR 3 golf park, igralište za sve ljubitelje golfa - početnike ili profesionalce.



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### Bohinj Park EKO hotel – stalan podsticaj eko turizmu

Bohinj Park ECO Hotel nastavlja da prezentira nove ideje u praksi.

Početkom februara postao je prvi slovenački hotel koji ima stanicu za punjenje hibridnih i električnih vozila. Specijalna stanica nalazi se u garaži hotela. Gosti koji voze električni automobil mogu slobodno da koriste garaže i pune svoje automobile besplatno.

Ovo je još jedan korak u smeru podsticaja zelenog turizma u Bohinjskoj regiji. Hotel takođe podstiče svoje goste da koriste javni prevoz tako što nudi dodatne popuste za one koji putuju vozovima i autobusima.



Bohinj Park Hotel

### Najveći tržni centar na Balkanu otvara svoja vrata u Sofiji

Bugarski premijer Bojko Borisov otvorio je najveći tržni centar na Balkanu nazvan „The Mall“. Poželevši dobrodošlicu investitorima, premijer je izrazio svoja nadanja da će se država uskoro stabilizovati i da će se potrošnja porasti. The Mall se nalazi na adresi Carigradski bulevar 115, jednom od najvećih sofijskih bulevara. The Mall se prostire na 66,000 kvadratnih metara što ga čini najvećim tržnim centrom u državi, i može se pohvaliti sa 186 prodavnica, restorana, zabavnih sadržaja, prvim Carrefour hipermarketom u Sofiji, i parkingom sa 2800 mesta. The Mall otvara i 1500 novih radnih mesta, od kojih je 400 u hipermarketu Carrefour. Prema vlasnicima, grčkoj porodici Restis, The Mall teži ponudi „novog životnog stila širokom rasponu potrošača – od tinejdžera i japija do porodica sa decom i starijih ljudi.“ Novi centar za kupovinu i zabavu ima bioskopski kompleks Arenu sa 10 sala i ukupno 1 800 sedišta, kuglanu i teretanu. The Mall ima šest nivoa, od kojih su tri podzemna. Projektovao ga je arhitekta Ilijan Ilijev iz „Studija za planiranje“, izvođač radova je bila firma GEK TERNA Group, a zemljište je bilo vlasništvo Colliers International Bulgaria.



### Hotel Prag u novom svetlu!

Tradicionalni hotel „Prag“ Beograd završio je sa renoviranjem i ponovo radi punim kapacitetima.

Hotel koji datira još od davne 1929. godine sada ponovo otvara svoja vrata u potpuno novom svetlu. Nalazi se u samom centru Beograda, raspolaže sa 82. moderno opremljene sobe koje će zadovoljiti potrebe i najzahtevnijih gostiju.

Sistem inteligentnih soba, besplatan internet, mini bar, centralna klimatizacija, sef, samo su neke od brojnih mogućnosti koje hotel pruža.

Pored renoviranih soba, u prijatnom ambijentu nalazi se i renovirani A La Carte restoran, na čijem se meniju nalazi bogat izbor internacionalne kuhinje.

Novina u ponudi hotela jesu i tri konferencijske sale, dve business kancelarije sa kompletnom tehničkom podrškom kao i Event restoran koji je pogodan za organizovanje različitih događaja.

### Novi Wellness centar hotela Maestral

Hotel Maestral 4\* u Novigradu (Istra, Hrvatska), koji svojim gostima nudi jedinstveni doživljaj odmora kroz vrhunski kvalitet usluge i kroz bogatu ponudu različitih sadržaja, je početkom aprila ove godine zablistao u punom sjaju uz novouređeni Wellness centar.

Goste očekuje oko 2.500 m<sup>2</sup> ugodnog i moderno opremljenog prostora sa brojnim sadržajima sportsko – revitalizirajućeg karaktera: unutrašnji bazen s grejanom morskom vodom i whirlpoolom, SPA (finska i bio sauna, parno kupatilo, ledena fontana, whirlpool, relax zona), tretmani nege lica i tela, fitness studiom kao i VIP zona s finskom saunom, whirlpoolom za dvoje i vodenim krevetom.



D. Hoyka





### Embellishing of Macedonian capital

The execution of the plan for construction and restoration of almost 30 buildings in Skopje initiated during March 2010. The great renovation of the Macedonian capital is going as planned, after the Government held the video-presentation with details of modifications. The goal is to improve attractiveness and administrative functionality of Skopje. Numerous monuments are also planned within the project – including the statue of Alexander the Great which will be placed on top of the new fountain at the central Macedonian Square – by the end of this year. The construction of two new pedestrian bridges across the river Vardar – the Eye bridge, named after its characteristic circle in the middle, and the specifically shaped Bridge of Art – has already begun. The works on new facades and buildings along the river Vardar – Constitutional Tribunal, Archeological Museum and the seat of financial police – are also approaching the end. The new buildings of the Ministry of External Affairs and State Archives, beside the other governmental agencies, are in their initial construction stages.

### HOTEL "N" enters a new season with mini conference center FORUM

HOTEL "N" \*\*\*, enters a new season, starting from March 1st 2010, with a new offer: a mini conference center "FORUM" is opened, which consists of 5 conference rooms, with capacity 10 - 70 persons, modern aperitif bar, cloakroom, smaller summer garden and other accompanying contents, such as cigarette and newspaper shop, souvenir shop, electronic money exchange, restroom for disabled persons. The rooms are equipped with conference chairs with foldable writing-board, projector screen, flipchart, video projector and Internet, and two rooms also have booths for simultaneous translating. The users of the conference center can be provided with hotel accommodation (rooms, suites), catering services (coffee breaks, meals, gala dinners, photocopying, printing and faxing services, etc. at very favourable prices.



### Continental hotel Beograd has got a completely new lobby look

The lobby of Continental hotel Beograd has got a completely new look. Elegant and spacious open ambiance is decorated with new perfectly comfortable seating sets. New floral and decorative elements give special feeling of harmony and a perfect possibility of peaceful and quality repose. With excellent service of the lobby restaurant Promenada Lounge, local and international daily newspapers, business center and perfect service of the personnel who will answer all the questions and requests of the guests, the Continental hotel lobby represents a place where fusion of activity and relaxation has been achieved.

### Kopaonik – more equipped congress center with Hotel Angella and renewed Grand Hotel

Kopaonik has recently got a brand new hotel located in the very heart of the tourist center. Hotel Angella 4\* has inmerged two mayor buildings of the apartment complex Konaci. Though the hotel has undergone complete renovation of interior, the authentic exterior of the apartment complex Konaci-Sunny heights has stayed untouched. Featuring 127 modern rooms, hotel offers pure comfort and coziness. One of the main advantages of the hotel is its direct connection with the convention center at 1000 m2 in addition to complimentary use of facilities at the recently refurbished Hotel Grand. Hotel Grand 4\*, symbol of high standards, has undergone a complete refurbishment programme providing state-of-the-art facilities to include wireless internet, flat TV screens and contemporary luxury in all 165 rooms, in addition to two new presidential suites and 11 VIP rooms. Restaurants, bars and lobby areas have also undergone complete renovation and the Grand now boasts a new purpose built spa and wellness centre on a 1800 m2, fully equipped business center, modern fitness center, 8 lane bowling center and kid's corner. Hotel Grand and Hotel Angella, all together with the apartment complex Konaci and the national restaurant Zvrk, represent the entire MK Mountain Resort.



### Solaris Hotels Resort opened a new golf park

Solaris Hotels Resort opens in May 2010 a Solaris Golf Park, PAR 3 with 9 holes. In natural environment right next to Solaris Hotel Jakov, surrounded with beautiful little river on one side, and aromatic pine forest, with small lake in the middle of it, on the other side, and situated right on the beach, it will delight every golfer, professional or beginner. Solaris Golf Park, PAR 3, with 9 holes possesses practice putting green with 230 square meters and driving range (19 meters deep, 16 meters wide and 6 meters high). In the park there will also be a Golf Club House offering different souvenirs, drinks, snacks and golf equipment for rent. Solaris Golf Park will be open from May to November. Thus Dalmatia got the first PAR 3 golf park, the course for all golf lovers – beginners or professionals.

### Bohinj Park EKO hotel – a constant stimulus for eco tourism



Bohinj Park Hotel

Bohinj Park ECO Hotel continues to present new ideas in practice. At the beginning of February it became the first Slovenian hotel with a recharging station for hybrid and electric vehicles. The special station is located in the hotel's garage. The guests driving electric cars can use the garage spaces and charge their cars for free. This is another step towards the direction of stimulating of green tourism in the Bohinj region. The hotel also encourages its guests to use public transportation by offering additional discounts for those travelling by trains and busses.



Bohinj Park Hotel

### The largest mall on the Balkan opens doors in Sofia

The Bulgarian Prime Minister Boyko Borissov has opened the largest mall on the Balkans called "The Mall". Welcoming the investors, the prime minister expressed his hope that the state would soon stabilize and consuming would galvanize. The Mall is located at 115 Tsarigradsko Shose, one of the major Sofia boulevards. The Mall spreads on 66,000 square meters which makes it the largest shopping center in the country, and it boasts 186 shops, restaurants, entertainment courts, the first Carrefour hypermarket in Sofia, and parking lot with 2800 spaces. The Mall also opens 1500 new jobs, 400 of which are in the hypermarket Carrefour. According to the owners, Restis family from Greece The Mall is aimed at offering "a new lifestyle to a wide range of consumers – from teenagers and yuppies to family couples with kids and elderly people." The new shopping and entertainment center has an Arena Cinema Complex with 10 halls and a total of 1 800 seats, a bowling center, and a gym. The Mall is located on six levels, three of which are underground. It has been designed by architect Ilian Iliev from 'Planning Studio', the construction was carried out by the GEK TERNA Group, and the property is managed by Colliers International Bulgaria.



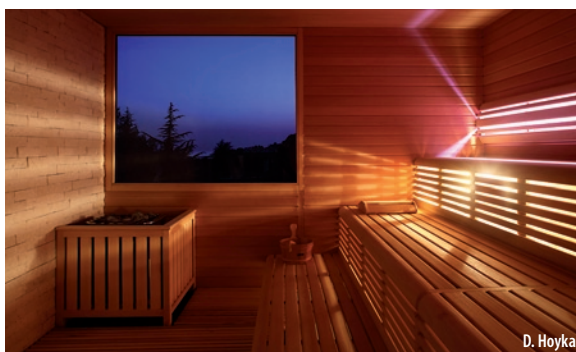
### Hotel Prag in new light!

The traditional hotel "Prag" in Belgrade finished its renovation and is working again with full capacities. The hotel dating back to 1929 now re-opens its door in completely new light. It is located in the very center of Belgrade, it has 82 modernly equipped rooms which will satisfy the needs of the most demanding guests. The "intelligent" room system, free internet, mini bar, centralized air-conditioning, safe, these are only some of numerous possibilities offered by the hotel. Beside the renovated rooms, in pleasant atmosphere, there is also a renovated restaurant A La Carte, the menu of which presents a rich selection of international cuisine. The news in the hotel's offer are three conference rooms, two business offices with full technical support as well as Event restaurant suitable for organization of different events.

### New Wellness center in Hotel Maestral

Hotel Maestral 4\* in Novigrad (Istria, Croatia), which provides the guests with a unique holiday experience offering them the highest quality service that they strive to achieve and providing rich offer of different facilities, has open its doors in April to the newly renovated Wellness center.

The guests can enjoy in more than 2.500 square meters of modern and cozy wellness facilities with numerous sports and revitalization services: indoor swimming pool with heated sea water and whirlpool, SPA (Finnish sauna, bio sauna, steam bath, ice fountain, whirlpool, relax room), face and body treatments, fitness studio and VIP area with Finnish sauna, private whirlpool and waterbed.



D. Hoyka



Rik Tejlor, Kejptaun, Južna Afrika

## KARTE NA STADIONU GRIN POINT SE PRODAJU KAO VRUĆE PECIVO

Rik Tejlor, bivši rukovodilac Južnoafričkog kongresnog biroa, osnovao je međunarodnu konsultantsku firmu za poslovni turizam prvenstveno za C&I branšu. The Business Tourism Company ima sedište u Južnoj Africi i fokusira se na strateški rad sa klijentima u oblastima upravljanja destinacijama, promocije destinacija, razvoja destinacija i obuke/profesionalnog razvoja. Među klijentima su kongresni biroi i DMC na međunarodnom nivou. Firma nastupa kao konsultant za kompanije koje žele da agresivno ciljaju C&I tržište. „Postoji ogroman kapacitet za ovu vrstu poslovanja u Južnoj Africi i drugim tržištima u nastajanju“, rekao je on. „Učenje je valuta budućnosti, posebno za destinacije poput Afrike, Azije i jugoistočne Evrope.



Rikovo poslovno zaleđe ima korene u marketingu i oglašavanju. Bio je generalni direktor dve agencije za oglašavanje tokom poslednjih 10 godina. Njegovo angažovanje u turizmu započelo je 1994. kupovinom Hout Bay hotela u Kejptaunu u Južnoj Africi. Od 1998. Rik je bio pionir u razvoju turističke industrije Kejptauna u kojoj je, kao izvršni direktor firme Cape Metropolitan Tourism uveo brojne inovativne marketinške koncepte kao što su kejptaunska „Tajna sezona“, BestCities.net, Divni zalivi i Velike vinske prestonice sveta.

Trenutno se Rik nalazi na čelu The Business Tourism Company, a tokom svog radnog iskustva uspeo je 2008. godine da stigne i do Srbije i da pokaže, kao konsultant i kao predavač, kako pozicionirati proizvode i kasnije ostvariti napredak u poslovnom turizmu. Njegov rodni grad je Kejptaun, i s obzirom na ogromnu popularnost tog grada u ovom trenutku, trenutak je više nego savršen da podelimo deo Rikovog iskustva sa čitaocima koji se susreću sa MICE proizvodom.

**1. Uz vaše vođstvo, Kejptaun se popeo sa 51. na 30. mesto na ICCA listi internacionalnih gradova za kongresna i podsticajna putovanja u 2000. godini. Da li biste mogli da za časopis SEEBtm opišete kakve izazove ste imali na svom putu ka popularizaciji i izgradnji MICE industrije u Južnoj Africi i implementaciji novih inovativnih marketinških konceptata?**

Izlazeći iz post-apartheidske ere, prepoznali smo turizam kao privredni pokretač koji pomaže u lansiranju destinacije. Glavni izazov Kejptauna sa tačke gledišta dolazaka je ležao između maja i septembra – naše zime. Potreba da se obezbedi destinacija dostupna tokom cele godine i da se pobedi njen sezonski karakter izrodila je Kongresni biro Kejptauna i Međunarodni kongresni centar Kejptauna. To je bio početak fokusiranja na MICE sektor koji danas nastavlja da raste razvijajući jednu po jednu jaku stranu.

**2. Jedan od najvećih izazova u to vreme (1997.) je bio manjak znanja u branši i uvažavanja zasluga tog sektora, posebno pogodnosti stvaranja**

**radnih mesta. To je pokriveno programom sveobuhvatne obuke/profesionalnog razvoja. Nakon čvrstog planiranja destinacija je počela da se penje uz rang-lestvicu ICCA u korist svih ulagača. Južna Afrika će biti u centru svetske pažnje kao država-domaćin Svetskog prvenstva u fudbalu 2010. po prvi put u Africi. To dolazi uz brojne izazove i potražnju za resursima države. Da li biste mogli da nam kažete više o programu „Zeleni gol“ i kako vidite potencijal Južne Afrike tokom manifestacije i nakon njenog završetka?**

Grad-domaćin Kejptaun se posvetio odgovornom upravljanju životnom sredinom tokom Svetskog prvenstva kao i ostavljanju legata za svoje građane nakon njega. „Zeleni gol 2010.“ je program koji svodi otpad na minimum, efikasno koristi energiju, štedljivo troši vodu i nadoknađuje emisiju štetnih gasova tokom događaja. Kroz program se fokus stavlja na sprovođenje odgovornog turizma, a infrastruktura je planirana i građena sa budućim generacijama na umu. To će osigurati trajnu zaostavštinu



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gradu nakon što pištaljka zazviždi poslednji put. Primer jednog od ciljeva „Zelenog gola“ jeste samonikli pejzaž oko prelepeg novog kejptaunskog stadiona – uređeno je 60 hektara javnog otvorenog prostora i vrtova.

**3. Šta je sa društvenim uticajem manifestacije? Koliko će to poboljšati život običnih ljudi koji žive na ovoj destinaciji?**

Očekujemo da negde između 300,000 i 480,000 stranih navijača stigne u Južnu Afriku na turnir, i da potroše 1.17 milijardi američkih dolara. Taj novac će biti raspoređen prvenstveno na turističke Meke u zemlji poput Nacionalnog parka Kruger, Rute vrtova i Kejptauna (Ostrvo Roben, Vajnlands). Prema istraživanju Svetsko prvenstvo u fudbalu 2010. će doprineti južnoafričkoj privredi sa 55.7 milijardi randa i stvoriti ukupno 415,400 radnih mesta. Uz to, kako se događaj bližio, postojao je snažan fokus na pribavljanje politika koje podržavaju i dalje proširuju ovlašćenja za crnu ekonomiju i jačaju mala i srednja preduzeća.

**4. Kako Južna Afrika izgleda u vreme pripreme za Svetsko prvenstvo? Sada je datum početka veoma blizu. Da li se može zapaziti veća euforija kod građana Južne Afrike?**

Sada kada nas samo dani dele od početka 11. juna 2010. zemlja je spremna da dočeka svoje goste. Svi fudbalski stadioni su završeni i odobreni od strane LOK (Lokalnog organizacionog

komiteta) i FIFA. Aerodromi, hoteli i restorani su spremni da toplo prime posetioce – posebno one iz Srbije. Nacija i kontinent su naelektrisani od iščekivanja, sa posebno smišljenim pesmama za Svetsko prvenstvo, kao i sa specijalnim „disko plesom“ (videti na Internetu). A vuvuzele (južnoafričke fudbalske trube) već mogu da se čuju posvuda!

**5. Radionice firme „The Business Tourism Company“, „Obuka i timsko rešavanje problema (brainstorming)“ bile su organizovane u Srbiji, imajući za cilj da razviju uzbudljive i profitabilne ideje koje će podmladiti plan strategije rasta turizma Srbije kao i timsku energiju. Šta biste mogli da kažete o Srbiji i regionu jugoistočne Evrope kada se radi o C&I tržištu?**

Srbija i jugoistočna Evropa su destinacija za sastanke koja čeka da bude istinski otkrivena. Veliki posao koji

su pokrenule organizacije kao što su TOS (Turistička organizacija Srbije), turističke organizacije Beograda i Novog Sada, na primer, pomaže povećanju atraktivnosti i privlačnosti zemlje i regiona. Samo pogledajte rang-listu ICCA i videćete kako zemlja prosto grabi navije.

**6. U jednom članku ste spominjali da vam je biciklizam veoma blizak i da vam je zbog toga Lens Armstrong najveća inspiracija. Da li je još uvek tako?**

Biciklizam kao sport čini veliki deo mog zdravstvenog režima i sedmostruki pobednik Tur d Fransa Lens Armstrong ostaje moja motivaciona ikona. Nedavno je bio u Kejptaunu da vozi naš Cape Argus Cycle Tour, najveći vremenski ograničeni biciklistički događaj na svetu. Svakako ću ga pratiti nakon Svetskog prvenstva na Tur d Fransu 2010. jer pokušava da ga osvoji i 8. put.

**7. A fudbal? Da li ste već rezervisali sedište na stadionu Grin Point?**

Karte na stadionu Grin Point se prodaju kao vruće pecivo i nadam se da će Srbija (ili Slovenija) stići do završnih faza na turniru tako da ću moći da vidim tim iz jugoistočne Evrope kako igra u mom dvorištu. To bi bilo neverovatno.



Cape Town



Rick Taylor, Cape Town, South Africa

## TICKETS AT GREEN POINT STADIUM HAVE BEEN SELLING LIKE THE PROVERBIAL HOT CAKES

Rick Taylor, former head of the South African Convention Bureau, has set up an international business tourism consultancy primarily for the C&I industry. The Business Tourism Company is based in South Africa and focuses on working strategically with clients in the areas of Destination Management, Destination Marketing, Destination Development and training / professional development. Clients include - convention venues and DMCs internationally. The company acts as a consultant to businesses that want to aggressively target the C&I market. "There is a huge capacity for this sort of business in South Africa and other emerging markets" he said. "Learning is the currency of the future, particularly in destinations such as Africa, Asia and South East Europe.



Rick's background is rooted in marketing and advertising. He was MD of two advertising agencies during his last 10 years in the industry. His involvement in tourism began in 1994 with the purchase of the Hout Bay Hotel in Cape Town, South Africa. From 1998 Rick was a pioneer in the greater Cape Town tourism industry where, as CEO of Cape Metropolitan Tourism he introduced numerous innovative marketing concepts such as Cape Town's 'Secret Season', BestCities.net, Beautiful Bays and Great

Wine Capitals of the World. Currently Rick is managing the company named The Business Tourism Company, and during his working experience he also managed to come to Serbia in 2008 and to show, as a consultant and a lecturer, how to position the products and make progress in business tourism later on. His hometown is Cape Town, and considering this city's huge popularity at the moment, the timing is more than perfect for sharing a part of Rick's experience with the readers encountering a MICE product.

**1. Through your leadership, Cape Town rose from 51 to 30 on the ICCA list of top international conference and incentive cities in 2000. Could you describe for SEEbtm magazine what challenges you had on your way to popularize and build MICE industry of South Africa and implement new innovative marketing concepts?**

Coming out of the post-apartheid era we identified tourism as an economic

driver to help kick start the destination. The Greater Cape Town area's major challenge from an arrivals point of view lay between May and September - our winter. The need to deliver an all-year-round destination and to combat the seasonality trough gave birth to the Cape Town Convention Bureau and the Cape Town International Convention Centre. This was the start of the focus on the MICE sector which today continues to grow from strength to strength.

**2. One of the major challenges at the time (1997) was a lack of industry knowledge and appreciation of the merits of this sector, particularly the job creation benefits. This was addressed via a comprehensive training / professional development programme. After solid planning the destination started to climb the ICCA rankings ladder to the benefit of all stakeholders. South Africa will be the centre of the world's attention as the country hosts the 2010 FIFA World Cup™ for the first time in Africa. This comes with numerous challenges and demands on the country's resources. Could you tell us more about The Green Goal programme and how do you see potential of South Africa during manifestation and after it finishes?**

The Host City of Cape Town has committed to responsible environmental management during the World Cup as well as leaving a legacy for its people afterwards. 'Green Goal 2010' is a programme that minimizes waste, uses energy efficiently, consumes water sparingly and com-



pensates for the event's carbon footprint. Through the programme focus has been placed on practicing responsible tourism and infrastructure was planned and constructed with future generations in mind. This will ensure a lasting legacy for the city after the final whistle blows. An example of one of the 'Green Goal' targets is the indigenous landscaping in the parklands around the beautiful new Cape Town stadium – 60 hectares of public open space and gardens have been developed.



**3. What about social legacy of this manifestation? How much will this improve lives of ordinary people who live in the destination?**

We are expecting somewhere between 300,000 and 480,000 foreign fans to arrive in South Africa for the tournament, spending US\$ 1.17 Billion. This investment will be spread primarily in the tourist Mecca's of the country such as the Kruger National Park, the Garden Route and Cape Town (Robben Island, Winelands). According to research the 2010 FIFA World Cup will contribute R 55.7 billion to the South African economy and generate a total of 415,400 jobs. In addition to this, in the run up to the event there has been strong focus on procurement policies supporting and further enhancing black economic empowerment and strengthening small and medium sized enterprises.

**4. How South Africa looks like at the time of preparation for the World Cup? Now the start date is very close.**

**Is it possible to notice bigger euphoria on citizens of South Africa?**

With just days to go before the kick off on the 11th June 2010 the country is ready to welcome its guests. The football stadia have all been completed and have been given the 'thumbs up' by the LOC (Local Organizing Committee) and by FIFA. Airports, hotels and restaurants are ready to warmly receive visitors – especially those from Serbia.

The nation and continent are electrified in their anticipation with specific world cup songs being created, as well as the special 'diski dance' (check it out on the web). And the vuvuzela's (S.A.'s football trumpets) are already to be heard everywhere!

**5. The Business Tourism Company's 'Training and Brainstorming' workshops were organized in Serbia, having goal to develop exciting and profitable ideas that will rejuvenate tourism of Serbia growth strategy plan as well as the energy of the team. What could you say about Serbia and**

**South East Europe region when it comes to C&I market?**

Serbia and South East Europe is a meeting destination just waiting to be truly discovered. The great work being steered by organizations such as the NTO (National Tourism Organization), the Belgrade and Novi Sad Tourism Organizations for example, is helping elevate the country and region's attractiveness and appeal. Just watch the ICCA rankings and you'll see how the country is clawing its way upwards.

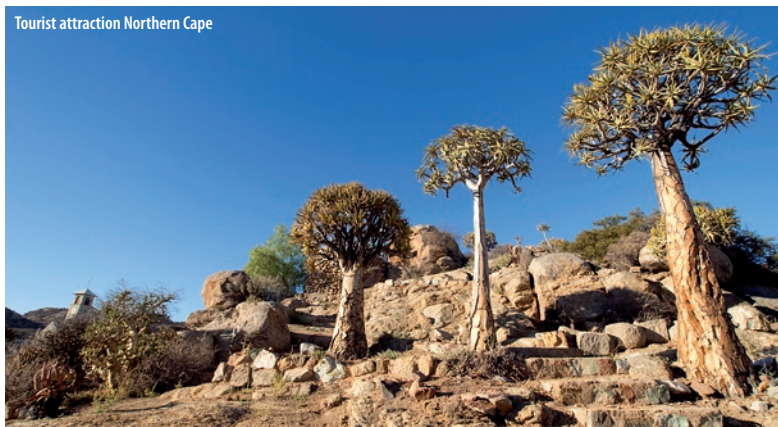
**6. In one article about you, you were mentioning how cycling is very close to your heart and this is why your biggest inspiration is Lance Armstrong. Is he still the biggest inspiration?**

Cycling as a sport is very much part of my health regime and seven times Tour de France winner Lance Armstrong remains a motivational icon. He was recently in Cape Town to ride our Cape Argus Cycle Tour, the largest timed cycle event in the world. I will obviously be following him post the World Cup in the 2010 Tour de France as he bids to win his 8th tour.

**7. And football? Have you already booked your seat at Green Point Stadium?**

Tickets at Green Point Stadium have been selling like the proverbial hot cakes and I'm hoping that Serbia (or Slovenia) make the final stages of the tournament so that I get to see a South East European team play in my own back yard. That would be incredible.

Tourist attraction Northern Cape





Sportsko-turistička manifestacija - Svetsko prvenstvo u fudbalu 2010.

## „DOŠLO JE VREME AFRIKE“

Južna Afrika je održala svoju završnu prezentaciju pred Izvršnim komitetom FIFA uoči glasanja 15. maja. Nelson Mandela je govorio o južnoafričkom „posvećenom i predanom timu“, a predsednik Mbeki je strastveno govorio o tome kako je „došlo vreme Afrike“.

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FIFA. Početna svest o kandidaturi je stvorena pozivanjem Izvršnih članova FIFA na južnoafričke lokalne i međunarodne događaje povodom lansiranja kandidature za 2010. Održano je nekoliko sastanaka sa predsednikom FIFA Džozefom S. Blaterom tokom 2003. godine.

najveću i najstabilniju ekonomiju na kontinentu, sofisticiranu medijsku industriju i ogromnu podršku miliona svojih građana.

Nakon hiljada sati letenja oko sveta, stotina sati sastanaka i lobiranja, Južnoafrički komitet za kandidaturu je u maju 2004. otputovao u Cirihi na proglašenje domaćina Svetskog prvenstva u fudbalu 2010.

Sportski turizam je svetski obrtač novca, čija je vrednost procenjena na 600 milijardi dolara godišnje i koji navodi milione sportskih fanova širom sveta na krupno trošenje novca.

Sport je sam po sebi privlačan, ali se ta privlačnost ostvaruje preko takmičenja - događaja - koji moraju da budu organizovani u određeno vreme i na određenom mestu, u skladu sa specifičnim pravilima. Takmičarski sport se razlikuje od rekreacije uglavnom zato što je on neka vrsta rituala, standardizovan je i ne toleriše druge, nove i slobodne vidove aktivnosti. Ako se takmičenje, koje se održava na jednoj ili nekoliko lokacija, pretvori u sistem praćen aktivnostima karakterističnim za formiranje celovitog turističkog proizvoda, stvara se sportsko-turistički događaj. Sport će biti primarna komponenta, glavna



Cape Town stadion

Tiho i sa obnovljenom energijom i odlučnošću, Južnoafrički komitet za kandidaturu je ponovo prionuo na rad i u decembru 2002. godine obavestio FIFA o svojoj nameri da se kandiduje za Svetsko prvenstvo u fudbalu 2010. Namera Južne Afrike je ponovo potvrđena 30. maja 2003, putem garancija koje su njena Vlada i Južnoafrički fudbalski savez dali

Poruka Južne Afrike je bila jednostavna, ali moćna. Imala je najbolje sportske objekte u Africi, mnoge već postojeće, neke koje je trebalo proširiti, ali trebalo je neke i izgraditi. Imala je jaku komercijalnu podršku vodećih međunarodnih korporacija,

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City of Johannesburg Employee Soccer day



**Sportski turizam je svetski obrtač novca, čija je vrednost procenjena na 600 milijardi dolara godišnje i koji navodi milione sportskih fanova širom sveta na krupno trošenje novca.**

vrednost ponude, ali trebalo bi da postoje i druge vrednosti i oblici ponude, koji bi trebalo da budu stimulativni i da se dopunjuju. Međutim, postoji i mogućnost da će kod nekih turističkih proizvoda sport biti prateći događaj, ali toliko snažno prisutan da će odlučujuće uticati na celokupan utisak.

Južna Afrika će biti u centru svetske pažnje, jer je ovo prva afrička država koja je domaćin Svetskog prvenstva u fudbalu. Svetsko prvenstvo u fudbalu 2010. će biti najveći kulturni i sportski festival koji je Južna Afrika ikada iskusila, po rečima japanske fudbalske legende, Hidetošija Nakate, koji se nalazi u Južnoj Africi kao deo FIFA World Cup™ Trophy Tour koji sponzoruje Coca-Cola.

Kejptaun je raznolik grad i posmatra se kao tačka vrenja različitih kultura juga Afrike. Teško bi se mogao naći razlog da se ne zaljubite u jedan od najslikovitijih gradova Južne Afrike, Kejptaun. On ima jedan od najidilichnijih položaja – ugnježđen između okeana i planina koje oduzimaju dah. Pitoreskna planina se uzdiže 1,086 m iznad grada i služi kao orijentir moreplovcima. Kada je dan vedar, planina sa ravnim vrhom je vidljiva na 200 km sa otvorenog mora.

„Grad-majka“, kako Kejptaun nazivaju u Južnoj Africi, nudi obilje kontrastnih aktivnosti, od izležavanja na popularnim plažama na ivicama Atlantskog okeana, do istraživanja živopisno obojene oblasti Bo-Kaapa. Hut Zaliv je glavno mesto za pećanje, posebno tune i jastoga, a istorijska pomorska baza u Sajmonstaunu ima fascinantnu prošlost. Jedna od reprezentativnijih fudbalskih lokacija u Južnoj Africi, novoizgrađeni stadion Grin Point se nalazi u jednom od najtraženijih delova grada Kejptauna. Stadion Grin Point je jedna od dve lokacije održavanja polufinalnih utakmica Svetskog prvenstva u fudbalu.

Generalni sekretar FIFA Džerom Valke je opisao novoizgrađeni kejptaunski stadion kao „savršen“. „To je jednostavno neverovatno stadion, i svi timovi koji igraju u Kejptaunu će igrati na savršenom mestu.“ Bez želje za subjektivnošću u odnosu na ostale gradove-domaćine, rekao je

da je Kejptaun „jedan od najboljih u državi“.

Stadion, koji ima spoljašnjost pokrivenu oplatom za smanjivanje buke, ima kapacitet od 70,000 ljudi i završetak radova je planiran u decembru 2009. Grin Point posed, na kome se gradi novi stadion za 2010., bio je prvobitno mnogo veći nego danas, i obuhvatao je veći deo zemlje između mora i Signal Hila, protežući se od centra grada prema Si Pointu. Fudbalski navijači koji putuju u Južnu Afriku na Svetsko fudbalsko prvenstvo 2010. dobiće tradicionalnu toplu južnoafričku dobrodošlicu bez obzira na to koji od devet gradova-domaćina posete. Kejptaun, Durban, Johannesburg, Mangaung/Blumfontejn, Zaliv Nelsona Mandele/Port Elizabet, Nelspruit, Polokwane, Rustenburg i Čvane/Pretorija će biti domaćini svih 64 utakmica tokom turnira koji će trajati mesec dana, od 11. juna do 11. jula 2010, ali za gradonačelnika Kejptauna, Dena Platoa, utakmice će dobiti timski duh.

„Više smo nego spremni da ugostimo sve takmičare i navijače i nadamo se da će se oni i kasnije vraćati kao turisti bez svojih timova.“

Ovo Svetsko prvenstvo će posetiocima ponuditi priliku da istraže atrakcije države i glavna turistička mesta i omogućiti svetu da bolje upozna i više ceni Južnu Afriku i kontinent“, rekao je dr Deni Džordan.

Pođite i otkrijte 47 miliona Južnoafrikanaca koji su spremni da vas dočekaju toplo i gostoljubivo.

Odsek za medije FIFA





Sport tourism manifestation - 2010 FIFA World Cup

## "AFRICA'S TIME HAS COME"

South Africa made its final presentation to FIFA's Executive Committee on the eve of the 15 May vote. Nelson Mandela spoke of South Africa's "committed and dedicated team" and President Mbeki passionately spoke of how "Africa's time has come."

Quietly and with renewed vigour and determination, South Africa's bid committee dusted themselves off and in December 2002 notified FIFA of their intention to bid for the 2010 FIFA World Cup™. On 30 May 2003, South Africa's intention was reaffirmed by way of their government and South

of the 2010 FIFA World Cup hosts in May 2004.

Sports tourism is a worldwide money-spinner, estimated to be worth 600 billion dollars a year, attracting high-end spend from millions of sporting fans worldwide.

Sport is, in itself, attractive, but this

**South Africa's message was simple but powerful. It had the best stadia facilities in Africa, many already in existence, some to be upgraded, and some new. It had strong commercial backing from leading international corporations, the continent's largest and most stable economy, a sophisticated media and broadcast industry and a huge South African support base from its millions of citizens.**



African Football Association guarantees to FIFA. Initial awareness for the bid was created by inviting FIFA Executive members to South Africa's local and international 2010 bid launch events. Several meetings were held with FIFA President Joseph S. Blatter during 2003.

South Africa's message was simple but powerful. It had the best stadia facilities in Africa, many already in existence, some to be upgraded, and some new. It had strong commercial backing from leading international corporations, the continent's largest and most stable economy, a sophisticated media and broadcast industry and a huge South African support base from its millions of citizens.

After thousands of hours of flying around the world, hundreds of hours of meetings and frenetic lobbying, South Africa's Bid Committee traveled to Zurich for the announcement

attractiveness is realized through competitions - events - which have to be organized at a particular time and place, in accordance with specific rules. Competitive sport differs from recreation mainly because it is a sort of ritual, it is standardized, and does not

tolerate other, new and free forms of activity. If a competition, conducted in one or several locations, turns into a system accompanied by activities characteristic of the formation of an integral tourist product, then a sports touristic event is created. The sport will be the primary component, the main value of the offer, but the other values and forms of the offer should be there, and should be stimulating and complementary.

However, there is also the possibility that in some tourist products the sport will be an accompanying event, but so strongly visible that it will de-



Sports tourism is a worldwide money-spinner, estimated to be worth 600 billion dollars a year, attracting high-end spend from millions of sporting fans worldwide.

cisively influence the overall impression

South Africa will be the centre of the world's attention as the country hosts the 2010 FIFA World Cup™ for the first time in Africa.

The 2010 FIFA World Cup™ will be the biggest cultural and sporting festival South Africa will ever experience according to Japanese football legend, Hidetoshi Nakata, who is in South Africa as part of the FIFA World Cup™ Trophy Tour by Coca-Cola.

Cape Town is a diverse city and is regarded as the melting point for various different cultures in Southern Africa. One would be hard pressed to find a reason not to fall in love with one of South Africa's most iconic city, Cape Town. It has one of the most idyllic settings - nestled between the ocean and breath-taking mountains. The iconic Table Mountain rises 1,086 above the city and has served as a mariner's landmark. On a clear day, the flat-topped mountain is visible 200 km out to sea.

The "Mother city", as Cape Town is known in South Africa, has an abundance of contrasting activities from lounging on the Atlantic seaboard's



Polokwane2

popular beaches to exploring the vividly painted area of the Bo-Kaap. Hout Bay is a hub for fishing, especially tuna and crayfish, and the historical naval base at Simon's Town has a fascinating past.

One of the most artistic football venues in South Africa, the newly-built Green Point Stadium is situated in one of the much sought-after areas in the city of Cape Town. Green Point Stadium is one of the two semi-final venues for the FIFA World Cup™.

FIFA Secretary-General Jerome Valcke has described the newly-built Cape Town Stadium as "perfect." "It's just an amazing stadium, and all the teams who play in Cape Town, will play in a perfect place." Without wanting to be biased regarding other host cities, he said Cape Town is "one of the most beautiful in the country".

The stadium, which has an exterior

that is covered with noise-reducing cladding has a capacity of 70,000 and is scheduled for completion in December 2009. The Green Point Common, on which the new 2010 stadium is being built, was originally much larger than what now remains, and included most of the land between the sea and Signal Hill, stretching from the city centre towards Sea Point. Football supporters who travel to South Africa for the 2010 FIFA World Cup™ will receive the traditional warm South African welcome irrespective of which of the nine host cities they visit. Cape Town, Durban, Johannesburg, Mangaung/Bloemfontein, Nelson Mandela Bay/Port Elizabeth, Nelspruit, Polokwane, Rustenburg and Tshwane/Pretoria will host all of the 64 games over the one month long tournament from 11 June to 11 July 2010 but for Mayor of Cape Town, Dan Plato, it is team work that will win the game.

"We are more than ready to host all the fans during the 2010 World Cup and hopefully thereafter they will return as tourists without their teams. This World Cup will offer visitors a chance to explore the country's attractions and major tourism spots and allow the world to get to know and appreciate South Africa and the continent better", said Dr Danny Jordaan.

Go and discover the 47 million South Africans who are ready to welcome you warmly and hospitable.

FIFA media department



Tourist attraction Eastern Cape



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Manifestacije

## ZNAČAJ MANIFESTACIJA ZA RAZVOJ DESTINACIJE

Sportske, muzičke i kulturne manifestacije sa međunarodnim učešćem imaju jako veliki uticaj na samu destinaciju u kojoj se održavaju i predstavljaju svakako najbolji način za njen marketing i promociju.

Tzv. „event“ industrija, koja uključuje festivale, konferencije, izložbe, sportske, kulturne i razne druge manifestacije, se jako brzo razvija i postaje sve složenija i uticajnija na kongresni i poslovni turizam, kao i na turizam, generalno.

Uticaj države i korporacija je sve veći i potrebno je uskladiti i zadovoljiti širi spektar potreba i ciljeva različitih stakholdera.

Sportske, muzičke i kulturne manifestacije sa međunarodnim učešćem imaju jako veliki uticaj na samu destinaciju u kojoj se održavaju i predstavljaju svakako najbolji način za njen marketing i promociju.

Što događaj ima širi opseg i značaj, veći procenat međunarodnog učešća i uključenost svetski i regionalno poznatih ličnosti, to je i zainteresovanost svetskih medija za njega veća, a samim tim i promocija same destinacije, njene kulture i običaja, ali i ekonomije i privrede.

Zato prilikom organizacije velikih

manifestacija i festivala uticaj države i relevantnih asocijacija i korporacija je jako veliki i prisutan u svakoj etapi njene realizacije i pripreme.

Promocija destinacije se vrši pre održavanja samog događaja, kada traju najave i pripreme za isti, tokom događaja, kada se vrši izveštavanje i reportaže sa lica mesta, i nakon događaja, kada svi učesnici i posmatrači svoje utiske ponesu sa sobom i podeli ih sa svojim prijateljima, porodicom, kolegama.

Kada uzmemo u obzir postojanje i ogromnu popularnost socijalnih mreža kao što su Facebook, Twitter, LinkedIn isl., moramo imati u vidu da se utisci svakog učesnika manifestacije mogu preneti u sekundi stotinama njegovih prijatelja i poznanika. Takav način širenja informacija i kreiranja mišljenja ima sve veći uticaj, koji niko ne sme da se zanemari.

Razvoj turizma, popularizovanje destinacije, popunjavanje kapaciteta i angažovanje/zapošljavanje radne

snage su primarne koristi koje manifestacija odnosno, festival može da obezbedi i zato ima primetnu ulogu u ekonomiji jedne zemlje.

### Festivali kao proizvod

„Manifestacija ili događaj je specifičan proizvod, jer se održava samo jednom godišnje i ima neobično jak uticaj na kreiranje imidža o nekoj destinaciji. Pored značaja koje manifestacija ima u smislu širenja pozitivnih vibracija o zemlji, ona ima i ekonomsku funkciju, a to je povećana potrošnja turista i stvaranje novih radnih mesta. Da bi postali deo turističke ponude neke destinacije, manifestacija, mora da privlači učesnike i posmatrače koji nisu deo lokalne zajednice. Turisti vezani uz događaje čine najširu populaciju, pri čemu im poseta konkretnom događaju predstavlja ili kratki odmor ili treći odmor u godini“ - Aleksandar Šuša, Turistička Organizacija Srbije.

**Festival** je manifestacija koju obično organizuje lokalna zajednica, a koja služi za ispunjenje konkretnih potreba, kao i za zabavu. Postoji veliki broj festivala u svetu. Iako mnogi od njih imaju korene u religiji, ostali imaju sezonski karakter ili izvesni kulturni značaj. I neke od institucija organizuju sopstvene festivale (koji se često nazivaju „fest“) da bi obeležile značajne događaje svoje istorije. Oni mogu biti dan osnivanja institucija ili drugi događaj koje odaberu za periodično obeležavanje i to obično na godišnjem nivou.

Postoji širok spektar festivala: verskih, istorijskih, muzičkih, sportskih, umetničkih, filmskih, zabavnih, itd. Odabraćemo neke od njih i objasniti o čemu se radi.

**Festival piva** je organizovani događaj tokom kojeg su dostupne razne





vrste piva (a neretko i druga alkoholna pića) za degustaciju i kupovinu. Festivali piva se održavaju u značajnom broju zemalja.

Neki od najpoznatijih festivala piva su **festivali piva u Nemačkoj**. Najveći svetski festival piva na svetu je **Oktoberfest** u Nemačkoj. Drugi najveći festival piva u Nemačkoj, a verovatno i u Evropi jeste Cannstatter Volksfest u Štuttgartu. Veliki britanski festival piva se održava svake godine u avgustu u Londonu. "GBBF", kako ga zovu, održan je po prvi put 1977. godine, a poseta je brojala preko 66.000 ljudi 2006. godine sa 350.000 pinti (oko 200.000 l)



piva popijenih za pet dana festivala. Ostali festivali piva se održavaju u Beogradu, u Srbiji - **Belgrade Beer Fest**, koji se održava svakog avgusta u parku Ušće, zatim u **Brašovu**, u **Rumuniji**, veliki festival piva se održava svake godine u oktobru, pa u **Karlovcu**, u **Hrvatskoj**, **Dani piva**, u trajanju od 10 dana počev od poslednjeg petka u avgustu, potom u Kragujevcu u Srbiji, **Šumadija Beer Open**, svake godine u junu i u **Prilepu**, u **Makedoniji**, **Фестивал на пивото**, koji se održava svake godine u avgustu.

**Filmski festival** predstavlja organizovano, prošireno prikazivanje filmova u jednom ili više bioskopa odnosno mesta projekcija, obično na jednoj lokaciji. Filmovi mogu biti novijeg datuma a, zavisno od fokusa pojedinačnog festivala, može obuhvatiti i stranu produkciju, kao i filmove iz domaće produkcije organizatora festivala. Dešava se i da je fokus na konkretnom filmskom umetniku ili žanru (npr. film noir) odnosno temi (npr. gej i lezbijski filmski festivali). Izvestan broj filmskih festivala je specijalizovan za kratki film, a svaki je definisano maksimalnu dužinu. Filmski festivali se obično održavaju na godišnjem nivou.

**Najznačajniji filmski festivali** se održavaju u **Kanu, Veneciji, Torontu, Berlinu, Šangaju, Moskvi, San Sebastijanu, Montrealu, Lokarnu** (od 2002. godine), **Karlovim Varima, Mar del Plati, Kairu i Tokiju**.

**Muzički festival** je muzički orijentisan festival koji često ima za temu muzički žanr, nacionalnost ili lokalne muzičare. Obično se održavaju na otvorenom, a neretko sadrže i druge atrakcije kao što su aparati sa hranom i robom, izvođačke

umetnosti i društvene aktivnosti. Pitijske igre u Delfima obuhvataju muzička izvođenja, a najverovatnije su i jedan od najranijih poznatih festivala.

Mnogi festivali se održavaju na godišnjem nivou, ili u nekom drugom intervalu, dok se neki, kao i većina rok-festivala održavaju samo jednom. Neki festivali su profitnog karaktera, drugi se pak organizuju iz konkretnog razloga.

Još jedna vrsta muzičkih festivala se odnosi na festivale obrazovnog ka-

raktera, koje jednom godišnje organizuju lokalne zajednice, na regionalnom ili nacionalnom nivou, kao promovisanje muzičara amatera svih starosnih grupa i nivoa uspešnosti. Dok kandidati izvode primpremljena dela pred publikom koja okuplja druge takmičare, osnovna karakteristika ove vrste festivala jeste da svaki učesnik dobije usmenu ili pismenu povratnu informaciju, na tom mestu i u tom trenutku, od visoko-stručnog i profesionalnog žirija – nekog koga inače verovatno ne bi sreli. Obično dobiju i svedočanstvo, zavisno od uspeha, a neki dobiju i nagrade. Element konkurencije je često u drugom planu, pošto je važno da učesnici uče jedni od drugih. Takvi festivali imaju za cilj da pruže prijateljsku platformu podrške muzičarima da uzmu učešća u radosti muzičkog stvaralaštva.

Najveći svetski muzički festival je **Summerfest** (24. jun-4. jul 2010.) - 11 dana, 11 bina, preko 800 bendova, koji se održava svake godine u Milvokiju, država Viskonsin. Svake godine ovaj festival poseti između 800.000 i 1.000.000 ljudi.

**Multi-sportski događaj** je organizovani sportski događaj, koji često traje više dana, a obuhvata takmičenja u različitim sportovima između organizovanih sportskih timova (uglavnom) iz nacionalnih država. Prvi najveći savremeni multi-sportski događaj od međunarodnog značaja su moderne **Olimpijske igre**.

Mnogi regionalni multi-sportski događaji su se održavali od tada, a po uzoru na Olimpijske igre. Mnogi od njih imaju istu strukturu u osnovi. Ol se održavaju u intervalu od nekoliko godina u samom „gradu domaćinu“ i u njegovoj okolini, a grad se bira za svake nove Ol. Države šalju reprezentacije na sva takmičenja, koje okupljaju sportiste u raznim vrstama pojedinačnih i timskih sportova. Sportisti i u pojedinačnim i u timskim sportovima dobijaju zlatne, srebrne i bronzane medalje za prvo, drugo, odnosno treće mesto. Ol se održavaju svake četiri godine, a neke su i takmičenja na godišnjem nivou.

M.Š.

## Events

## SIGNIFICANCE OF EVENTS FOR DESTINATION DEVELOPMENT

Sports, music and cultural events with the international participation have a strong impact on the destination where they take place, being the best way for its marketing and promotion.

The so-called event industry, including festivals, conferences, exhibitions, sports, cultural and other events are developing very quickly and becoming growingly complex and influential on the congressional tourism, as well as on tourism in general.

The state and corporate influence is growing and a wide range of needs and objectives of various stakeholders should be harmonized and met. Sports, music and cultural events with the international participation have a strong impact on the destination where they take place, being the best way for its marketing and promotion. The wider the range and significance of the event, the higher the percentage of the international participation and involvement of the global and regional celebrities, the bigger the interest of the global media for such an event, and at the same time the bigger the promotion of the destination itself, its culture and customs, but also its economy.

That is why when arranging the big events and festivals the influence of the state and relevant associations and corporations is very strong and present in every stage of its implementation and preparation.

The promotion of a destination is made before the very event, when its announcements and preparations take place, during the event, when reports and coverage are made on the scene, and after the event, when all participants and spectators take their impressions with them and share them with their friends, families and co-workers.

When we take into account the existence and huge popularity of the social networks such as Facebook, Twitter, LinkedIn etc, we have to bear

in mind that the impressions of each event participant may be conveyed in a second to hundreds of their friends and acquaintances. Such means of spreading information and forming opinions is growingly influential, and it should not be at all neglected.

The development of tourism, popularization of a destination, filling the capacities and hiring/employing the labour are the principal benefits to be provided by an event or festival and that is why it plays an important role in a country's economy.

### Festivals as Product

"The happening or event is a specific product because it is held only once a year and it has an extraordinarily strong impact on the creation of image for a destination. Apart from the significance which an event has in terms of spreading the positive vibes about a country, it also has economic function, and that is an increased consumption by tourists and creation of new jobs. To become part of tourist offer for a destination, the event must attract participants and spectators who are not part of the local community. The tourists attached to events are the biggest population, as their visit to a specific event is either a quick ho-

liday or the third holiday in a year" - Aleksandar Šuša, Tourist Organization of Serbia.

A **festival** is an event, usually and ordinarily staged by a local community, serves to meet specific needs, as well as to provide entertainment. There are numerous types of festivals in the world. Though many have religious origins, others involve seasonal change or have some cultural significance. Also, certain institutions celebrate their own festival (often called "fests") to mark some significant occasions in their history. These occasions could be the day these institutions were founded or any other event which they decide to commemorate periodically, usually annually.

There is wide range of Festivals,





connected to religion, history, music, sport, culture, art, film, entertainment etc. We will select some of them, to write what they are all about.

A **Beer Festival** is an organised event during which a variety of beers (and often other alcoholic drinks) are available for tasting and purchase. Beer festivals are held in a number of countries.

Some of the most famous beer festivals are **German beer festivals**. The largest beer festival in the world is **Oktoberfest in Germany**. The 2nd largest beer festival in Germany and probably in Europe is the Cannstatter Volksfest in Stuttgart. The Great British Beer Festival held annually in August in London. The "GBBF", as it is known, was founded in 1977 and was attended by over 66,000 people in 2006, and 350,000 pints of ale were consumed over the five days of the festival.

Others Beer festivals are in **Belgrade, Serbia - Belgrade Beer Fest**, which takes place every August at **Ušće park**, then, in **Braşov, Romania**, a large Beer festival is held every year in October, in **Karlovac, Croatia, Dani piva**, held every year, 10 days starting on last Friday in August, in **Kragujevac, Serbia, Šumadija Beer Open**, held every year in June and in **Prilep, Macedonia, Фестивал на пивото**, held every year in August.

A **film festival** is an organised, extended presentation of films in one or more movie theaters or screening venues, usually in a single locality. The films may be of recent date and, depending upon the focus of the individual festival, can include international releases as well as films produced by the organisers' domestic film industry.

Sometimes there is a focus on a specific film-maker or genre (e.g., film noir) or subject matter (e.g. gay and lesbian film festivals).

A number of film festivals specialise in short films, each with its defined maximum length. Film festivals are typically annual events. Most significant Film Festivals are in **Cannes, Venice, Toronto, Berlin, Shanghai,**



**Moscow, San Sebastián, Montréal, Locarno (since 2002), Karlovy Vary, Mar del Plata, Cairo and Tokyo.**

A **music festival** is a festival oriented towards music that is sometimes presented with a theme such as musical genre, nationality or locality of musicians. They are commonly held outdoors, and are often inclusive of other attractions such as food and merchandise vending machines, performance art, and social activities. The Pythian Games at Delphi included musical performances, and may be one of the earliest festivals known.

Many festivals are annual, or repeat at some other interval. Some, including many rock festivals, are held only once. Some festivals are organized as for-profit concerts and others are benefits for a specific cause.

Another type of music festival is the educative type, organised annually in local communities, regionally or nationally, for the benefit of amateur musicians of all ages and grades of achievement. While entrants perform prepared pieces in the presence of an audience which includes competitors, the essential feature of this type of festival is that each participant receives verbal and written feedback, there and then, from a highly qualified, professional adjudicator — someone who they might never meet in any other way. They also usually receive a certificate, classified according to merit, and some may win trophies. The competitive element is often played

down, however, as the important aspect is that participants can learn from one another. Such festivals aim to provide a friendly and supportive platform for musicians to share in the excitement of making music.

The world's largest music festival is **Summerfest** (24th June-4th July 2010) - 11 days, 11 stages, over 800 bands, which is held every year in Milwaukee, Wisconsin. Each year, it attracts between 800,000 and 1,000,000 spectators.

A **multi-sport event** is an organized sporting event, often held over multiple days, and featuring competition in many different sports between organized teams of athletes from (mostly) nation-states. The first major, modern, multi-sport event of international significance was the modern **Olympic Games**.

Many regional multi-sport events have since been founded, modeled after the Olympics. Most have the same basic structure. Games are held over the course of several days in and around a "host city," which changes for each competition. Countries send national teams to each competition, consisting of individual athletes and teams that compete in a wide variety of sports. Athletes or teams are awarded gold, silver, or bronze medals for first, second, and third place respectively. The games are generally held every four years, though some are annual competitions.

M.Š.

Manifestacije

## NEKE OD NAJVEĆIH MANIFESTACIJA SVETA

Festivali i manifestacije spajaju ljude. Danas internacionalne kulturne i sportske manifestacije značajno doprinose afirmaciji grada, zemlje i razvoja kulturne svesti nacije.

Veliki je broj događaja, festivala, sportskih manifestacija i zbivanja danas u svetu. Globalizacija je danas ponudila običnom čoveku široku ponudu različitih događaja i iskustava koje može doživeti na svakom kraju naše planete. Turista i avanturista danas može da bira između različitih profila događaja i manifestacija koje želi da obiđe, od velikih svetskih organizacija i spektakala, do lokalnih i tradicionalnih skupova, kulturnih

manifestacija i festivala, sportskih kupova i utakmica, masovnih edukacija, zabavnih koncerata. Manifestacije se kategoriju prema značaju u lokalne, regionalno-zonske, nacionalne, kontinentalno-međuzonske i svetske (planetarne), a prema broju mesta gde se manifestacija održava razlikuju se one koje se održavaju samo u jednom mestu, odnosno, na nekoliko mesta istovremeno, dok se u odnosu na karakter dele na festival kulture,

muzičke manifestacije, sportske događaje, itd. Postoje manifestacije koje se periodično sele iz zemlje u zemlju, ili one koje se tradicionalno održavaju na matičnoj lokaciji i baš time postaju jedinstvene i popularne. Motivaciju za učešće na manifestacijama stvara potreba socijalnih interakcija ljudi koja omogućava istraživanje i stvaranje različitih kontakata i odnosa, deljenje iskustava i uvek drugačije doživljaje tih iskustava jedne grupe.

## OLIMPIJSKE IGRE – ČETIRI MILIJARDE LJUDI NA „JEDNOM MESTU“

**Broj ljudi angažovan  
tokom manifestacije: oko 3000**

**Olimpijske igre** predstavljaju jednu od najvećih međunarodnih manifestacija koju karakterišu letnji i zimski sportovi i u kojima učešće uzima hiljade sportista u raznim disciplinama. Ol se održavaju svake dve godine, i to parnim godinama, naizmenično Letnje pa Zimske, s tim da od jedne do druge Letnje olimpijade prođe četiri godine, što važi i za Zimsku. Prvobitno su se drevne Olimpijske igre održavale u Olimpiji, u Grčkoj, od VIII veka p.n.e. do V veka n.e. Baron Pjer de Kuberten je osnovao Međunarodni olimpijski komitet (MOK) 1894. godine. Preko 13.000 sportista se takmiči na Letnjim i Zimskim olimpijskim igrama u 33 različita sporta i blizu 400 disciplina. Osvajači prvog, drugog i trećeg mesta u svakoj disciplini dobijaju zlatnu, srebrnu odnosno bronzanu olimpijsku medalju.

Ol su dostigle takve razmere da okupljaju gotovo svaka naciju na svetu. Ol predstavljaju i veliku šansu da se grad domaćin i zemlja promovišu i predstave svetu.

Olimpijski simbol, poznatiji kao olimpijski krugovi, sastoji se iz pet isprepletenih krugova i predstavlja jedinstvo pet naseljenih kontinenata (s tim da se Severna i Južna Amerika smatraju jednim kontinentom). Krugovi u boji—plavi, žuti, crni, zeleni i crveni—na beloj podlozi čine olimpijsku zastavu. Ove boje su izabrane pošto svaka od nacija ima barem jednu od njih na svojoj zastavi. Moto Olimpijade je *Citius, Altius, Fortius*, što na latinskom znači "brže, više, jače". Kubertenovi ideali su dodatno izraženi u olimpijskom geslu: *Na Olimpijskim igrama nije najvažnije pobediti,*

*već učestvovati, baš kao što u životu nije najvažnije trijumfovati, već boriti se. Nije suština u osvajanju, već u saznanju da si se hrabro borio.*

Grad domaćin Olimpijskih igara se obično bira sedam godina pre otvaranja. Do 2016. godine, 44 grada u 23 zemlje će biti domaćini, s tim da će samo 8 gradova imati tu čast van Evrope i Severne Amerike. Olimpijske igre u Riju de Žaneiru 2016. godine će biti prve za južnoamerički kontinent. Zemlje koje su poslale najveći broj sportista na Letnje olimpijske igre 2008. godine su **Kina** sa 639 i **SAD** sa 596, kao i **Rusija** sa 455 sportista.





## KARNEVAL U BRAZILU – DOGAĐAJ KOME NEMA RAVNOG

**Karneval u Brazilu**, koji se na portugalskom pravilno piše "Carnaval", predstavlja festival koji se održava jednom godišnje u Brazilu četrdeset dana pre Uskrsa. Ritam, učesnici i kostimi se razlikuju od regiona do regiona u Brazilu. Karneval je najpoznatiji praznik u Brazilu i postao je događaj ogromnih razmera. Sve u zemlji staje gotovo nedelju dana i slavi se intenzivno, dan i noć, a uglavnom u priobalnim gradovima. Na potrošnju piva otpada 80% godišnje potrošnje, a turizam zadobija 70% posetilaca na godišnjem nivou.

Festival u Riju je daleko najpoznatiji i najveći festival u celom svetu. Svake

godine, stotine hiljada ljudi učestvuju u ovom predivnom događaju kome nema ravnog. Karneval se održava u Sambadromu, ogromnom haj-tek stadionu, simbolu modernog doba Brazila. Ovo je mesto gde se škole sambe međusobno takmiče za najbolju plesnu predstavu i kostime. Samo posmatranje čitave te gomile kako pleše uz energične ritmove latino muzike predstavlja neverovatno iskustvo. Blocos parade (Blocos – povorka koja je paradirala kroz gradske avenije krajem XIX veka) organizuju se u gotovo svim krajevima grada, a najpoznatije paradiraju na Kopakabani, u Ipanemi, Leblonu, Lagoi, Jardim Botânico, kao



i u centru Rija. Organizatori neretko komponuju sopstvene muzičke teme koje se uključuju u izvođenje i pevanje klasičnih "marchinhas" i popularnih pesama sambe.

U vreme karnevala Rio je veoma interesantan, ali je i najskuplji za posetu. Hotelske sobe i drugi smeštaj mogu biti i do četiri puta skuplji nego inače. U nekim delovima ima prevelike gužve i život je daleko od normalnog u mnogim delovima grada.

I pored činjenice da je ovaj vid zabave veoma skup sigurno vredi tih para. Ako niste videli karneval u Riju, onda niste videli nijedan.



## FESTIVAL U KANU – JER BIOSKOP STALNO POMERA GRANICE

**Broj ljudi angažovan tokom manifestacije: oko 1200**

**Festival u Kanu** slavi bioskop više od 60 godina.

Tokom godina, Francuska asocijacija Međunarodnog filmskog festivala je imala mogućnost da se razvija istovremeno držeći se suštine: strast prema igranom filmu, otkrivanje novih talenata, kao i etuzijizam posetilaca festivala i filmskih umetnika iz celog sveta, svih onih koji doprinose stvaranju i distribuciji filmova.

Festival u Kanu je oduvek bio odraz svog doba: centar svih kultura i nada, vrelo događanja i iznad svega, razmene. Definisane ambicioznih i raznovrsnih projekata, uz davanje prilike

mladim filmskim umetnicima da se pojave. Čitava plejada talenata za svačiji ukus.

Danas, festival privlači preko 10.000

kuapca i prodavaca iz čitavog sveta. The Village International je uspostavljen 2000. godine u blizini Palais des Festivals da bi omogućio nebrojenim





zemljama da pružaju podršku svojim producentima i filmskoj industriji. The Producers Network, koji od 2004.

godine pruža mogućnost producirati iz celog sveta da sarađuju na projektima. Iste godine je uspostavljen

the Short Film Corner, uvodna i promotivna platforma za kratke filmove. "Pošto bioskop stalno pomera granice, pošto je svet koji odslikava zamućeniji no ikada pre, Festival se neće prosto oslanjati na prestiž sopstvenog imena bez obzira koliko je on jak. Sam prestiž je iznad svega rezultat kvaliteta filmova, kreativnosti umetnika, borbenog duha filmskih radnika i entuzijazma medija. Kan je opšte dobro koje svako od nas, gde god se nalazili i svaki na svoj način, gradi kamen po kamen, iz godine u godinu. Samo stalnim preispitivanjem, stalnim razvojem i pozivanjem kritike možemo učiniti najveća dobra" – Tieri Fremo.

## OKTOBERFEST – NAJVEĆI NARODNI FESTIVAL NA KOME NEMA ŽEDNIH

**Festival piva** je organizovani događaj tokom kojeg su dostupne razne vrste piva (a neretko i druga alkoholna pića) za degustaciju i kupovinu. Festivali piva se održavaju u značajnom broju zemalja. Najveći svetski festival piva na svetu je Oktoberfest u Nemačkoj.

događaje tipa Oktoberfesta, baš po uzoru na događaj u Minhenu.

Festival se održava u delu koji se zove *Theresienwiese* (Terezina livada, odnosno pašnjak), a neretko se skraćeno zove *d' Wiesn*. Njegov početak se vezuje za kraljevsko venčanje 12. oktobra 1810. godine. Prestolonaslednik

je tradicionalni značaj Oktoberfestu. Oktoberfest više nije događaj samo za Nemce. Danas je Oktoberfest u Minhenu najveći festival na svetu, sa internacionalnim karakterom koji je odlika XX veka.



Ludovik, koji će kasnije postati Kralj Ludovik I, oženio se princezom Terezom iz porodice Saxony - Hildburghausen 12. oktobra 1810. godine. Građani Minhe-  
na su pozvani da prisustvuju gozba-  
ma priređenim na livadama ispred gradske kapije da bi se proslavio srećni događaj za kraljevi-  
nu.



**Oktoberfest** je šesnaestodnevni festival koji se održava svake godine u Minhenu, u Bavarskoj, Nemačka, koji traje od kraja septembra do početka oktobra. Predstavlja jedan od najpoznatijih događaja u Nemačkoj i najveći svetski sajam, sa nekih šest miliona posetilaca svake godine, a predstavlja i značajan deo kulture Bavarske. I drugi gradovi širom sveta održavaju

nu. Livade su dobile novo ime *Theresienwiese* ("Terezine livade") iz poštovanja prema budućoj kraljici, mada je lokalno stanovništvo od tada skratilo ime na prosto "Wiesn". Konjičke trke u prisustvu kraljevske porodice označava zatvaranje događaja koji se slavio kao festival za celu Bavarsku. Odluka da se ponovo uvedu konjičke trke u godinama koje su usledile prirodala

Posetioci konzumiraju ogromne količine tradicionalnih poslastica kao što je Hendl (piletina), Schweinsbraten (svinjsko pečenje), Haxn (svinjske kolenice), Steckerlfisch (riblji ražnjić), Würstl (kobasice) zajedno sa Brezn (perece), Knödeln (knedle od krompira ili hleba), Kaasspotzn (testenine sa sirom), Reiberdatschi (palačinke sa krompirom), Sauerkraut ili Blaukraut (crveni kupus) zajedno sa takvim bavarskim delikatesima kao što je Obatzda (punomastan namaz od sira i butera sa začinima) i Weisswurst (bela kobasica).

J. C.



## Events

## SOME OF THE WORLD'S MAJOR EVENTS

Festivals and events bring people together. The international cultural and sports events today make considerable contribution to the popularity of a city, country and the development of a nation's cultural awareness.

There are many events, festivals, sport manifestations and happenings throughout the world.

Globalization today offers any person a wide range of various events and experiences to try at all four corners of the world. A tourist and adventurer today may pick and choose from different profiles of happenings and events that they want to visit, from the world's biggest organizations and spectacles, to local and traditional ga-

therings, cultural events and festivals, sports cups and matches, mass education and entertaining concerts. The events are classified according to their importance, into local, regional-zonal, national, continental-interzonal, and global (planetary), according to the number of places where the event is held (all in one place, or, in several places simultaneously), according to their character (cultural festivals, music manifestations, sports events...).

There are events which periodically move from country to country, and those which are traditionally held at the original locality, which is exactly why they become unique and popular. Motivation to participate in events is created by the need of social interactions allowing for the research and establishment of numerous contacts and relations, exchange of experience and ever different perception of the experiences within a group.

### OLYMPIC GAMES - FOUR BILLION PEOPLE IN "ONE PLACE"

**The number of people deployed in the course of the event: around 3000**

The **Olympic Games** are a major international event featuring summer and winter sports, in which thousands of athletes participate in a variety of competitions. The Games are currently held every two years in even-numbered years, with Summer and Winter Olympic Games alternating, although they occur every four years within their respective seasonal games. Originally, the ancient Olympic Games were held in Olympia, Greece, from the 8th century BC to

the 5th century AD. Baron Pierre de Coubertin founded the International Olympic Committee (IOC) in 1894. There are over 13,000 athletes that compete at the Summer and Winter Olympics in 33 different sports and nearly 400 events. The first, second, and third place finishers in each event receive gold, silver or bronze Olympic medals, respectively.

The Games have grown in scale to the point that nearly every nation is represented. The Games also constitute a major opportunity for the host city and country to promote and showcase themselves to the world. The

Olympic symbol, better known as the Olympic rings, consists of five intertwined rings and represents the unity of the five inhabited continents (considering North and South America as a single continent). The colored version of

the rings—blue, yellow, black, green, and red—over a white field forms the Olympic flag. These colors were chosen because every nation had at least one of them on its national flag. The Olympic motto is *Citius, Altius, Fortius*, a Latin expression meaning "Faster, Higher, Stronger". Coubertin's ideals are further expressed in the Olympic creed: *The most important thing in the Olympic Games is not to win but to take part, just as the most important thing in life is not the triumph but the struggle. The essential thing is not to have conquered but to have fought well.* The host city for an Olympic Games is usually chosen seven years ahead of their celebration. By 2016, the Olympic Games will have been hosted by 44 cities in 23 countries, but by cities outside Europe and North America on only eight occasions. The 2016 Games in Rio de Janeiro will be the first for a South American country. The countries that sent the most athletes to the 2008 Summer Olympics are **China** with 639, the **United States** with 596, and **Russia** who brought 455 athletes.



## THE CARNIVAL OF BRAZIL - ONE OF A KIND EVENT



**The Carnival of Brazil**, properly spelled "Carnaval" in Portuguese, is an annual festival in Brazil held forty days before Easter. Rhythm, participation, and costumes vary from one region of Brazil to another.

Carnival is the most famous holiday in Brazil and has become an event of huge proportions. The country stops completely for almost a week and festivities are intense, day and night, mainly in coastal cities.

The consumption of beer accounts for 80% of annual consumption and tourism receives 70% of annual visitors.

The Rio festival in Brazil is by far the best known and the largest festival

schools compete with each other for the best dance show and costumes. Seeing the whole crowd dancing in the rhythm of high energy, Latin music is unbelievable experience. Blocos

(Blocos – pageant groups that paraded through city avenues in late 19th century) are organized in nearly every neighborhood, but the most famous ones parade in Copacabana, Ipanema, Leblon, Lagoa, Jardim Botânico, and in downtown Rio.

in the world. Every year hundreds of thousands of people take part in this beautiful and one of a kind event. The carnival takes place in the Sambadrome, a huge high-tech stadium, a symbol of the modern era in Brazil. This is the place where samba

Organizers often compose their own music themes that are added to the performance and singing of classic "marchinhas" and samba popular songs.

Carnival time in Rio is a very interesting, but is also the most expensive time to visit Rio.

Hotel rooms and other lodgings can be up to 4 times more expensive than the regular rates.

There are big crowds at some locations and life is far from ordinary in many parts of town.

Despite the fact that this is highly priced form of entertainment it is for sure worthy its price. If you haven't seen the Rio festival in Brazil you haven't seen any festival at all.



## THE CANNES FESTIVAL - BECAUSE CINEMA ITSELF IS CONSTANTLY CHANGING THE BOUNDARIES

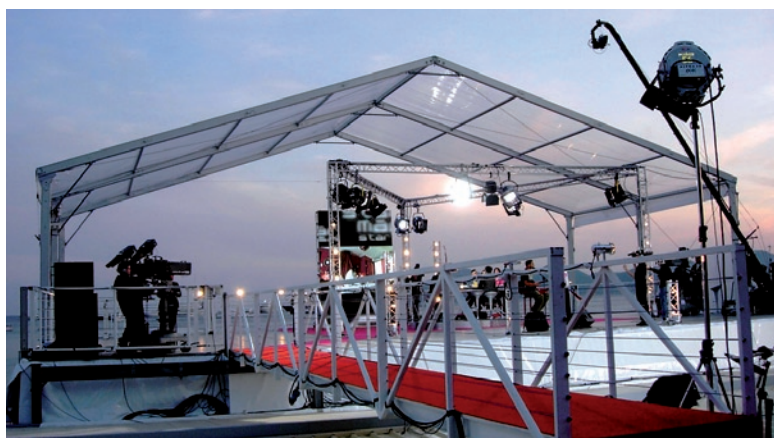
**The number of people deployed in the course of the event: around 1200**

**The Festival de Cannes** has celebrated the cinema for more than 60 years. Over the years, the French Association of the International Film Festival has been able to evolve whilst retaining the essential: the passion for motion pictures, discovery of new talents, and enthusiasm of festival-goers and professionals from around the world, all contributing to the birth and distribution of films.

The Festival de Cannes has always been the reflection of its era - a centre for all cultures and hopes, a spring of

effervescence and, above all, transmission. Defining ambitious and different projects, giving the possibility

to budding filmmakers to emerge. A showcase of talents with respect of all tastes. Today, it draws more than





10,000 buyers and sellers from around the world.

The Village international was created in 2000 around the Palais des Festivals to enable numerous countries to support their producers and film industry.

The Producers Network, which has since 2004 enabled producers from around the globe to come together on their projects.

The same year, the Short Film Corner, a welcome and promotional platform for shorts, was created.

"Because cinema itself is constantly changing the boundaries, because the world it reflects is more indiscernible than ever, the Festival will not



simply coast along on the prestige of its name, however strong that may be. This prestige is above all due to the quality of the films, the creativity of the artists, the fighting spirit of the professionals and the enthusiasm of the press.

Cannes is a collective good that each of us, wherever we are and in our own individual way, builds stone by stone, year after year.

It's through never ceasing to question, through constantly evolving, and through inviting criticism, that we do it the most good" - Thierry Frémaux.

## OKTOBERFEST - ONE OF THE BIGGEST PEOPLE'S FESTIVAL WHERE YOU JUST CAN'T STAY THIRSTY



A **Beer Festival** is an organized event during which a variety of beers (and often other alcoholic drinks) is available for tasting and purchase. Beer festivals are held in a number of countries. The largest beer festival in the world is Oktoberfest in Germany.

**Oktoberfest** is a 16-day festival held each year in Munich, Bavaria, Germany, running from late September to early October. It is one of the most famous events in Germany and the world's largest fair, with some six million people attending every year, and is an important part of Bavarian culture. Other cities across the world also hold Oktoberfest celebrations, modeled after the Munich event.

The festival is held on an area named the Theresienwiese (field, or meadow, of Therese), often called d' Wiesn for short. It began with the Royal Wedding on 12 October 1810. Crown Prince Ludwig, later to become King Ludwig I, was married to Princess Therese of Saxony-Hildburghausen on 12 October 1810. The citizens of Munich were invited to attend the festivities held on the fields in front of the city gates to celebrate the happy royal event. The fields were renamed Theresienwiese ("Theresa Fields") to honor the Crown Princess, although the locals have since abbreviated the name simply to "Wiesn". Horse races in the presence of the royal family marked the close of the event that was celebrated as a festival for the whole of Bavaria. The decision to repeat the horse

races in subsequent years gave rise to the tradition of Oktoberfest. Oktoberfest isn't just for Germans anymore. Today, the Oktoberfest in Munich is the largest festival in the world, with an international flavor characteristic of the 20th century. Visitors eat huge amounts of traditional hearty fare such as Hendl (chicken), Schweinsbraten (roast pork), Haxn (knuckle of pork), Steckerlfisch (grilled fish on a stick), Würstl (sausages) along with Brezn (Pretzel), Knödeln (potato or bread dumplings), Kaasspotzn (cheese noodles), Reiberdatschi (potato pancakes), Sauerkraut or Blaukraut (red cabbage) along with such Bavarian delicacies as Obatzda (a fatty, spiced cheese-butter concoction) and Weisswurst (a white sausage).

J. C.



Različite kulturno-turističke inicijative evociraju istoriju i tradiciju i obogaćuju turističku ponudu zemlje

## MANIFESTACIJE REGIONA – POTRAGA ZA KULTURNIM IDENTITOM I JEDINSTVENOM PONUDOM

Manifestacioni turizam ima veliku ulogu u kreiranju turističke ponude destinacije, i sve je više organizovanih kulturnih događaja u regionu. Etnička pripadnost je zapažen i značajan element kulturne komunikacije. Savremeno doba i dalje svedoči o sve većoj želji za etničkim priznavanjem pojedinaca i grupa, traganju za etničkim identitetom, kao i svesnom isticanju specifičnih etničkih osobnosti. Festival priprema scenografiju za komunikaciju u svrhu ispoljavanja etničke pripadnosti i kulturnog jedinstva s posebnim ciljem da se prikaže i iskusni konkretan identitet.

Region Jugoistočne Evrope postaje sve atraktivniji za posete inostranih turista, i za inostrane turoperatore. Zemlje jugoistočne Evrope su rešene da postanu glavne turističke destinacije u narednim godinama. Bogat kulturnim nasleđem, ovaj region se diči gradovima koji spadaju među najživopisnije i najzbudljivije na svetu. Za ovaj broj magazina smo u saradnji sa turističkim organizacijama

Za proteklih 49 godina Ohridski letnji festival se afirmisao kao jedna od najvažnijih kulturnih manifestacija u Republici Makedoniji. Zajedno s tim, uspeo je i da održi korak sa evropskim i globalnim kulturnim tokovima i smatra se jednim od najprivilegovanijih i najznačajnijih festivala na svetu, što je potvrđeno i članstvom Ohridskog letnjeg festivala u Udruženju elitnih evropskih festivala u proteklih 15

godina. Sigurno je da će u 50. izdanju Ohridskog leta 2010., u tradicionalnom terminu od 12. jula do 20. avgusta, Makedonija pružiti još jedno blistavo izdanje sa svim svojim osobnostima zbog kojih je ovaj festival toliko poseban, prepoznatljiv i jedinstven u našem regionu.

U Rumunskoj Turističkoj Organizaciji - Rumänisches Touristenamt, sedište Berlin, kao najatraktivniji događaj koji privlači inostrane turiste prepoznat je **XVII međunarodni festival pozorja**, koji se održava u Sibiu, u Rumuniji, na temu „Pitanja”, od 28. maja do 6. juna 2010. godine. Ovaj festival je najvažnija manifestacija te vrste u Rumuniji i treća na svetu po obimu i značaju. Po tom pitanju dat je predlog da se okupe učesnici iz 70 zemalja, da se prikaže 350 događaja na 66 pozorja uz očekivanih 35.000 posetilaca dnevno. Tokom tih deset dana, u Sibiu se sastaju mnogi kritičari, rumunski i strani reditelji, lokalni i regionalni turoperateri u kulturi da

bi uživali u stvaralaštvu i umetničkoj kreativnosti događaja. Na sceni će se naći pozorišni ples, flamenko, balet, savremeni ples, lutkarske predstave, svetlosne predstave i pantomima. Naći će se i niz izložbi fotografija i slika, kao i konferencije, debate, radionice organizovane u nestandardnom okruženju, sve što čini Sibiu pravom kulturnom prestonicom sveta.

U Organizaciji navode da bi Rumunija mogla lako biti domaćin muzičkih i festivalskih događaja, ali i sportskih događaja srednjeg obima kao što je već navedeno. Već su održani i neki veoma uspešni politički i medijski događaji u Rumuniji, a naročito u Bukureštu. Međutim, kada je broj poseta u pitanju, statistički podaci



u regionu istraživali koje su to manifestacije u zemljama Jugoistočne Evrope od regionalnog i međunarodnog značaja.

Kroz razgovor sa makedonskom Agencijom za Promociju i Podršku Turizmu saznali smo da se agencija najviše fokusira na razvoj kulturnih manifestacije **Makedonije**. Kao najprivlačnije ovakve manifestacije Makedonije ističu se **Vevčanski Festival**, **Ohridsko leto**, **Ilindenski Denovi** i **Struski večeri na Poezija-ta**. Jedan od njih, Ohridski letnji festival predstavlja veliku diku i izuzetnu kulturnu dragocenost Ohrida i Republike Makedonije. To je manifestacija kojom se Ohrid i Makedonija mogu s ponosom predstaviti celome svetu.



Nacionalnog zavoda za statistiku ne daju broj posetilaca prema razlogu posete. Prošle godine, usled međunarodne ekonomske krize i Rumunija je zabeležila značajan pad broja posetilaca, uglavnom iz Evrope, - 17,56 % . Ali u Rumänisches Touristenamt



se nadaju da će uskoro uz lansiranje novog brenda ove zemlje, Rumunija moći više da reklamira događaje koji se održavaju u Rumuniji, bez obzira na vrstu manifestacije.

Budući da manifestacioni turizam ima veliku ulogu i u **Hrvatskoj**, može se zapaziti da se u proteklih nekoliko godina povećao broj kulturnih,



turističkih i sportskih manifestacija u ovoj zemlji. Od najznačajnijih mogu se izdvojiti **Festival Igranog Filma u Puli, Motovun Filmski Festival, Međunarodni Riječki Karneval, Muzičke večeri u Sv. Donatu, Međunarodni Dečiji festival u Šibeniku, Dubrovačke Letnje Igre, Eurokaz Međunarodni Festival Novog Pozorišta u Zagrebu** i brojni drugi. Hrvatska turistička zajednica će i u 2010. godini finansijski podržati određeni broj različitih kulturno-turističkih inicijativa - projekata, turisti-



čkih, zabavnih, sportskih manifestacija, proizvoda ili događanja, kojima se podiže standard interpretacije, opremljenosti i kvaliteta kulturno-turističkih proizvoda, evocira istorija i tradicija, a koji doprinose stvaranju kritične mase novih savremeno interpretiranih kulturno-turističkih

proizvoda, koji obogaćuju turističku ponudu Hrvatske, odnosno, koji su od značaja za ukupni hrvatski turizam i njegovu promociju. Dubrovačke ljetne igre, koje nam slede u periodu od 10. jula do 25. avgusta 2010. godine, kao najstariji i najugledniji hrvatski festival, u svom sklopu nudi klasična dramska ostvarenja i balete koji se prikazuju na ulicama

i trgovima ovog ponosnog renesansno-baroknog grada. Dubrovačke ljetne igre iz godine u godinu ugošćuju poznata imena svetske elite kompozitora, solista i orkestrara. Izvođenje u starogradskim građevinama izuzetne akustike kakav je, na primer, atrijum Kneževog dvora, daju posebnu draž ovim igrama.

Slogan „Crna Gora-Wild beauty“ je prepoznat kao sinonim jedinstvenog spoja dramatične netaknute prirode i visokih dometa u kvalitetu, pa takva odgovara svim vrstama manifestacija. Turisti u istom danu u Crnoj Gori mogu osetiti i uživati u esenciji Mediterana na **karnevalu u Kotoru** ili **fešti od Kamelija**, i u dramatičnim pogledu na snegom i lednicima prekrivene Prokletije. Blizina glavnih evropskih gradova i tradicionalno gostoprimstvo su faktori koji preporučuju Crnu Goru uprkos izazovima koje pred sve turističke učesnike postavljaju globalna dešavanja u turizmu. Obzirom na sve ove pomenute attribute Crne Gore, iz Nacionalne Turističke Organizacije, najviše ističu avanturističke planinske manifestacije kao što su **Putevima Kralja Nikole, reli Montenegro Off Road Discovery, Avanturistička trka**, ali takođe i Jadransko primorje Crne Gore dolazi do izražaja u festivalima poput **Pjesma Mediterana, Međunarodni festival folkloru, Refresh festival** i drugi ljetni festivali muzike i lokalne kulture. Ovogodišnja 16ta manifestacija Putevima Kralja Nikole, krenula je iz Beograda 29. 04. 2010. godine



i završila na Cetinju 02.05.2010. XVI manifestacija Putevima Kralja Nikole je istorijska biciklistička terenska trka kojom se istražuju duboki kanjone i visoke planine Crne Gore. To je godišnja terenska biciklistička trka na Kontinentalnoj ruti Međunarodnog udruženja biciklista (Union Cycliste Internationale (UCI), koja privlači više od 20 timova iz cele Evrope. U cilju održavanja tradicije događaja, trka počinje u Srbiji.

U **Sloveniji** se održavaju razni događaji za svačiji ukus. Svakog dana se mogu videti dela najboljih umetnika iz Slovenije, a ako se ode i dalje, tu su i koncerti i festivali na kojima se može uživati u odličnoj muzici. Događaji koji su najbolje isprofilisani u svetu se najpre održavaju u Ljubljani i Mariboru. Ljubljana je **Svetska prestonica knjige** za 2010. godinu, dok će Maribor biti **Evropska prestonica kulture 2012.** godine. Ljubljana je dom kulturnog epicentra Slovenije, Cankarjev Dom, koji nudi široku paletu manifestacija tokom cele godine. Neke od glavnih kulturnih manifestacija prestonice su muzički festivali, kao što su **Letnji festival, Jazz festival i Druga Godba**. Neke od raznolikih manifestacija u Sloveniji koje privlače veliki broj posetilaca svake godine jesu **SVETSKO PRVENSTVO U SKIJAŠKIM LETOVIMA u Planici, Vitranc kup u Kranjskoj Gori, Međunarodni festival karnevala Kurentovanje, ROK OTOČEC – NAJVEĆI ROK FESTIVAL U SLOVENIJI, Music Lent Festival u Mariboru, Franja Marathon biking event**, i ostali. Slovenija je veoma bogata u smislu broja ra-



znovrsnih događaja i festivala. Samo je Ljubljana domaćin u preko 10.000 različitih događaja svake godine. U Turističkoj Organizaciji Slovenije kažu da se broj posetilaca ovim događajima i festivalima povećava iz godine u godinu. Prošlogodišnji Vitranc kup je posetilo ukupno 16,000 gledalaca iz Slovenije, Austrije, Hrvatske, Italije i drugih zemalja u dva dana. Posetioce privlači ne samo prilika da vide takmičenje vrhunskih skijaša, već i program aktivnosti koji se odvija paralelno sa glavnim događajem. Vitranc kup je jedan od najvećih, najbolje organizovanih i najbolje posećenih sportskih događaja u Sloveniji.

Kada smo Turističku Organizaciju **Srbije** pitali koje bi manifestacije Srbije izdvojili kao najatraktivnije za inostrane turiste i turiste iz regiona, pored već međunarodno afirmisanih događaja kao što su **Sabor trubača u Guči**, **EXIT** i drugi, naveden je i veliki broj lokalnih manifestacija i svetkovina, od kojih određen broj već danas ima internacionalni potencijal. U tu grupu ubrajaju se **“Beer Fest” u Be-**

**ogradu, “Dani piva” u Zrenjaninu, karnevali u Vrnjačkoj Banji i Pančevu, “Karneval brodova” u Beogradu.** Strategija razvoja turizma Srbije potencira važnost manifestacionog vida turističke ponude Srbije kroz nekoliko segmenata ovog proizvoda, a koji su fokusirani na kulturu i umetnost, pre svega u Beogradu, Novom Sadu, Subotici i Nišu, sa kulturnim festivalima kao osnovnim pokretačima promocije ovog proizvoda; potom na sport, s obzirom na visoku prisutnost Srbije u svetskom sportu, organizacione domete, kao i raspoloživost infrastrukture; ali i kroz neizostavnu zabavu koja je jedna od ključnih segmenata proizvoda “Događaji”, bez obzira da li je povezana sa tradicionalnim ili modernim sadržajima. Kao što je već napomenuto, najposećenije manifestacije u Srbiji, ujedno i najpoznatije na inostranom turističkom tržištu, su Sabor trubača u Guči i EXIT u Novom Sadu. Ove manifestacije poseti nekoliko stotina hiljada ljudi, od čega nekoliko desetina hiljada čine turisti iz inostranstva, najviše iz

zemalja regiona i Zapadne Evrope. S obzirom na sve veći značaj ovog turističkog proizvoda u svetu, odnosno rast interesovanja za upoznavanjem drugih kultura, običaja i tradicije, očekuje se trend daljeg razvoja tražnje za ovim vidom turizma. Srbija očekuje dalji rast posetilaca, najviše iz susednih zemalja, odnosno regije, i Zapadne Evrope. Aleksandar Suša iz Turističke organizacije Srbije smatra da u svom turističkom pozicioniranju Srbija mora da istakne gostoljubivost, otvorenost, sklonost provodu. Turistički proizvod “Događaji” u veoma kratkom roku, uz bolju organizaciju i bez većih finansijskih ulaganja, može da ostvari uspeh i privuče značajan broj inostranih posetilaca. Potencijal rasta ovog proizvoda ima marketinšku snagu za dodatnu promociju Srbije i povećanje lojalnosti klijenata prema Srbiji.

Manifestacioni turizam beleži porast u svetskim razmerama, pa i u Beogradu, kažu i iz Turističke Organizacije Beograda. Ljudi sve češće koriste svoje slobodno vreme više puta u toku godine, a neka od manifestacija može biti razlog za odluku da posete određenu destinaciju. Očekuje se da će ulaskom niskotarifnih avio kompanija i promocije na domaćem i međunarodnom tržištu broj gostiju koji dolazi u Beograd rasti baš zbog organizacije velikih manifestacija. Najveći broj gostiju očekuje se iz Nemačke, Italije, Grčke, Francuske, Velike Britanije, kao i zemalja koje se nalaze u našem okruženju.

#### Razgovor vođen sa:

Agencija za promociju i podršku turizmu, Makedonija –

**G-đica Dijana Zaturaska**

Rumunska Turistička Organizacija –  
**G-đa Nicoleta Pop**

Hrvatska turistička zajednica,  
Glavni ured – **G-đa Đive Zuber**

Nacionalna Turistička Organizacija  
Crne Gore – **G-đica Milica Antić**

Nacionalna Turistička Organizacija  
Srbije – **G-din Aleksandar Šuša**

J. C.





Different cultural-tourist initiatives evoking the history and tradition and enriching the tourist offer of the country

## REGIONAL EVENTS – IN SEARCH OF CULTURAL IDENTITY AND UNIQUE OFFER

The SEE is getting more and more attractive for international tourists and operators. The countries of South Eastern Europe are set to become major tourist destinations over the coming years. Rich in cultural heritage, the region boasts some of the world's most picturesque and vibrant towns and cities. For this issue, in cooperation with tourist organizations in the region we have researching which events in the SEE countries have the regional and international significance.

Event tourism plays a major role in creating tourist offer of a destination, and there is a growing number of organized cultural events in the



region. Ethnicity is an observable and instrumental element of cultural communication. The modern age continues to witness a growing desire for ethnic recognition in individuals and groups, a search for ethnic identity, and a conscious exhibition of distinctive ethnic traits. A festival prepares communicative scenery for manifestations of ethnicity and cultural unity with the special objective to demonstrate and experience a particular identity.

The SEE is getting more and more attractive for international tourists and operators. The countries of South Eastern Europe are set to become major tourist destinations over the coming years. Rich in cultural heritage, the region boasts some of the world's most picturesque and vibrant towns and cities. For this issue, in cooperation with tourist organizations in the region we have researching which events in the SEE countries have the regional and international signifi-

cance. According to the Macedonian Agency for Promotion and Support of Tourism, the Agency focuses on developing cultural events in **Macedonia**.

The most attractive events of the kind in Macedonia are **Vevčanski Festival, Ohrid Summer Festival, Ilindenski Denovi and Struski večeri na Poezija**.

One of them, the Ohrid Summer Festival today presents a great dignity and an

exceptional cultural gain for Ohrid and the Republic of Macedonia; a manifestation with which Ohrid and Macedonia can be represented with dignity in the world. Through the past 49 years The Ohrid Summer Festival gained its affirmation as one of the most important cultural manifestations in the Republic of Macedonia. Alongside with that, it succeeded in keeping the pace with the European and global cultural flow, reckoning among the privileged and most impo-

rtant festivals in the world. This is as well confirmed with the membership of Ohrid Summer Festival in the Association of the elite European festivals for 15 years now. It is certain that in the 50th edition of Ohrid Summer (2010), in its traditional term 12th July – 20th August, Macedonia will have another shining edition with all its peculiar characteristics that make the festival special, recognizable and unique in our area.

The Romanian Tourist Organization - Rumänisches Touristenamt, based in Berlin, recognizes as the most attractive event drawing the international tourists the **XVII International Festival of theatre** - held in Sibiu, **Romania**, on "Questions" topic, between May 28 - June 6, 2010. This festival is the most important manifestation of this kind in Romania and the third worldwide in scope and importance. On this issue it is proposed to attend participants from 70 countries and will be presented 350 events that will take place in 66 areas of play, expecting 35 000 people daily. During the ten days many critics, Romanian and



foreign directors, operators of local and regional cultural tourism will meet in Sibiu to enjoy the creations and artistic creativity of the events. Theatrical dance, flamenco, ballet, contemporary dance, puppet shows, light show and pantomime will be presented. There will also be a series of photo and painting exhibitions, conferences, debates, workshops organized in unconventional spaces, all this making of Sibiu a real cultural capital of the world.

The Organization states that Romania could easily host music and festival events, but also medium sized sport events such the one mentioned above. There are some political or medical events which already took place in Romania, especially in Bucharest, which were very successful. However, when it comes to the number of visitors, the statistics of the National Statistic Institute do not show the number of visitors according to the purpose of visit. Last year, due to the international economic crisis, Romania registered as well significant decreases in number of visitors, mainly from Europe, - 17,56 %. But in Rumänisches Touristenamt they hope that soon, with the launch of the new brand of this country, Romania will be able to advertise more the events which take place in Romania, regardless of the type of the events.

Since event tourism plays a major role in **Croatia** too, it can be observed that the last few years featured a growing number of cultural, tourist and sports events in this country. Some of the most prominent ones are **Pula Film Festival, Motovun Film Festival, International Carnival of Rijeka, Musical Evenings at St. Donatus, International Children's Festival in Šibenik, Dubrovnik Summer Festival, Eurokaz International Festival of New Theatre Zagreb** and many others. In 2010, The Croatian National Tourist Board will continue to financially support a number of different cultural-tourist initiatives – projects, then tourist, entertainment and sports events, products or



happenings, raising the standards of interpretation, equipage and quality of the cultural-tourist products, evoking the history and tradition. It all contributes to creating a critical mass of new cultural-tourist products interpreted in contemporary style, enriching the Croatian tourist offer, that is, the products that are important for Croatia's total tourism and its promotion. Dubrovnik Summer Festival, to be held from 10th July to 25th August, as Croatia's oldest and most

respectable festival, offers the classical drama and ballet performances shown in the streets and squares of this proud Renaissance-Baroque city. Every year, Dubrovnik Summer Festival welcomes the world's famous composers, soloists and orchestras. The performance in the ancient buildings of extraordinary acoustics such as Atrium of Rector's Palace, lends a special charm to the Festival.

The slogan "**Montenegro-Wild Beauty**" has been recognized as the synonym to the unique mix of the dramatic intact nature and high quality reach, so that as such it suits all types of events. In one day in Montenegro, a tourist can enjoy the Mediterranean essence at the **Carnival**

in **Kotor** or **Camellia Festival**, and a dramatic view of snow- and ice-covered Prokletije mountains. Its proximity to European cities and the traditional hospitality recommend Montenegro despite the challenges that all tourist destinations face due to global tourism trends. Given the said attributes of Montenegro, the National Tourism Organization insist on the mountain adventures such as **the Paths of King Nikola, Montenegro Off Road Discovery, Adventure Race**, but the Montenegrin Adriatic Coast is also in focus in festivals such as the **Mediterranean Song, International Folk Dance Festival, Refresh Festival** and other summer music and local cultural festivals. This year's 16th edition of the Paths of King Nikola, started from Belgrade on 29th April 2010 and ended in Cetinje on 2nd May 2010. The XVI Paths of King Nikola is a historic road cycle race exploring Montenegro's deep canyons and high mountains. It is an annual road cycle race on the Union Cycliste Internationale (UCI) Continental Circuit. It attracts more than



20 teams from all over Europe. To maintain the tradition of the event, the race actually starts in Serbia.

**Slovenia** has events of all kinds, to suit everyone's taste. Every day there is a chance to see the work of the best artists from Slovenia and from further afield, while there are concerts and festivals at which to enjoy great music. The events with the highest international profile are primarily hosted





by Ljubljana and Maribor. Ljubljana is the **World Book Capital** in 2010, while Maribor will be the **European Capital of Culture in 2012**. Ljubljana is home to Slovenia's cultural epicentre, Cankarjev Dom, which offers a huge range of events throughout the year. Some of the main cultural events in the capital are music festivals, such as the **Summer Festival, the Jazz Festival** and **Druga Godba**. Some of different Slovenian events that attract a lot of visitors each year are **WORLD SKI FLYING CHAMPIONSHIP in Planica, Vitranc Cup at Kranjska Gora, International Carnival Festival Kurentovanje, ROK OTOČEC – SLOVENIA'S BIGGEST ROCK FESTIVAL, Music Lent Festival in Maribor Franja Marathon biking event**, and others. Slovenia is very rich in terms of the number of different events and festivals. Just Ljubljana alone hosts over 10.000 different events each year. According to the Slovenian Tourist Organization there is a growing number of visitors at these events and festivals every year. Last Year Vitranc Cup was attended by a total of around 16,000 spectators from Slovenia, Austria, Croatia, Italy and other countries over the course of the two days. Visitors are attracted not only by the chance to see top skiers in competition, but by the programme of activities running parallel to the main event The Vitranc Cup is one of the largest, best organised and best attended traditional sports events in Slovenia. When we asked the National Tourist Organization of **Serbia** to

single out the events in Serbia which were most attractive for international and regional tourists apart from the internationally renowned ones such as **Brass Bands Music Festival in Guča, EXIT**, etc., they mentioned a number of local events and festivities, some of which have international potential as we speak. These include **Beer Fest in Belgrade, Beer Days in Zrenjanin, carnivals in Vrnjačka Banja and Pančevo, Boat Carnival in Belgrade**. The Serbian tourism development strategy insists on the importance of the event tourism offer in Serbia through several segments of this product, focussing on culture and art in the first place in Belgrade, Novi Sad, Subotica and Niš, with cultural festivals as the core drivers of the product promotion; then on sports, given a high share of Serbia in the world's sports, organizational capabilities and available infrastructure; and on indispensable entertainment as one of the key segments of event products, either traditional or modern. As already mentioned, the most frequented events in Serbia, and at the same time the most famous ones in the international tourist market are Brass Bands Music Festival in Guča and EXIT in Novi Sad. These events are visited by hundreds of thousands of people, there of dozens of thousands are international tourists, most of them from the region and West Europe. Given the growing importance of this tourist product worldwide, that is, the growing interest in learning about other cultures, customs and traditions, we expect the rising trend to continue in this tourism segment. Serbia is expected to see continued growth in visitors, mostly from the neighbouring countries - the region and West Europe. Aleksandar Suša with the National Tourist Organization of Serbia believes that Serbia should insist on hospita-

lity, openness and entertainment in its tourist positioning. The event as a tourist product may achieve success and attract quite a number of international visitors in a very short period of time, with somewhat better organization and without any major investments. The growth potential for this product owns marketing strength for an additional promotion of Serbia and more intense customer loyalty towards Serbia. Event tourism is recording a rise on the global scale, as well as in Belgrade, according to the Tourist Organization of Belgrade. People use more and more of their free time for travel throughout one year, and some events may influence their decision to visit a certain destination. It is expected that the number of gu-



ests coming to Belgrade will grow following the entry of low-cost airlines and the promotion in the local and international markets for no other reason than big events. Most guests are expected to come from Germany, Italy, Greece, France, Great Britain, and the neighbouring countries too.

#### Interviews with:

Agency for promotion and support of tourism, Macedonia –

**Ms. Dijana Zaturoska**

Rumänisches Touristenamt –

**Mrs. Nicoleta Pop**

Croatian National Tourist Board –

**Mrs. Đive Zuber**

National Tourism Organization of

Montenegro – **Ms. Milica Antić**

National Touristic Organization of

Serbia – **Mr. Aleksandar Šuša**

J. C.

Novi Sad

## NOVI SAD KAO CENTAR KONGRESNOG TURIZMA

Novi Sad je postao nezaobilazna turistička destinacija jugoistočne Evrope. Ovu činjenicu potvrđuje potencijal, kao dobra baza na kojoj će se tek izgraditi prepoznatljivost ovoga grada, mesta gde će turisti dolaziti u sve većem broju, da uživaju u atmosferi, otvorenosti, gostoljubivosti, kulturnoj tradiciji, gastronomiji, kao i specifičnoj vojvođanskoj i novosadskoj opuštenosti.

Sve više se Novi Sad profilise kao destinacija kongresnog turizma. Kongresni turizam osim finansijske dobiti, doprinosi i jednu vrstu prestiža samom činjenicom da kongrese posećuju akademski obrazovani i uspešni gosti. Novi Sad ima dugu i dobru tradiciju organizovanja kongresa, a razlozi tome su opšta turistička ponuda grada koju čine smeštajni kapaciteti, bogata enogastronomija, kulturno-istorijske znamenitosti, ture razgledanja grada i okoline, kao i vinske ture.

Prednost razvoja kongresnog turizma je to što se sve nalazi na malom prostoru, te se obilasci nakon predavanja mogu veoma lako organizovati. A okolina Novog Sada, i uopšte cela Vojvodina, zaista imaju šta da ponude. Ovo je multi kulturalna sredina u kojoj se koristi više jezika, pa je samim tim strancima vrlo privlačna. Zahvaljujući različitim nacionalnostima i kulturama koje vekovima žive u

Vojvodini, nastala je izvrsna regionalna kuhinja. Vojvodina poseduje obilje kulinarskog umeća. Uz uticaje srpske, mađarske, rumunske, slovačke, pa čak i nemačke, ruske i azijske kuhinje, region ključa od bogatstva ukusa.

Najznačajnija atrakcija Novog Sada je svakako Petrovaradinska tvrđava sa svojim bogatim sadržajem, a i kao domaćin mnogobrojnim međunarodnim i domaćim događajima od kojih se posebno ističu: EXIT, STERIJINO POZORJE, FESTIVAL ULIČNIH SVIRAČA, NOVOSADSKI JAZZ FESTIVAL, ZMAJEVE DEČIJE IGRE, POLJOPRIVREDNI SAJAM i mnoge druge.

Turistički sadržaji i aktivnosti na Dunavu još uvek nisu profilisani, ali su svakako od velikog značaja za razvoj turizma grada. U neposrednoj blizini Novog Sada se nalazi Fruška Gora sa svojih 17 manastira koji predstavlja značajan deo turističke ponude. Atraktivnu okolinu Novog Sada pre-

dstavljaju etno salaši, koji su veoma interesantni poslovnim turistima nakon sastanaka, kao i obilasci mnogobrojnih plantaža vina koje Vojvodina nudi.

Broj turista je u porastu od 2000. godine, kada je Srbija počela da se otvara prema Zapadu. Svake godine početkom jula, za vreme muzičkog festivala EXIT, grad je preplavljen mladima iz cele Evrope. Festival je 2005. godine posetilo 150.000 ljudi, što je postavilo Novi Sad na mapu letnjih festivala Evrope. Pored festivala EXIT, Novosadski sajam dovodi i veliki broj poslovnih ljudi u grad. U maju, grad je domaćin najvećem poljoprivrednom sajmu u regionu, koji je 2005. godine posetilo 600.000 ljudi. Pored Varadinskog mosta u samom centru grada, nalazi se i turistička luka u koju pristaju razni brodovi iz cele Evrope koji krstare Dunavom.

Novi Sad je drugi po veličini grad





Srbije, i jedan je od najvažnih sajamskih gradova u kome postoji duga tradicija poslovanja privrednika. Treba naglasiti da je i univerzitetski grad, što znači da je veliki centar za



kongrese koji imaju tu temu, kao i centar za razmene studenata, i omladinski turizam. U Sremskoj Kamenici se nalazi Institut za kardiovaskularne bolesti Vojvodine, pa je to razlog čestog održavanja kongresa lekara. Novosadski sajam, kao najstarija sajamska kuća u Srbiji pozicioniran je u regionu kao jedan od lidera sajamske industrije. Strategija i vizija razvoja, omogućili su Novosadskom sajmu da se savremenim načinom poslovanja, efikasnim ulaganjem i vlasničkom transformacijom na najbolji način uključi u svetske tokove. Na površini od 300.000 m<sup>2</sup>, od kojih je gotovo 56.000 m<sup>2</sup> zatvoreni izlagački prostor, Novosadski sajam godišnje organizuje 30 sajмова, salona, izložbi i vašara robe široke potrošnje. Na njima nastupi više od 5.000 izlagača iz zemlje i inostranstva, a poseti ih više od 1,300.000 ljudi. Uz to, velika i značajna investicija Master centra

obezbediće Novosadskom sajmu da praktično bude otvoren cele godine i da, uz održavanje sajмова, organizuje i poslovne skupove, kongrese, seminare...

U Master centru nalazi se i sedište Asocijacije sajмова Jugoistočne Evrope - EASE koju je osnovao Novosadski sajam i u kojoj aktivno učestvuje 21 sajam u Regionu.

Komparativnu prednost Centra čini i uključenost u Mrežu evropskih poslovnih centara (WWBCE - World-Wide Business Centres Europe), sa sedištem u Cirihi. Članstvo Novosadskog sajma u Međunarodnoj kongresnoj asocijaciji - ICCA i Udruženju sajмова Centralne Evrope - CEFA omogućava povezivanje sa značajnim evropskim privrednim centrima.

Na sajmu u Frankfurtu IMEX 2009 Novi Sad i Vojvodina bili su predstavljeni kao destinacija sa velikim potencijalom u razvoju kongresnog turizma, i uz podršku Centra za razvoj i istraživanje turizma, a po rečima Miloša Milovanovića, direktora Kongresnog Biroa Srbije, Novi Sad bi trebalo u narednim godinama da bude svrstan u top 300 gradova kongresnih aktivnosti.

Iz Turističke organizacije Novog Sada kažu da su najavljeni mnogi događaji međunarodnog karaktera u Novom

Sadu, kao što su: u junu - STERIJINO POZORJE, CINEMA CITY, INTERFEST - MEĐUNARODNI FESTIVAL VINA, INFANT - INTERNACIONALNI FESTIVAL ALTERNATIVNOG I NOVOG TEATRA, DAN DUNAVA, u julu - EXIT, DRŽAVNO PRVENSTVO U JEDRILIČARSTVU, JET SKI TRKA, u avgustu - MUŠKI PROFESIONALNI TURNIR FUTURES - ELITE OPEN, MEĐUNARODNI SKUP STAROVREMENSKIH VOZILA, UMETNIČKI KAMP SVETIONIK.

Sa svojih 68 smeštajnih objekata razvrstanih u hotele, smeštaj u domaćoj radinosti i seoskom turističkom domaćinstvu, pansioni, turističke apartmane, hostele i prenoćišta sa ukupno 2.655 ležajeva Novi Sad se preporučuje gostima koji dolaze da obilaze grad, učestvuju ili prisustvuju na nekoj od brojnih kulturnih, sportskih ili kongresnih manifestacija, poručuju iz Turističke organizacije Novog Sada.

Takođe, jedan od projekata Turističke organizacije Grada Novog Sada je svakako osnivanje Kongresnog Biroa Grada, što se nadaju da će se u skorijoj budućnosti i realizovati.

Obzirom da je prepoznat veliki potencijal za razvoj Novog Sada kao destinacije za kongresnu industriju, formiranje Kongresnog Biroa Novog Sada je svakako sledeći potreban korak.



## Kongresni Centar Master

Ambijent i tehnički uslovi Centra Master, uz tržište od 100 sajamskih dana u toku godine, kontakt s učesnicima domaćih i svetskih kongresa, omogućava da se na biznis karti Evrope Novosadski sajam prepozna kao mesto na kojem mogu da se ostvare sve poslovne, ekonomske i trgovačke transakcije i promocije.

Velika i značajna investicija zvana Master Centar, izgrađena je u dve faze. Prva faza završena je 2003. godine kad je na Novosadskom sajmu otvorena hala Master od 6.500 kvadratnih metara savremenog izlagačkog prostora. Odmah posle toga počela je druga faza izgradnje, a rezultat je završetak Sajamsko-kongresnog i poslovno-trgovačkog centra Master, koji će obezbediti Novosadskom sajmu da praktično bude otvoren cele godine i da, uz održavanje sajмова, organizuje i poslovne skupove, kongrese, seminare... Ovaj prostor je polazište razvoja kongresnog turizma koji je

sve atraktivniji u svetu i koristan je i za imidž Novosadskog sajma i same države.

Kongresni centar čini šest sala i Amfiteatar ukupne površine od 2.700 m<sup>2</sup>. Manje sale mogu primiti do 100 ljudi. "Pokretnim zidovima" mogu se spojiti u veće prostore, maksimalnog kapaciteta do 900 osoba koji mogu da učestvuju u radu kongresa ili sličnih aktivnosti. Amfiteatar pruža vrhunske

uslove za održavanje kongresa, promocija, stručnih skupova na kojima može da prisustvuje 330 učesnika. Zahvaljujući moderno projektovanom i izgrađenom prostoru maksimalni kapacitet Kongresnog centra je istovremeno organizovanje dva skupa za 900 i 330 ljudi. Za velike kongresne skupove i konvencije u funkciji može da bude i Hala Master za oko 4.000 ljudi.



### Rekli su o Master Centru...

"Zdanje Kongresnog master centra na Novosadskom sajmu je remek-delo po sebi. Kongresni prostor je projektovan u skladu sa međunarodnim standardima uključujući i najsavremeniju opremu koja se može naći u kongresnoj industriji."

**G. Geri Grimer,**  
međunarodni konsultant Projekta konkurentnosti USAID  
i bivši generalni direktor Kongresnog biroa Melburna

"Zahvaljujući idealnom geografskom položaju, izuzetno fleksibilnom prostoru i visokom kvalitetu usluga, Kongresni master centar poseduje sve kvalitete da postane jedan od lidera kongresne industrije u regionu".

**Profesor Rob Dejvidson,**  
Vestminster Univerzitet, London

"Uz prvoklasnu opremu koja ispunjava sve međunarodne standarde, Kongresni master centar predstavlja vodeći kongresni centar u regionu. Bez problema može ugostiti konferencije i druge događaje koji zahtevaju sveobuhvatnu tehničku podršku."

**G. Dejan Cvetković,**  
Predsednik Američko-srpske privredne komore u Beogradu

### Kongresni centri Novog Sada i njihovi kapaciteti

SPENS - Sportsko Poslovni Centar VOJVODINA			
Velika sala	mala sala	amfiteatar	soba za konferenciju
7.000 učesnika	1.450 učesnika	224 učesnika	30-50 učesnika

NOVOSADSKI SAJAM - MASTER CENTAR		
Hala	Velika sala	male sale
5.888 m <sup>2</sup> do 4.000 učesnika	350 učesnika	Po 100 učesnika



Novi Sad

## NOVI SAD AS A CENTER OF CONGRESS TOURISM

Novi Sad has become a must-see tourist destination in Southeast Europe. This fact is sustained by the city's potential as a sound base for building up its recognizable identity in future and the sights to be visited by growing number of tourists who will enjoy the vibes, openness, hospitality, cultural tradition, gastronomy, and the specific relaxed air of Novi Sad and Vojvodina.

Novi Sad continues to shape up as a MICE destination. Apart from financial gains, MICE contribute in terms of prestige given the fact that congresses and conventions are attended by highly-educated and successful guests. Novi Sad has a long and fine tradition of organizing congresses and conventions owing to the city's fine tourist offer in general, including accommodation, rich enogastro-nomy, cultural and historical sights, sightseeing tours around the city and its outskirts, and wine tours.

The advantage of MICE development is that everything is close by, and the tours can be easily arranged after the event. And the outskirts of Novi Sad as well as Vojvodina in general have so much to offer indeed. This is a multicultural environment where several languages are spoken, which is why foreign tourists find it so attra-

ctive. The diverse people who have lived in Vojvodina over the centuries developed the region's delectable cuisine. There is a wealth of culinary expertise in Vojvodina. With Serbian, Hungarian, Romanian, Slovak and even German, Russian and Asian influences, the region is brimming with flavour.

Novi Sad's main attraction is for sure the Petrovaradin Fort with its variety of amenities, being a home of numerous international and national events in particular such as: EXIT, STERIJA'S THEATRE, STREET MUSICIAN FESTIVAL, NOVI SAD JAZZ FESTIVAL, ZMAJ CHILDREN FESTIVAL, AGRICULTURAL FAIR and many others. Tourist amenities and activities on the Danube have not still been completely defined, but they are certainly of a major importance for the development of city's tourism. Not far from Novi Sad, there

is Fruška Gora with 17 monasteries playing an important part in the tourist offer. The attractive surroundings of Novi Sad are featured by ethnogranges, most popular with the business tourists after their meetings, as well as visits to numerous wine plantations offered in Vojvodina.

The number of tourists started to increase since the year 2000, when Serbia started to open to Western Europe. Every year, in the beginning of July, during the annual EXIT music festival, the city is full of young people from all around Europe. In 2005, 150,000 people visited this festival, which put Novi Sad on the map of summer festivals in Europe. Besides EXIT festival, Novi Sad Fair attract many business people into the city; in May, the city is home to the biggest agricultural show in the region, which 600,000 people visited in 2005. There is also a tourist port near Varadin Bridge in





Miloš Milovanović, Director of Serbia Convention Bureau, Novi Sad is to be one of the top 300 cities in meetings industry. According to the Tourist Organization of Novi Sad, a number of international events have been announced such as:

in June- STERIJA'S THEATRE, CINEMA CITY, INTERFEST - INTERNATIONAL WINE FESTIVAL, INFANT-INTERNATIONAL FESTIVAL OF ALTERNATIVE & NEW THEATRE, THE DANUBE DAY, in July - EXIT, STATE SAILING CHAMPIONSHIP, JET SKI RACE, in August - PROFESSIONAL MEN'S TOURNAMENT FUTURES-ELITE OPEN, INTERNATIONAL MEETING OF OLDTIMER ENTHUSIASTS, "LIGHTHOUSE" ART CAMP.

the city centre welcoming various river cruise vessels from across Europe who cruise on Danube river.

Novi Sad is the second biggest city in Serbia and one of the major fair cities with a long business tradition. Importantly, it is also a home of university and therefore the conventional centre for the university topics, and the centre for student exchange and youth tourism. In Sremska Kamenica, there is the Cardiovascular Institute Vojvodina - the reason for frequent medical congresses held there.

The Novi Sad Fair, as the oldest Fair Organizer in Serbia, is number one in the regional exhibition industry. Development strategy and vision allowed the Novi Sad Fair to catch up with the global trends as best as possible by means of modern running of business, efficient investments and ownership transformation. At 300,000 sq m area, of which nearly 56,000 sq m account for indoor exhibition space, the Novi Sad Fair organizes 30 fairs, show-rooms, exhibitions and shows for consumer goods per year. They are attended by 5,000 local and international exhibitors, and visited by more than 1,300,000 people. In addition, a big and important investment, known as Master Centre, will allow the Novi Sad Fair to be actually open all year round and apart from fairs it will be able to organize business

conventions, congresses, seminars... Master Centre is also the home of Exhibition Association of Southeast Europe (EASE) founded by the Novi Sad Fair, which actively involves 21 fairs in the region. A competitive advantage of the Centre is its membership in World-Wide Business Centres Europe (WWBCE), based in Zurich. Novi Sad Fair's membership in the International Congress and Convention Association (ICCA) and in the Central European Fair Alliance (CEFA) allows the networking with major European economic centres.

At the 2009 IMEX Fair in Frankfurt, Novi Sad and Vojvodina were presented as a destination with huge development potentials in MICE, supported by Tourism Research & Development Centre. According to

With its 68 hotel facilities, the accommodation in local houses or flats and in countryside tourist households, guest houses, tourist apartments, hostels and boarding houses with a total of 2,655 beds, Novi Sad highly recommends itself to the guests visiting the city, taking part or attending one of the numerous cultural or sports events or meetings, according to the Tourist Organization of Novi Sad.

Also, one of the projects of the Tourist Organization of Novi Sad is to set up the City Convention Bureau, which they hope to be carried out in near future.

As the huge potential of Novi Sad has been recognized in terms of its development as a meetings industry destination, the set up of the Convention Bureau of Novi Sad is the next logical step.





## Master Congress Centre

The premises and technical conditions in Master Centre, along with a 100 fair-day market per year, contacts with participants in the local and international conferences, allows the Novi Sad Fair to be recognized on the map of Europe as a venue for achieving all business, economic and trade transactions and promotions.

A large and important investment known as Master Centre, was built in two stages. Stage one was completed in 2003 when the Novi Sad Fair opened a 6,500 square-meter Master Hall representing the state-of-the-art exhibition area. Soon after followed stage two resulting in the completion of Fair-Convention and Business-Trade Master Centre, allowing the Novi Sad Fair to be actually open all year round and apart from fairs to be able to organize business conferences, conventions, seminars... This venue is the starting point for developing MICE which is becoming



growingly popular worldwide and it contributes to the image of the Novi Sad Fair and the country itself.

The Congress Centre includes six halls and an Amphitheatre with the area totaling 2,700 sq m. Small halls can accommodate up to 100 people. They can be connected by the so-called movable walls to create more spacious facilities, up to 900 people to participate in a convention or simi-

lar event. The Amphitheatre provides the best conditions for facilitating conventions, promotions, specialist meetings which can be attended by 330 participants. Owing to its modern design and construction, the maximum capacity of the Congress Centre is two conventions at the same time for 900 and 330 people. For large conventions, Master Hall can also be deployed for around 4,000 people.

### They said about Master Centre...

"The building of the "Master" Congress Centre at the Novi Sad Fair is a masterpiece in its own right. The congress facility was designed in accordance with international standards and with the most updated equipment available for the congress industry."

**Mr. Gary Grimmer,**  
international consultant for the USAID Competitiveness Project  
and former General Manager at the Convention Bureau of Melbourne

"Thanks to its ideal geographic position, remarkably flexible premises and high quality of services, the "Master" Congress Centre has all the qualities to become one of the leaders of the congress industry in the region".

**Professor Rob Davidson,**  
University of Westminster, London

"With state of the art equipment that meets all international standards, the "Master" Congress Centre is the leading Convention Centre in the region. It can easily facilitate conferences and other events which require comprehensive technical support."

**Mr Dejan Cvetkovic,**  
President of the American-Serbian Chamber of Commerce in Belgrad

### Novi Sad Congress Centres and their Capacities

SPENS - Sports & Business Centre VOJVODINA			
Big Hall	Small Hall	Amphitheatre	Conference Room
7,000 participants	1,450 participants	224 participants	30-50 participants

NOVI SAD FAIR - MASTER CENTRE		
Master Hall	Big Hall	Small Halls
5,888 sq m up to 4,000 participants	350 participants	100 participants each

Balkan kao *Latinska Amerika* Evrope

## EXIT FESTIVAL- POVEZIVANJE ATRAKTIVNIH LOKACIJA U JUGOISTOČNOJ EVROPI

Ovih dana mediji u regionu su objavili informaciju o regionalnoj saradnji najznačajnijih omladinskih turističkih destinacija u Jugoistočnoj Evropi. Kako se kaže u inicijativi koju je pokrenuo Exit tim, cilj je da region Balkana postane najznačajnija destinacija na svetu za kulturni turizam, zabavu i (ekstremni) sport! O čemu se zapravo radi saznajemo iz razgovora sa **Dušanom Kovačevićem**, osnivačem Exit festivala i Predsednikom Exit fondacije.



### 1. O Exitu se sve više priča kao o turističkom proizvodu, dok je ranije kulturološki značaj bio u prvom planu, zašto je to tako?

Exit je nastao iz želje jedne mlade generacije da nadoknadi sve što nam je politika oduzela tokom 90-ih godina. Za razliku od drugih komunističkih država, bivša Jugoslavija je u kulturološkom smislu bila u stalnom koraku sa svetom. Mi smo slušali sličnu muziku kao naši vršnjaci na Zapadu, imali smo MTV, veći koncerti su se organizovali u Beogradu, Zagrebu, Ljubljani. Onda su došle 90-e i sve je nestalo. Osim nastupa grupe Prodigy i jos nekoliko drugih koncerata, 10 godina smo bili izolovani od ostatka sveta, ipak, naša velika prednost bila je svest o tome da je to što nam nedostaje upravo normalan život. Iz tog razloga je, nakon 5. oktobra, Exit jednostavno morao da se desi, iz tog razloga je energija na festivalu bila toliko fenomenalna. Publika je želela da konzumira sve i odmah. Izvođači su bili impresionirani. Svoje impresije prenosili su dalje u svojim krugovima, kolegama muzičarima, menadžerima, novinarima... I svake godine, upravo zbog te energije, dolazili su značajniji

izvođači. Neću preterati ako kažem da nije bilo Exit-a, da bi verovatno i koncerti Stonsa, R.C.H.P, R.E.M, Madone i drugih se desili ili nekoliko godina kasnije ili verovatnije, u nekom drugom gradu u regionu!

Međutim, nakon održanih gore pomenutih koncerata, osim Depeche Mode i U2, ostalo je malo velikih bendova (još uvek aktivnih) koji Srbiju nisu posetili. Tako da, može se reći da je ta osnovna, kulturološka misija Exit-a "nadoknade" za izgubljene godine izvršena i da je prva faza njegovog razvoja završena. Sada se moramo zapitati po čemu Exit najviše doprinosi društvu. Naravno, Exit ne prestaje da nosi kulturološki značaj. Međutim, činjenica je da je sada turistički aspekt taj kojim Exit najviše ekonomski doprinosi našem društvu, tako da se može reći da su kulturološki i turistički aspekti sada ravnopravni. Naime, svake godine Exit poseti preko 30.000 inostranih posetilaca, od Australije do Kanade, koji godišnje u Srbiji potroše preko 10 miliona eura. Marketinška vrednost, u smislu poboljšanja imidža

zemlje je nekoliko puta veća. Takođe, potencijal za širenje turizma i poboljšanje imidža Srbije posredstvom Exit-a su još veći i to nameravamo da iskoristimo u narednom periodu.

### 2. Vi ste ovaj trend prepoznali, pa je Exit formirao poseban turistički sektor?

Tako je, pre dve godine formiran je poseban turistički sektor Exit festivala, koji ima jedan jedini cilj, a to je da pruži najbolju moguću uslugu domaćim i stranim turistima. Čini mi se da smo mi jedini kulturni proizvod u Srbiji i regionu koji je razvio ovu delatnost. Napravili smo poseban turistički web portal - [www.exittrip.org](http://www.exittrip.org), organizujemo turistima prevoz sa svih aerodroma u okruženju, a u planu su i avio letovi iz Londona za sledeću godinu. Zatim, preko sajta posetioci mogu da bukiraju i smeštaj, da se upoznaju sa ponudom novosadskih lokala, saznaju više o Novom Sadu. Pokrenuli smo i projekat "The Best of Novi Sad", tj. štampanu brošuru sa najboljim novosadskim restoranima, kaficima,







prodavnicama, taxi udruženjima, itd. Posebno bih izdvojio da sve ove usluge posetioци mogu da plate iz svojih domova, elektronski, po čemu smo takođe jedinstveni u Srbiji, dok se ta opcija u svetu podrazumeva i očekuje. Cilj ove ideje je da turisti u Novom Sadu i Srbiji ostanu duže vremena i potroše više novca u našoj zemlji.

**3. Na nedavno održanom regionalnom Media festivalu u Rovinju najavljena je kulturno-turistička saradnja Exit-a i najboljeg hrvatskog kluba Papaje, možete li za SEEbtm magazin reći malo više o tome?**

Exit, kao najznačajnija kulturno-turistička destinacija regiona, pokrenuo je projekat povezivanja svih atraktivnih lokacija u Jugoistočnoj Evropi. To je, ujedno u skladu sa osnovama na kojima je Exit nastao, a to je saradnja mladih u regionu, zbog čega smo dobili međunarodnu podršku u svojim prvim godinama. Cilj nam je da region Balkana pozicioniramo kao jedan od najboljih na svetu za omladinski turizam. Klub Papaja, na plaži Zrće, jedini je pored Exit-a iz regiona



uspeo da se pozicionira na globalnoj mapi kao mesto na kome nastupaju najznačajniji svetski izvođači. Ostvo Pag zbog tog kluba već zovu "Jadranska lbica", a svake godine plažom Zrće prođe preko 250.000 turista. Bilo je logično da ovaj projekat povezivanja započnemo sa njima.

**4. Možete li da nam objasnite šta ćete konkretno raditi?**

Povezaćemo većinu ili sve postojeće manifestacije i zanimljive destinacije u regionu u jedinstven promotivno-turistički sistem. Konkretno, ponudićemo turističke aranžmane koji će u sebi sadržati sve najbolje što Balkan može da ponudi – Exit, hrvatsko i crnogorsko primorje, rafting, kite surf, Beograd kao metropolu zabave, Dubrovnik i mnogo toga drugog.

**5. Da li mislite da će to biti atraktivno strancima?**

Potpuno sam uveren da hoće. Šta više, mislim da će budućnost regiona u velikom delu biti u razvoju turizma. Kada poželi da poseti neku egzotičnu destinaciju, jednom Nemcu, Francuzu ili Englezu je daleko lakše da dođe na City break u Beograd ili Dubrovnik, jer ga do nas deli 2-3 sata leta, dok mu je praktično nemoguće da poseti bilo koju dalju destinaciju bez najmanje 10 slobodnih dana. Znamo da ljudi na Zapadu nemaju mnogo slobodnog vremena, osim za letovanja i zimovanja, ali kraća putovanja od 3-4 dana su česta tokom cele godine. Čak i za duže boravke Balkan je potpuno konkurentan bilo kojoj destinaciji na svetu.

Mi ćemo npr. u jednom aranžmanu od 15 dana ponuditi jedan od najboljih svetskih festivala (Exit) i klubova (Papaya), jedno od najboljih primorja na svetu, zatim balkanski Njujork (Beograd), koji sve više postaje evropska metropola zabave, jedan od najlepših istorijskih gradova muzeja (Dubrovnik), i jednu od najboljih rafting i kite surf destinacija. Ovo je samo jedna od kombinacija, a biće ih još mnogo.

Ne vidim mnogo područja u Evropi, pa i u svetu koji mogu da nam konkurišu, te sam siguran da ćemo uspeti da pozicioniramo Balkan kao *Latinsku Ameriku Evrope* u najboljem smislu te reči.

**6. Na kakvu podršku računate?**

Računamo da će sve države, gradovi i destinacije regiona prepoznati značaj ove inicijative i da će nas podržati. Računamo i na podršku Evrope! Prvi znakovi su ohrabrujući.



**7. Da li već postoji interesovanje za "balkanske aranžmane" u inostranstvu?**

Svakako! Engleske agencije sa kojima smo razvili dobro partnerstvo su potpuno stale iza projekta, a javljaju nam se agencije iz celog sveta, npr. čak i iz Brazila! Iskreno, prve godine ne očekujem da nas poseti million turista, smatram da je kao i za svaki posao potrebno 3-5 godina, pa očekujem da će tada i ova priča zaživeti u potpunosti!

**8. Koji su vam naredni koraci?**

Promocija na najznačajnijim turističkim sajmovima i muzičkim konferencijama u Berlinu, Londonu, Majamiju, Amsterdamu, Beogradu...

The Balkans as *Europe's Latin America*

## EXIT FESTIVAL - CONNECTING ATTRACTIVE LOCATIONS IN SOUTH EASTERN EUROPE

These days, the regional media published the information of the regional cooperation of the most significant youth tourism organizations in South Eastern Europe. As said in the initiative started by the Exit team, the objective is for the Balkans region to become the most significant destination in the world for cultural tourism, entertainment and (extreme) sports! What it is actually about, we are learning from the conversation with **Dusan Kovacevic**, the founder of Exit festival and the Chairman of Exit foundation.



### 1. Exit is ever more talked about as touristic product, while in the earlier days the main focus was on its cultural significance, why is that so?

Exit was born from a young generation's desire to compensate for everything the politics had taken away from us during the Nineties. Unlike other communist states, the ex-Yugoslavia kept constant pace with the world in cultural terms. We listened to the similar music as our co-evals in the West, we had MTV, bigger concerts were organized in Belgrade, Zagreb, Ljubljana. Then the Nineties came and everything was gone. Beside Prodigy and some other concerts, we were isolated from the rest of the world for 10 years. However, our big advantage was our awareness of the fact that what we lack is normal life. For that reason, after October 5th, Exit simply had to happen, for that reason the energy at the festival was so phenomenal. The audience wanted to consume everything and right away. The performers were impressed. They passed their impressions further on in their circles, to the fellow musicians, managers, journalists... And every year, precisely for that energy,

more and more significant performers came. I will not exaggerate if I say that, if there hadn't been for Exit, probably the concerts of the Rolling Stones, R.C.H.P, R.E.M, Madonna and others would have happened either several years later or more probably in some other city in the region!

However, after the above-mentioned concerts held, besides Depeche Mode and U2, there are few great (still active) bands left which did not visit Serbia. So one may say this Exit's basic, cultural mission of "compensation" for the years lost is completed and the first stage of its development is finished. Now we must ask ourselves how Exit contributes most to the society. Naturally, Exit does not cease to bear the cultural significance. However, the fact is that now the touristic aspect is the one with which Exit contributes most to our society, so that one can say that cultural and touristic aspects are now equal. Every year, over 30.000 foreign visitors from Australia to Canada come to Exit, and spend more than 10 million euro

annually in Serbia. The marketing value, in terms of improvement of the country's image, is several times higher. Also, the potentials for expanding of tourism and improvement of the Serbian image through Exit are even bigger and we intend to use them in the period to come.

### 2. You recognized this trend, so Exit formed a special tourism sector?

That's right, two years ago a special tourism sector of Exit festival was formed, which has had only one goal, to offer the best possible service to local and foreign tourists. It seems to me that we are the only cultural product in Serbia and the region which developed this activity. We have created a special touristic web portal - [www.exittrip.org](http://www.exittrip.org), we organize the transportation for the tourists from all the surrounding airports, and the flights from London are also planned for the next year. Then the visitors can also book accommodation, get familiarized with the offer of Novi Sad bars, learn more about Novi Sad, and all







that on-line. We have also launched the project "The Best of Novi Sad", i.e. the printed brochure with the best restaurants, coffee-shops, stores, taxi associations, etc. in Novi Sad. I would emphasize that the visitors can pay for these services from their homes, via e-banking, which also makes us unique in Serbia, while this option is implied and expected worldwide. The scope of this idea is for the tou-

rists to stay longer in Novi Sad and Serbia and to spend more money in our country.

for youth tourism. The Papaya Club, on Zrce beach, is the only one beside Exit which managed to position itself on the global map as the place where the most important world musicians perform. The island of Pag is already called "Adriatic Ibiza" for that club, and every year over 250.000 tourists walk over Zrce beach. It was logical to initiate this connecting project along with them.

#### 4. Can you explain what you will do specifically?

We are going to connect most or all of the existing manifestations and interesting destinations in the region into a unique promotional-touristic system. Specifically, we will offer touristic arrangements which will contain in itself all the best the Balkans can offer – Exit, Croatian and Montenegrin coast, rafting, kite surfing, Belgrade as a capital of entertainment, Dubrovnik and many other things.

#### 5. Do you think this will be appealing to the foreigners?

I am absolutely convinced so. Furthermore, I think that the future of the region will largely lay in the tourism development. When wishing to visit some exotic destination, it is far easier for German, French or English people to come to the City break in Belgrade or Dubrovnik, as 2-3 hours of flight divides them from us, while it is practically impossible for them to visit any farther destination without at least 10 days-off. We know that the Western people do not have much leisure time, except for summer and winter holidays, but shorter 3-4 day trips are frequent around a year. Even

for longer stays the Balkans are totally competitive to any other destination in the world. For example, in one 15-day arrangement we will offer one of the world's best festivals (Exit) and clubs (Papaya), one of the world's best coasts, then Balkan New York (Belgrade), which grows every day into a European capital of entertainment, one of the most beautiful historical cities - museums (Dubrovnik), and one of the best rafting and kite surfing destinations. This is only one combination, and there are many to come. I don't see many regions in Europe, and even in the world, which can compete with us, so I am sure we will manage to position the Balkans as a Europe's Latin America in this world's best sense.

#### 6. What kind of support do you count on?

We count on that all the countries, cities and destinations in the region will recognize the importance of this initiative and support us. We also count on Europe's support! The first signs are encouraging.

#### 7. Is there already an interest for "Balkan arrangements" abroad?

Certainly! The English agencies which we have developed a good partnership with fully endorsed the project and we are being contacted by the agencies worldwide, e.g. even from Brazil! Sincerely speaking, I don't expect million tourists to visit us in the first year, my opinion is that 3-5 years are necessary for this as for any other business, so I expect this story will fully come to life by that time!

#### 8. What are your next steps?

The promotion at the most significant tourism fairs and musical conferences in Berlin, London, Miami, Amsterdam, Belgrade...



rists to stay longer in Novi Sad and Serbia and to spend more money in our country.

#### 3. At the recently held regional Media festival in Rovinj, a cultural-technical cooperation between Exit and the best Croatian club Papaya was announced, can you tell more about it for SEEbtm magazine?

Exit, as the most significant cultural - touristic destination of the region, has launched the project of connecting of all attractive locations in South Eastern Europe. This is at the same time in accordance with the foundations on which Exit was built, namely the cooperation of young people in the region, which is why we've got an international support in our first years. Our goal is to position the Balkans region as one of the best in the world



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Primer organizacije iz prakse

## REGION KONGRESNE INDUSTRIJE NA JEDNOM MESTU – SEEBtm PARTY

Četvrta godina rada, više od 250 regionalnih partnera i lansiran nov proizvod - pravi trenutak za organizaciju nezaboravnog partija i okupljanje kongresne industrije regiona.

Kompanija The Best Solutions je od svog osnivanja, 2006. godine, specijalizovana za kongresni/poslovni turizam regiona jugoistočne Evrope, sa osnovnim ciljem objedinjavanja i ra-

broja prvog domaćeg kongresnog časopisa SEEBtm organizovana je "Žurka kongresne industrije regiona". Uz odličan koktel i muziku "za mrdanje kukovima" na poslednjem spratu

i menadžer projekta SEEBtm party. Ona navodi da prilikom organizacije bilo kog događaja postoji nekoliko pitanja na koje je potrebno odgovoriti.

**Zašto?** „Početna faza u organizaciji događaja je svakako odgovor na pitanje zašto organizovati event, zašto uložiti vreme, energiju i resurse? Koji su ciljevi i koristi koje takav jedan poduhvat potencijalno obezbeđuje? Naravno da kada se podvuče crta, oni moraju biti veći od uloženi resursa da bi sam događaj bio prihvatljiv i da bi imao osnova da krene u sledeću fazu realizacije. Kompanija The Best Solutions (BS) je nakon četiri godine rada na ujedinjavanju i razvoju kongresne industrije regiona i nakon lansiranja novog proizvoda - jedinstvenog magazina za kongresni turizam, odlučila da svoje partnere ugosti na nezaboravan i jedinstven način, i time im iskaže poštovanje i zahvalnost što podržavaju rad i veliku energiju koju kompanija BS ulaže u čitav sistem čiji su oni deo. Kako je jedan od ciljeva kompanije razvoj kongresne industrije regiona, smatrali smo da je neo-



zvoja kongresne industrije. Od tada, The Best Solutions je razvio jedinstvene specijalizovane servise: internet portale [www.kongresniturizam.com](http://www.kongresniturizam.com) i [www.SEEmice.net](http://www.SEEmice.net), katalog - vodič kroz kongresnu industriju regiona jugoistočne Evrope „SEEmice“ i zajedno sa više od 250 članova-ponuđača kongresne industrije kreira kongresno tržište regiona. Kompanija je krajem 2009. godine pokrenula i prvi edukativno-informativni specijalizovani časopis za oblast poslovnih putovanja i kongresnog turizma **SEE Business Travel & Meetings magazine** čiji je cilj da približi čitaocima oblast kongresnog i poslovnog turizma, problematiku organizacije specijalnih događaja, kongresne kapacitete, novosti, trendove.

U organizaciji The Best Solutions, a povodom uspešne saradnje sa svojim partnerima, kao i promocije drugog

PC Ušće okupilo se oko 250 profesionalaca iz regiona.

Ovom prilikom, nešto više o problematici organizacije i ciljevima SEEBtm partija, rećiće nam **Miona Šljivančanin**, direktorka marketinga & PR-a kompanije The Best Solutions





phodno da se naši partneri iz Srbije, Hrvatske, Crne Gore, Slovenije, Bosne i Hercegovine, Makedonije, Rumunije i Bugarske međusobno upoznaju, da se napravi jedan odličan networking i postavi platforma za dalju i uspešnu saradnju“.

**Ko?** „Planiranje događaja podrazumeva i razmatranje ko će od delegata prisustvovati, koja je ciljna grupa učesnika i naravno njihov broj. Gosti SEEbtm partija su bili partneri i članovi portala kongresnitureizam.com, tačnije predstavnici kongresnih biroa Srbije, Crne Gore, Hrvatske ali i kongresnih biroa Beograda, Zagreba, Dubrovnika, Opatije, Rijeke i ostalih, zatim menadžeri i direktori hotela, kongresnih centara i agencija iz svih zemalja regiona, kao i predstavnici pojedinih kompanija i medija, njih preko 250 učesnika“.

**Kako?** „Naravno, nakon što se doneše odluka da je događaj potrebno i opravdano realizovati, sledeće pitanje koje se nameće je pitanje budžeta. Da li budžet za tako nešto postoji, a ako postoji, koliki je? Budžet za organizaciju događaja je nešto što u najvećoj meri određuje kako, gde i na koji način će se cela priča dalje odvijati. Što je budžet veći, naravno veće su mogućnosti zakupa prostora, kateringa, rasvete, ozvučenja, muzike, dekoracije i ostalih propratnih usluga koje idu uz to. Naravno, uz sve to idu i veštine komunikacije, organizacije i pregovaranja. Pošto smo želeli da ugostimo ljude koji su pre svega pro-

fesionalci u svom poslu, nismo imali ni malo lak zadatak da impresioniramo profesionalce u kongresnom i poslovnom turizmu. To znači da će oni najpre da primete kako visok kvalitet, tako i eventualne nedostatke u celokupnoj organizaciji, katering, izboru prostora, muzike i svega ostalog. Ideja je bila da u opuštenoj ali i ekskluzivnoj i živoj atmosferi sa pop i rok muzikom koja može da poveže sve generacije, stvorimo uslove za uspešan networking i dobru zabavu. Zato bih istakla



da smo se veoma hrabro ali i sa entuzijazmom i ogromnom energijom upustili u ovu avanturu“.

**Kada?** „Obzirom da smo planirali da prvi put okupimo predstavnike kongresne industrije iz Srbije, Crne Gore, Hrvatske, Slovenije, Bosne i Hercegovine, Makedonije, Bugarske, Rumunije i Grčke, što je događaj od međunarodnog značaja i sa

međunarodnim učešćem, odlučili smo da datum SEEbtm partija vezemo sa početak Međunarodnog sajma turizma u Beogradu – IFT 2010, obzirom da je on svakako najveći sajam turizma u regionu i da većina naših partnera učestvuje na njemu, a ukoliko ne, svakako im je dodatna vrednost da uz networking na SEEbtm partiju iskoriste priliku i poslovno posete Sajem IFT. Ispostavilo se da je to bila veoma dobra odluka, obzirom da je odziv regionalnih partnera bio jako veliki“.

**Gde?** „Lokacija i prostor su najkrupnije odluke koje treba doneti nakon odluke da se događaj uopšte organizuje. Obzirom da je odlučeno da će se SEEbtm parti održati u Beogradu, ostalo je pitanje izbora adekvatnog prostora. Pri tome treba uzeti u obzir koji je tip događaja u pitanju, ko su učesnici, i koji su ciljevi samog eventa. I naravno, pre svega, budžet koji je na raspolaganju. Da li je to ozbiljan kongres, konferencija na kojoj je potrebno obezbediti sedenje svih delegata, promocija novog proizvoda, seminar ili proslava... svaki ima svoje

specifičnosti koje treba uzeti u obzir. U našem slučaju, želeli smo ekskluzivan prostor, koji može da primi 250-300 ljudi, koji je lako dostupan, ima mogućnosti za postavku bine i dobre rasvete i tehničke podrške. Takođe, cilj nam je bio da gostima koji nisu iz Beograda, predstavimo ovaj grad na najbolji mogući način i kao metropolu, što on i jeste. Tako da smo se, nakon



višemesečnog odabiranja, odlučili za 25. sprat u Poslovnom centru Ušće i imali prilike da naše partnere ugoštimo na samom „krovu“ Beograda sa fantastičnim pogledom na reku i znamenitosti Beograda“.

### Utisci partnera nakon SEEbtm partija

“Okupljanja ljudi na nivou bilo koje industrije je dobro i treba ga afirmirati u srpskoj poslovnoj praksi. Ako se radi o regionu, kao što je to slučaj sa SEEbtm-om, tim još bolje. Poslovno okruženje 21. veka je toliko brzo da često ne stižemo da uvidimo sva partnerstva i tržišne potencijale koji su oko nas. Zato sve pohvale ideji i organizacionom timu da SEEbtm party organizujete baš u vreme Beogradskog sajma turizma sto se poklapa sa atraktivnim izborom lokacije za sve one koji nemaju priliku da dolaze u Beograd često.

Nadam da će sa godinama ona rasti



i postati sastavni deo kalendara turističke industrije regiona.”

**Milica Božanić**  
Asistent za film i turizam, Projekat konkurentnosti USAID

„Želela bih da čestitam Vama i Vašem timu na savršenoj organizaciji ove manifestacije.

Po prvi put sam na sajmu IFT i na žurci SEEbtm i divno sam se provela sa svojim kolegama iz BW Hotel Šumadija i BW Hotel M. Lokacija je jedinstvena, catering izvrstan, a konobari veoma prijateljski nastrojeni i profesionalni, muzika dobra (možda malo preglasna



što je otežalo komunikaciju). Mi iz BEST WESTERN CENTRAL EUROPE ćemo sigurno uzeti učešća i sledeće godine!

Pored toga, želela bih da istaknem koliko mi se dopada vaš dobro odrađen časopis i same teme! Dakle, želim vam puno uspeha i ubuduće uz uverenje da će se u vašoj zemlji posebno dobro razvijati sektor poslovnih putovanja i MICE.“

**Marlies Rogen,**  
BEST WESTERN CENTRAL EUROPE

“Događaj je bio odlično organizovan, svideo nam se prijem i doček gostiju, prostor je u potpunosti odgovarao vrsti događaja sa fantastičnim pogledom i konceptom programa i druženja koje je veoma originalno osmišljeno. Ideja o tradicionalnom okupljanju i druženju je sjajna, doprinosi učvršćivanju poslovnih veza i novih kontakata. Sve u svemu, “Odličan provod, žurka je bila extra!” – Žoltan, Marko i Kornelia.

**Kornelia Radić**  
Sales Manager, Hotel Galleria,  
Subotica

„SEEbtm party zasigurno je ugodno iznenađenje za sve nas koji smo prvi put došli u Beograd. Pravo događanje dizajnirano prema industriji koju predstavlja. Vrijeme i mjesto održavanja je pogodeno jer se rade velika pre-

slaganja, kako u Europi tako i u našoj regiji. Živa, ležerna okupljanja kao SEEbtm party idealna su prilika na poboljšanje komunikacije, utvrđivanje “gradiva” i platforma za plasman novih ideja.

U svakom slučaju, vrhunski tulum.“

**Ante Tolj**  
Rathanea DMC Dubrovnik

### USPEŠNO ZAVRŠEN NETWORKING – OKUPLJEN REGION NA JEDNOM MESTU!

Ovom prilikom organizator SEEbtm partija osmislio je i animaciju za sve goste, igricu za networking, čiji je cilj bio da podstakne druženje, stvaranje novih kontakata, posla i prijateljstva. Zadatak koji su svi prisutni imali a koji je najavljen na početku večeri, bio je da se kroz druženje i zabavu pronađu pet osoba, pod jednim uslovom - da svi budu iz različitih zemalja jugoistočne Evrope.

S obzirom na okupljen region, na kolege i partnere koji su došli iz Hrvatske, Srbije, Slovenije, Bosne i Hercegovine, Crne Gore, Makedonije, Grčke i Bugarske, cilj nije bilo teško dostići.

Bilo je dovoljno da se prošetate do drugog stola, odete do podijuma ili produžite do kraja sale odakle se pružao jedinstven pogled na Beograd, i da polako okupite svoju petorku.

Ovom igricom potvrđena je ideja samog okupljanja SEEbtm partija, fokusirana na spajanje regiona ko-





ngresne industrije na jednom mestu, a koju je kroz četvorogodišnje poslovanje kompanija The Best Solutions uspešno dostigla.

Pobednik ove igre za networking je bila raspoložena petorka koja se veoma brzo javila sa uspešno završenom misijom večeri.

Zajedno okupljeni pokazali su primer uspešnog networkinga i druženja sa kolegama i partnerima iz regiona, što je potvrda uspeha i SEEBtm partija, i kompanije The Best Solutions.

U toku večeri, su se takođe delile nagrade prisutnima, tako da su izvučeni bili Hotel Bristol iz Opatije, Agencija Bon Voyage iz Novog Sada, kao i Hotel Tulip Inn Putnik, kojom prilikom su svi oni nagrađeni nekim od alata za unapređenje prodaje koje je The Best Solutions razvio.

## ČISTA PETICA ZA NETWORKING PETORKU

### ANTUNOVIĆ hotel /Hrvatska

**Ivan Liović,**  
direktor prodaje i marketinga

ANTUNOVIĆ HOTEL & KONGRESNI CENTAR ZAGREB - Poslovni hotel 4\* sa 158 soba, 20 modernih, multifunkcionalnih i HI-FI opremljenih kongresnih dvorana od 5 do 1000 osoba, pristupačnom lokacijom, garažom, restoranima i barovima s vrhunskom ponudom svjetskih gastro trendova, wellness centrom i nadasve profesionalnim i uslužnim osobljem.

Jedinstveni doživljaj –  
[www.hotelantunovic.com](http://www.hotelantunovic.com) !

### MONA hotel / Srbija

**Ivan Vitorović,**  
direktor prodaje i marketinga

HOTEL MONA - Renovirani hotel Zlatibor MONA je počeo sa radom 2007. godine. U ponudi, izdvajaju se 4 celine - smeštaj, u vidu komfornih soba, studia i apartmana; restorani, internacionalni retoran Vila, gde se služe pansionski obroci na bazi bide stola i gde je svako veče tamatsko i restoran Perun sa a la card nacionalnom kuhinjom, kao i nezaobilazni Lada bar; kongresni prostor sa



plenarnom salom od 220 mesta i još tri pomoćne sale; wellness centar na 900m<sup>2</sup> sa bazenom, saunama, fitnes salom, prostorima za masažu, relax sobom, hamamom...

### PRINCESS hotel / Crna Gora

**Ljiljana Lukšić,**  
Prodaja i Marketing

HOTEL PRINCESS - Smješten na najatraktivnijoj lokaciji u Baru, uz samu

obalu mora, hotel "Princess" pruža vrhunski komfor i visoku uslugu svojim gostima. Hotel posjeduje 108 soba, 15 junior i 12 deluxe apartmana. Za potrebe poslovnog svijeta u ponudi imamo konferencijski centar sa 2 manje (max 50 pax) i jednom većom salom za rad (max 150 pax), koje su opremljene sa savremenom audio-vizuelnom opremom. Za trenutke opuštanja nudimo usluge našeg wellness i spa centra (unutrašnji i spoljašnji bazen, saune, tursko kupatilo, solarijum, masaže). Pored porodica i poslovnih ljudi, hotel "Princess" rado posjećuju i sportske ekipe.

### EUROLINE agencija / Bosna i Hercegovina

**Sanja Regojević,**  
Prodaja

AGENCIJA EUROLINE - Agencija "Euroline Travel" iz Banjaluke je osnovana 23.06.2004. godine. Imamo subagentske ugovore sa vodećim tur-operatorima u regionu i Evropi. Specijalnost nam je inostrani turizam, prodaja avio-karata, organizacija kongresa, seminara, kulturnih i sportskih događaja... Takođe radimo tzv. "tailoring" progra-

me/ture po narudžbi grupe ili kompanije sa posebnim zahtjevima. Između ostalog organizujemo odlaske na sajmove, kongrese, seminare ili sportske i kulturne događaje u inostranstvu. Akreditovana smo IATA agencija, te smo u mogućnosti da obezbijedimo avio-karte kao i hotelski smještaj za bilo koju destinaciju po najpovoljnijim uslovima. U našoj ponudi također imamo i organizaci-



ju seminara, kongresa i sajmova. Naši klijenti su pretežno vladine kao i nevladine organizacije poput Telekomu RS, Uprava za indirektno oporezivanje, Ministarstvo Finansija RS, Vlada RS, Ministarstvo Zdravlja RS, kao i privatne firme.

### CITY HOTEL / Slovenija

**Rudi Gubenšek,**  
direktor prodaje i marketinga

CITY HOTEL LJUBLJANA - City Hotel Ljubljana Vam je na raspolaganju sa: 201 sobe i 3 deluxe apartmana, parkingom sa 25 mesta u hotelskoj garaži, 4 konferencijske sale, bibliotekom, terasa-barom, internet kutkom, barom i restoranom. U konferencijskom centru se mogu organizovati različiti događaji (konferencije, seminari, press konferencije, sastanci,



prezentacije) i može primiti 10 do 50 posetilaca, u 4 sale. Uklanjanjem pojedinačnih zidnih panela dobijamo mogućnost proširenja prostora na ukupno 116 m<sup>2</sup> za 200 ljudi. Svaka prostorija je opremljena savremenim multimedijalnim uređajima, koji su uključeni u cenu za izdavanje konferencijske sale. Vama i Vašim gostima, rado ćemo izaći u susret raznovrsnim dodatnim aktivnostima.

Pitali smo pobjednike Networkinga kakav je do sada bio odziv regiona na njihove usluge i kakve su tendencije za buduće animiranje i dolazak gostiju iz susjednih zemalja. Svi se slažu da je učešće gostiju iz regiona u porastu i da je vrlo značajan faktor promo-



cije poseta sajmovima u gradovima regiona. „Od samog otvaranja, veliki postotak naših gostiju dolazio je iz regije, kao i iz tradicionalno nama partnerskih zemalja“ – kaže Ivan Liović iz ANTUNOVIĆ hotela.

Na SEEbtm partiju ova petorka se veoma lako okupila. Zadatak nije bio težak, ali je bio veoma interesatan. Ljiljana iz hotela PRINCESS navodi: „Zanimljivo je što nas je bilo samo dvoje za stolom na početku večeri, da bi nas na kraju bilo dvadesetak! U toj zanimljivoj grupi ljudi bilo je kolega iz tri različite države iz regiona. Uz nimalo oklevanja, prihvatili smo izazov, i potražili kolege iz još dve zemlje želeći da pokažemo, između ostalog, da su komunikativnost i dobra volja odlike svakog turističkog radnika, a turizam grana privrede koja spaja ljude“. Svi se slažu da im je “networking u krvi”,

a kolega Gubenšek iz CITY HOTELA kaže da, su uz energiju koja je vladala tamo, mogli da pomaknu Triglav...

A na kraju svakog druženja ostaju nam doživljeni utisci i novi ostvareni kontakti. Saradnja između kolega se svakako očekuje i u budućnosti. “Ostali smo u kontaktu i produbljujemo našu saradnju. Želim da napomenem da mi je samo prisustvo na SEEbtm party bilo vrlo prijatno iskustvo i nadam se da će biti još prilika za nešto slično” kaže Sanja iz EUROLINE agencije. Ivan Vitorović iz hotela MONA naglašava da će ostati u kontaktu i sa nagrađenom petorkom, ali i sa svima sa skupa i popularno dodaje “TO BE CONTINUED...”

A kompanija organizator se slaže!

**Vidimo se i sledeće godine.**



Event Organization – Example from practice

# MEETINGS INDUSTRY REGION IN ONE PLACE – SEEbTm PARTY

Four years of business, more than 250 regional partners and new product launch - the right time for organizing a party to remember and gathering the regional meetings industry.

Since its foundation in 2006, The Best Solutions Company has specialized in MICE in the SEE region, with the primary objective to bring together and develop the meetings industry. Ever

promotion of the second issue of the country's first MICE magazine SEEbTm. Around 250 professionals from the region gathered at the top floor of the Business Centre Ušće enjoying

Solutions and SEEbTm Party Project Manager. She says that the organization of any event requires answers to several questions.

**Why?** "Stage one in an event organization is to answer the questions why to organize the event, why to invest money, energy and resources? What are the goals and benefits that may be gained by such an undertaking? Naturally, when you draw the line, the benefits have to be higher than invested resources for the event to be acceptable and to be reasonably taken to the next stage. After four years of working on bringing together and developing the regional meetings industry and following the new product launch – the unique MICE magazine, The Best Solutions (BS) decided to welcome its partners in a memorable and one of the kind party, expressing so its respect and gratitude for their supporting the work and huge efforts invested by BS into the entire system which they belong to as well. Since one of the company goals is to develop the regional meetings industry, we found it necessary that our



since, The Best Solutions has developed unique specialized services: the internet portals [www.kongresniturismo.com](http://www.kongresniturismo.com) and [www.SEEmice.net](http://www.SEEmice.net), the catalogue - **guide for meetings industry** of the SEE region „SEEmice“ and together with more than 250 members – contractors in meetings industry it has created the regional meetings market. In the late 2009, the Company started the first educational and informative specialized magazine in business travel and meetings **SEE Business Travel & Meetings magazine** aimed at presenting the business travel and congress tourism to its readers, including the organization of special events, meetings capacities, news and trends.

The Regional Meetings Industry Party was organized by The Best Solutions on the occasion of successful cooperation with its partners and the

a fine cocktail party and the music that “moves your hips”.

Here to tell us more about the issue of organization and goals of the SEEbTm Party is **Miona Šljivančanin**, Marketing Director & PR of The Best







partners from Serbia, Croatia, Montenegro, Slovenia, Bosnia and Herzegovina, Macedonia, Romania and Bulgaria should all meet, and that a sound networking should be made as well as the platform for continued successful cooperation“.

**Who?** “Event planning is to consider what delegates are to attend it, what the participating target group is and of course how many people will be involved.

The guests at the SEEbtm Party were the partners and members of kongresni turizam.com portal, or to be more precise, the representatives of Convention Bureaus of Serbia, Montenegro, Croatia, but also of Convention Bureaus of Belgrade, Zagreb, Dubrovnik, Opatija, Rijeka and others, followed by the managers and executives of hotels, convention centres and agencies from all countries in the region, including the representatives of certain companies and media, or over 250 participants“.

**How?** “Indeed, after deciding that the event is necessary and reasonable to carry out, the next question is the budget. Is there a budget for something like that, and if yes, how big? The event organization budget is something that mostly determines how, where and by what means the matter will be pursued.

The bigger the budget, the bigger the opportunities to rent space, catering, lighting, sound system, music, decoration and other re-

lated services. Of course, it includes the skills in communication, organization and negotiations too. As we wanted to welcome people who are in the first place the professionals in what they do, we had no easy task to begin with in our efforts to impress the professionals in MICE industry. It means that the first thing they notice is high quality and any possible failures in the entire organization, catering, selection of venue, music and everything else. The idea was to add a relaxed but also exclusive and vibrant air to the event along with the pop & rock music capable of



connecting all generations, and so create conditions for a successful networking while having a great time. That is why I'd like to point out that we got to grips with this adventure not only with courage, but also with enthusiasm and huge energy“.

**When?** “As we planned for the first time to gather the representatives of meetings industry from Serbia, Montenegro, Croatia, Slovenia, Bosnia and Herzegovina, Macedonia, Bulgaria, Romania and Greece in an event of international significance and with international participation, we decided that the date of SEEbtm Party should be the day of opening the International Fair of Tourism in Belgrade – IFT 2010, given that it is certainly the biggest tourism fair in the region and that most our partners take part in it. If not, it would certainly be an added value along with the networking at SEEbtm Party to use the opportunity and pay a business visit to IFT. It turned out that it was a good decision, since the turnout of the regional partners was immense“.

**Where?** “The location and venue are the biggest decisions to be made after deciding whether to organize the event or not. As it was decided that the SEEbtm Party was going to be held in Belgrade, there was only the question of selecting the suitable venue. It requires considering the type of event, who the participants are, and what the goals of the event are. And above all what the available budget is. Is it a serious convention, or conference

requiring all the delegates to be seated, product promotion, seminar or celebration? Each of them has their own specifics to be discussed. In our case, we wanted an exclusive venue, capable of accommodating 250-300 people and easily accessible, with

the possibility to set up a stage and good lighting and technical support. Also, our aim was to present Belgrade to the guests out of town in the best way possible as the metropolis that it is. So, after a several months of selection we opted for the 25th floor of the Business Centre Ušće where we could welcome our guests at the very 'roof top' of Belgrade with a magnificent nocturnal view of the river and landmarks of Belgrade".

### Impressions of participants following SEEbTm Party

"Gathering of people in any industry is good and it should be promoted in the Serbian business practices. If it involves the region, as in case of SEEbTm, it's even better. The business environment of the 21st century changes so fast that we often fail to grasp all partnership and market potentials around us. That is why we give all our credits to the idea and the organizational team for arranging SEEbTm Party at the time of the IFT Belgrade and for selecting an attractive venue for all those who do not have a chance to visit Belgrade very often.

I hope it will grow in the years to come and become a regular item in the calendar of the regional tourism industry."

**Milica Božanić**  
Film and Tourism Assistant, USAID  
Competitiveness Project



"I would like to congratulate you and your team on the perfect organization of this event: for me it was the first time that I joined the IFT Fair and the SEEbTm party, and I had great fun with my colleagues from the BW Hotel Sumadija and BW Hotel M. The location was unique, the catering delicious, the waiters very friendly and professional, good music (maybe a bit too loud – it was not easy to communicate). For sure we from BEST WESTERN CENTRAL EUROPE will participate also next year! Besides that I would like to point out how much I like your well-done magazine and its actual topics! So I wish you great success also for the future and I am sure that especially the business travel and MICE sector is going to expand in your country."

**Marlies Rogen,**  
BEST WESTERN CENTRAL EUROPE

"SEEbTm party was for sure a pleasant surprise for all of us who came to Belgrade for the first time. A real happening suited to the industry. The time and venue hit the bull's eye since there are huge rearrangements underway both, in Europe and in our region.

Vibrant, relaxed gatherings such as SEEbTm Party are ideal for improving the communication, refreshing the "syllabus" and as the platform for placing new ideas.

In any case, the party was a blast."

**Ante Tolj**  
Rathanea DMC Dubrovnik

### NETWORKING SUCCESSFULLY CARRIED OUT – REGION GATHERED IN ONE PLACE!

For this purpose the organizer of SEEbTm Party also came up with an animation for all guests - a networking game - whose aim was to encourage socializing, new contacts, business relations and friendships. The task given to all attendants, after it was properly announced early in the evening, was to find five people all from different SEE countries through socializing and fun. As the whole region was present, including the colleagues and partners from Croatia, Serbia, Slovenia, Bosnia and Herzegovina, Montenegro, Greece and Bulgaria, it was not too hard to reach the goal. It was enough to take a walk to the next

"The event was superbly organized, we liked the reception and welcoming of guests, the venue was absolutely suited to the type of event with a fantastic view and programme concept and the socializing which was very original. The idea of traditional gatherings and socializing is fabulous, it adds to strengthening business relations and establishing new contacts. On the whole: "Great time, wicked party!" – Žoltan, Marko and Kornelia.

**Kornelia Radić**  
Sales Manager, Hotel Galleria,  
Subotica







table, go to the floor or pass along to the end of the room from where you can see the magnificent view of Belgrade, and slowly gather up your own team of five.

This game confirmed the idea of the gathering at SEEBtm Party, focusing on bringing together the regional meetings industry in one place, which was successfully achieved by The Best Solutions during the four years of its business. The winner of the networking game was a cheerful team of five which was quick to finish the mission for the evening. The attendants demonstrated an example of successful networking and socializing with their regional colleagues and partners, which is the acknowledgement of the success of SEEBtm Party and The Best Solutions.

In the course of the evening, some awards were presented to the attendants such as Hotel Bristol, Opatija, Bon Voyage Agency, Novi Sad, and Hotel Tulip Inn Putnik, Belgrade in form of sales improvement tools developed by The Best Solutions.

## STRAIGHT 'A' FOR THE NETWORKING TEAM OF FIVE

### ANTUNOVIĆ hotel / Croatia

Ivan Liović,

Sales and Marketing Director

ANTUNOVIĆ HOTEL & ZAGREB CONVENTION CENTRE - 4\* business hotel with 158 rooms, 20 up-to-date, multipurpose and HI-FI equipped convention rooms accommodating 5 to 1000 people, at an accessible location, with a garage, restaurants and

bars with the top offer of the worldwide gastronomic trends, wellness, and above all professional and kind staff. One of the kind experience – [www.hotelantunovic.com](http://www.hotelantunovic.com) !

### MONA hotel / Serbia

Ivan Vitorović,

Sales and Marketing Director

HOTEL MONA – Redecorated hotel Zlatibor MONA opened in 2007. Its offer includes 4 aspects: accommodation – comfortable rooms, studios and suites; restaurants – Vila, the international restaurant serving board buffet meals, where every evening is a theme evening and Perun restaurant with 'a la carte' national cuisine, and the must-see Lada bar; convention area – a room with 220 seats and three more ancillary rooms; 900 sq m wellness with a pool, saunas, fitness room, massage rooms, relax room, Turkish bath...

### PRINCESS hotel / Montenegro

Ljiljana Lukšić,

Sales and Marketing

HOTEL PRINCESS – Situated at the most attractive coastal location in Bar, Hotel "Princess" provides its guests with the top comfort and high-quality service. Hotel includes 108 rooms, 15 junior and 12 deluxe suites. Business professionals can find in our offer a convention centre with 2 small (max 50 seats) and a big room (max 150 seats), equipped with the up-to-date audio-visuals. If you want to relax, there is a wellness and spa (indoor and outdoor pools, sauna, Turkish bath, tanning beds, massage). Apart from families and business professionals, Hotel "Princess" is visited by sports teams as well.

### EUROLINE Agency /

Bosnia and Herzegovina

Sanja Regojević,

Sales

AGENCIJA EUROLINE - "Euroline Travel" Agency, Banjaluka was founded on 23rd June 2004. We have subagent contracts with the major operators in the region and Europe. We specialize in international tourism, sales of airplane tickets, organization of conventions, seminars, cultural and sports events... We also do the so-called tailoring programmes/tours are at the order of a group or company with special requirements. Among other, we organize visits to





international fairs, conventions, seminars, sports or cultural events. We are IATA-accredited agency, so we are capable of providing the best-deal airplane tickets and hotel accommodation for any destination. Our offer includes the organization of seminars, conventions and fairs. Most of our customers are government and non-government organizations such as Telekom RS, Indirect Taxation Administration, Ministry of Finance of the RS, Government of RS, Healthcare Ministry of RS, as well as private companies.

**CITY HOTEL / Slovenia**  
**Rudi Gubenšek,**  
**Sales and Marketing Director**

CITY HOTEL LJUBLJANA - City Hotel Ljubljana is at your service with 201 rooms and 3 deluxe suites, car park with 25 lots in the hotel garage, 4 conference rooms, library, terrace-bar, internet corner, bar and restaurant. The conference centre can host

various events (conferences, seminars, press-conferences, meetings, presentations) and it can accommodate 10 to 50 people in 4 rooms. By removing single wall panels we can expand the space to a total of 116 sq m for 200 people. Each room is equipped with up-to-date multimedia devices, which are included in the conference room rental rate. We will be glad to offer you and your guests various other amenities.

We have asked the Networking winners what the regional turnout has been like in terms of their services so far and what the tendencies are for the future animation and arrival of the guests from the neighbouring countries. All agree that the participation of the guests from the region is on the rise and that a very important promotional factor is the visit to the regional fairs and cities. "Ever since we opened, there has been a high share of our guests coming from the region and from the countries which have

been our traditional partners" – says Ivan Liović from ANTUNOVIĆ Hotel.

At SEEbtm Party these five gathered up very easily. The task was not hard, and it was very interesting. Ljiljana from PRINCESS hotel says: "What's interesting is that at the beginning there were only two of us at the table to be some twenty of us by the end of the evening! Such an interesting group of people included colleagues from three different countries in the region. Without any hesitation, we took up the challenge and looked for colleagues from two more countries intending to show, among other, that good communication skills and good will are the traits of any tourism professional, and tourism is an industry which brings people together". All agree that "networking is in their blood", and the colleague Gubenšek



with CITY HOTEL says that all the energy there could move Triglav mountain...

And, as usual, after the party has ended we leave with nice impressions and new contacts. The cooperation between the colleagues is certainly expected to continue. "We'll keep in touch and develop our cooperation. I'd like to point out that SEEbtm Party has been a very pleasant experience for me and I hope that there will be more of them" says Sanja with EU-ROLINE Agency. Ivan Vitorović with MONA hotel points out that he'll keep in touch with the winning five, but also with all the people present, adding the buzz words "TO BE CONTINUED..."

And the organizing company agrees!

**See you again next year..**







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Potencijali za razvoj filmskog turizma

## SNIMAJTE U SRBIJI

Kada se govori o filmu, umetnički dojam ili bioskopski uspeh su najčešći aspekti o kojima se govori, dok proces produkcije i biznis aspekt proizvodnje filma najčešće ostaju iza zavese. Proizvodnja jednog filma uključuje veliki broj ljudi iz različitih oblasti, može da traje od nekoliko meseci do nekoliko godina. Benefiti koji potiču od filma su višestruki, kako za preduzeća koja direktno i indirektno učestvuju u procesu produkcije tako i na nivou čitave destinacije i imidža zemlje.

Filmska industrija je po prirodi mobilna i kreće se ka izvorima nižih troškova koji u najvećoj meri opredeljuju odluku o odabiru lokacije. Sredinom devedesetih godina ovu priliku je počela da koristi Češka sa filmovima poput Nemoguće misije, da bi od 2000. u njoj snimani blokbusteri poput Priče o vitezu, Van Helsinga, Džejs Bonda, Blejda, Narnije i rekordne godine 2003. kada je ukupan priliv od snimanja stranih filmova dostigao \$270

snimaju u zemljama koje nude povoljnije uslove.

“Sve je počelo sakupljanjem informacija o producentima kućama, studijima, rental kompanijama, studijima za vizuelne efekte koje u Srbiji nude usluge tj. servis stranim produkcijama kako bismo napravili internet sajt sa objedinjenom produkcijskom ponudom Srbije. Tako je rođen Filmin-Serbia.com. Zainteresovanost je rasla i u julu 2009. godine smo formalno

serije „Put oko sveta za 80 dana“ sa Pirsom Brosnanom u glavnoj ulozi kada je gotovo celokupan materijal u kome se smenjuje 18 zemalja snimljen na teritoriji bivše Jugoslavije, a sam Beograd je „glumio“ čak 7 gradova. Tako da ideja promocije Srbije kao filmske lokacije nije ništa inovativno, već oživljavanje prekinute tradicije. Pored filma Coriolan, koji je privukao medijsku pažnju Rejf Fajnsa, ovde su snimani i Braća Bloom, sa Rejčel Vajz i Adrienom Brodijem, producenta kuća Luka Besona, EuropaKorp, snima u Srbiji već četvrti film, nakon što je ove jeseni završeno snimanje „Čovek koji je želeo da živi svoj život“ sa Ketrin Denev i Romanom Durijem. Veliki broj italijanskih televizijskih filmova i serija konstantno se snima, tako da na različitim lokacijama po prestonici sve češće možete sresti parkirane filmske ekipe.

Fokus Srpske filmske asocijacije (Serbia Film Commission) je ekonomski razvoj u području filmske industrije, kojim se podstiče i privlače inostrane filmske produkcije koje koriste srpske lokacije, usluge, opremu i ekipe, čime će se stvoriti radna mesta u Srbiji i generisati prihod za firme registrovane u Srbiji. Na međunarodnom nivou, uloga Srpske filmske asocijacije je da obezbedi jasnu i pozitivnu poruku o filmskom sektoru u Srbiji kako bi podstakla internacionalnu produkciju u našoj zemlji. Svrha postojanja SFA je da bude prvo i sveobuhvatno mesto kome će se strani producenti i filmski stvaraoci obratiti u potrazi za kvalitetnim informacijama o lokacijama i uslugama filmske i TV produkcije u Srbiji, i osmišljena je po uzoru na filmske komisije koje postoje u preko 40 zemalja širom sveta. Interno SFA saraduje sa filmskom industrijom i vlastima u Srbiji i promoviše



miliona. Od tada priličan broj zemalja istočne Evrope - Mađarska, Slovačka, Rumunija, Bugarska, pa i Ukrajna, ulaze u trku i skreću pažnju američkih tzv. runaway produkcija proflišući čitavu istočnu Evropu kao atraktivnu destinaciju. Pored globalno najproduktivnije američke produkcije vodeće zapadnoevropske filmske i TV kuće koriste prednosti koje ove zemlje pružaju za proizvodnju filmskih, TV i reklamnih sadržaja.

Srbija je u svet međunarodne filmske produkcije ozbiljno zakoračila 2009. godine kroz website i brend **Film in Serbia** (Snimajte u Srbiji) koji nudi detaljne informacije o uslugama filmske, televizijske i reklamne produkcije zainteresovanim da svoje projekte

osnovali Srpsku filmsku asocijaciju (SFA) koja se bavi aktivnom promocijom Srbije kao filmske lokacije za inostrane produkcije, a danas okuplja preko 50 članova, firmi i frilensera u oblasti filmske, TV i produkcije reklama.“ – priča **Ana Ilić, izvršni direktor i jedan od osnivača SFA.**

Srbija ima dugu kinematografsku tradiciju još iz vremena SFRJ koja je tokom osamdesetih važila za drugu evropsku zemlju po broju koprodukcija i stranih produkcija. Treba podsetiti da su u Srbiji još od šezdesetih na ovamo radjene visokobudžetne i scenografski zahtevne produkcije filmova kao što su Mama Lučija sa Sofijom Loren, Ratnici sa Klint Istvudom, Džingis Kan, Dugi Brodovi, sve do TV





Filmski set u Košutnjaku

„film friendly“ politiku i praksu prema uzoru na najbolje primere iz sveta. „Za filmsku industriju celokupna lokalna, a posebno turistička industrija na lokaciji je vrlo bitan partner jer filmske ekipe provode i po nekoliko nedelja ili meseci na snimanju što znatno upošljava lokalne kapacitete hotela, restorana, kateringa, transporta i niza drugih usluga. Rad sa firmama i kreativcima u filmskoj industriji

za pružanje produkcijskog servisa u regionu i Evropi, Film in Serbia se ponovo predstavio na sajmu lokacija u Santa Monici, koji već 25 godina organizuje Međunarodna asocijacija filmskih komisija AFCl (Association of Film Commissioners International) čiji smo član postali februara ove godine. „Primetan je rast interesovanja za Srbiju i to dokazuju sastanci koje smo imali kako sa nezavisnim

producentima tako i velikim filmskim studijima poput Uneverzala ili Foksa. Od Santa Monike 2009 kada smo prvi put nastupali do sada imali smo skautinge, tj. producente u potrazi za lokacijama za projekte ukupne vrednosti preko 360 miliona dolara. Dobar glas onih koji su već radili u Srbiji se širi, ali ima još mnogo toga što treba uraditi kako bismo se u potpunosti izgradili kao destinacija. Ključni udeo u pozicioniranju zemlje ima i sama država. Strancima je uvek važno da znaju kakav je proces i koje su cene dobijanja dozvola za snimanje, sporazumi o izbegavanju dvostrukog oporezivanja, osiguranje i bankarske garancije, carinske procedure, kako bi doneli odluku i dali prednost jednoj zemlji u odnosu na drugu. Naravno, među tim pitanjima prednjači pitanje o finansijskim podsticajima, koji postoje u svim zemljama koje su ozbiljni kandidati.“ – objašnjava Ana Ilić. U značajnom broju zemalja je spona između filmske i turističke industrije institucionalno formalizovana, pa



Vincent Perez, film Skandal

jeste primarni fokus SFA, ali izvan toga postoji niz logističkih usluga koje se oslanjaju na turističku infrastrukturu zemlje.

Upravo zato intenzivno radimo na povezivanju svih elemenata i učesnika te je članstvo otvoreno i za sve druge „ne-filmske“ firme i organizacije koje vide potencijal među klijentima u filmskoj industriji.“ – objašnjava Ana Ilić.

Posle niza uspešnih događaja u zemlji i inostranstvu koji su demonstrirali ozbiljnost namere da Srbija postane najprimamljivija destinacija

### Film troši i promovise turizam kroz izgradnju nacionalnog imidža

NA snimanju prosečnog dugometražnog filma se dnevno troši oko 100.000 dolara, što može biti slučaj i sa visokobudžetnim reklamama. Deo troškova produkcije odlazi na smeštaj u hotelima, restorane i katering, rent-a-car i transport, mobilne telefone, špediciju, što predstavlja svojevrsnu injekciju stranog novca u lokalnu ekonomiju, naročito sektor turizma. Istovremeno ljudi sve više putuju na mesta koja su videli na filmu. U izveštaju Službe za turizam Velike Britanije se procenjuje da lokacije prikazane u uspešnim filmovima mogu očekivati porast broja turista od barem 54% u sledeće 4 godine. U slučaju Srbije taj uticaj može biti i veći u smislu pozitivnog i dinamičnog imidža.



Braća Blum



Reif Fajns, Kan 2009.

državne organizacije koje se bave turizmom saradjuju sa organizacijama koje se bave filmom, ili su u nekim slučajevima objedinjene pod jednim krovom. Filmski turizam se odavno izdvojio kao posebna grana turizma narocito u anglosaksonskim zemljama, što je mnogim destinacijama otvorilo prostor za kreiranje novih turističkih proizvoda i unapređenje doživljaja kroz pričanje priče i fantaziju. Triologija Gospodari prstenova je najbolja besplatna reklama koju je ijedna zemlja imala. Fenomen Tolkien turizma učinio je Novi Zeland presto-

nicom fantazije o Srednjoj zemlji, što je rezultiralo povećanjem broja turista za 40% u periodu nakon prikazivanja filmova. Odličan primer komercijalne saradnje izmedju filmske industrije i turizma je Visit Britain koji je na osnovu istraživanja ustanovio da čak 40% turista koji dolaze u posetu Britanskim ostrvima to čine zbog lokacija koje su se proslavile u filmovima. Posle enormnog uspeha serije filmova o Hari Poteru, Visit Britain razvija partnerstva sa odabranim visokobudžetnim filmskim projektima sa elementima britanske kulture, tako da

zajedno promovisu proizvod, tj. film i lokacije na kojima je sniman. Poslednji primeri te saradnje su filmovi Robin Hud i Šerlok Holms koji su praćeni čitavim nizom tematskih turističkih proizvoda upakovanih u city break, aktivni ili porodični odmor, afirmišu različite vrste prevoza ili aplikacije za različite medije kojima se popularišu sadržaj i destinacije. Hoteli naročito vide prednosti ovakve vrste promocije pa su najčešće nosioci tematskih paketa.

M. B.



District 13 Ultimatum, sniman na Novom Beogradu

### Potentials for development of Film tourism

## FILM IN SERBIA

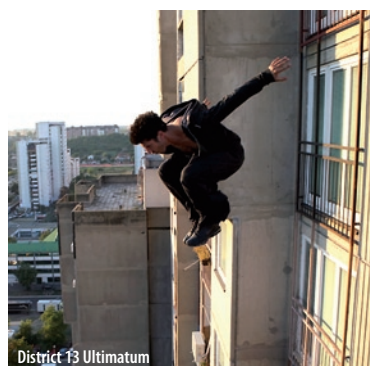
Speaking of film, the artistic impression and box-office success are the most talked-of aspects, while the film-making process and business aspect are most often behind the scene. To make a film is to involve a large number of people from various walks of life and it can take from several months to a few years. There are manifold benefits from a film for the companies directly and indirectly involved in the production process and for the destination and country image alike.

Film industry is by nature mobile and it moves towards the low-cost sources which have the major effect on selecting a location. In the mid-nineties, this opportunity was seized by the Czech Republic with films such as Mission Impossible to have blockbusters shot such as Knight Tale, Van Helsing, James Bond, Blade and Narnia ever since 2000. In the record 2003, the total revenue from shooting international films reached \$270m. Since then, quite a number of EE countries – Hungary, Slovakia, Romania, Bulgaria, and even the Ukraine, have come on the scene drawing the attention of the so-called

American runaway productions and promoting the entire East Europe as an attractive destination. Apart from the American production as the most productive one on the global scale, the major West European film and TV companies take advantage of the opportunities offered by such countries for the production of film, TV and advertisements. Serbia made a serious step towards the global international film production in 2009 via the **Film in Serbia** website and brand, offering detailed information on film, television and advertising production to the parties interested in filming their projects in

the countries which provide better conditions.

"It all started with gathering the information on production companies, studios, rental companies and visual



District 13 Ultimatum



effects studios in Serbia offering the so-called international production services in order to set up a website with the aggregate production offer of Serbia. That is how FilminSerbia.com came to be. There was a growing interest and in July 2009 we officially founded the Serbia Film Commission (SFA) dealing with an active promotion of Serbia as a film location for the international production, which now gathers over 50 members, companies and free-lancers in film, TV and advertising production" – says **Ana Ilić, Executive Director and one of the SFA founders.**

Serbia's long cinematographic tradition dates back to the times of the SFRY which was held to be the second biggest European country in the number of co-productions and international productions during the 1980s. As a reminder, ever since the 1960s Serbia has hosted high-budget and set-demanding film productions such as *Mamma Lucia* starring Sophia Loren, *Kelly's Heroes* starring Clint Eastwood, *Genghis Khan*, *The Long Ships*, all the way to the TV series *Around the World in 80 Days* starring Pierce Brosnan, when almost the entire material showing 18 countries was filmed in the territory of former Yugoslavia, and Belgrade "played" as many as 7 cities. So, the idea of promoting Serbia as a filming location is nothing new, but only the revival of a discontinued tradition. Apart from the film *Coriolanus*, which drew the media attention of Ralph Fiennes, *The Brothers Bloom* was also filmed here, starring Rachel Weisz and Adrian



Fade to Black with Christopher Walken and Danny Huston

Brody, while Luc Besson's production company, EuropaCorp is shooting its fourth film in Serbia, after finishing *The Man Who Wanted to Live*, starring Catherine Deneuve and Romain Duris this autumn. A large number of the Italian television films and series have been shot here, so that film crews can be seen more often at various locations throughout the capital.

Serbia Film Commission is focused on the economic development of the film industry, inciting and enticing the international film production which will be using the Serbian locations, services, equipment and crews, resulting in new jobs in Serbia and in generating revenues for the companies registered in Serbia. At the international level, the role of Serbia Film Commission is to provide a clear and positive message about the film industry in Serbia so as to incite the international production in our cou-

ntry. The purpose of SFA is to be the initial and comprehensive information pool for the international producers and film-makers to address in search of quality information on locations and services in the film and TV production in Serbia. It was modelled after the film commissions present in over 40 countries around the world. Locally, SFA cooperates with the film industry and Serbian authorities promoting the film-friendly policy and practice, borrowing from the best examples around the world.

"For the film industry, the entire local industry, and in particular tourist industry in the location, is a very important partner since the film crews spend several weeks or months on the set which considerably deploys the local hotel, restaurant, catering, transport or other service capacities. Working with companies and creative individuals in the film industry is SFA's main focus, but there is also a set of logistic services apart from that which rely on the tourist infrastructure of the country. That is why we are intensely working on bringing together all elements and participants and the membership is open to all other non-film companies and organizations who see potential of the clients in the film industry." – Ana Ilić explains.

Following a series of successful local and international events, showing how serious Serbia was in its efforts to become the most attractive destination for providing production



SFC members, Cannes Film Festival 2009



services in the region and Europe, Film in Serbia was again presented in the Santa Monica locations trade show, which has been organized for 25 years now by the Association of Film Commissioners International (AFCI), whose member we have been since February 2010.

"There is a growing interest in Serbia, which is witnessed by the meetings we have had with both, the independent producers and the big film studios such as Universal or Fox. Since the LTS attended 2009 in Santa Monica when we for the first time have had scoutings, i.e. the producers in search of locations for the projects totalling over \$360m. Good news travel fast when spread by those having worked in Serbia, but there is a

lot more to be done so that we can be a fully developed destination. The key to the positioning of a country is its government. It is always important for the internationals to know of the procedures and filming permits costs, double taxation treaties, insurance and bank guarantees, customs procedures, in order to opt for one country instead of another. Of course, the major issue are financial incentives, present in all countries which tend to be the serious candidates." – Ana Ilić explains.

In a considerable number of countries, the connection between the film and tourist industries is institutionalized, so that government organizations dealing with tourism cooperate with the organizations dealing with film, or in some cases, they are under one umbrella. Film tourism singled out long time ago as a separate tourism industry, particularly in Anglo-Saxon countries, which made room for a number of destinations to create new tourist products and boost the experience by story-telling and fantasy. The Lord of the Rings trilogy is the best free-of-charge advert for a country ever. The Tolkien tourism phenomenon has made New Zealand the capital of Middle-Earth fantasy, resulting in a 40% rise in the number of tourists following the screening of the films. An excellent example of commercial cooperation between the film industry and tourism is Visit Britain which has found, based on research, that even 40% of tourists come to visit the British Isles due to

the locations celebrated in films. Following the enormous success of the Harry Potter films, Visit Britain has developed partnerships with a selection of high-budget film projects featuring the British culture, so that they promote both, the product – film and the locations where it was shot. The most recent examples of such cooperation are films such as Robin Hood and Sherlock Holmes featured by a series of tourist theme products packed in city break, active or family



Rachel Weiss, Brothers Bloom

holiday, promoting various types of transport or applications for different media popularizing the content and destinations. Hotels are those which best recognize the benefits of such promotion, so that they are most often the leaders of the theme packages.

M. B

### Film is about Spending and Promoting Tourism by Building up the National Image

The shooting of an average feature film spends around \$100,000 per day, which also goes for high-budget commercials. Part of production costs is accounted for hotel accommodation, restaurants and catering, rent-a-car and transport, mobile phones, freight, which is a sort of injection of foreign money into the local economy, in particular in tourism.

At the same time, people travel more to the places they have seen in films. In its report, the Great Britain Tourist Board estimates that the locations showed in successful films may expect a rise in the number of tourists of at least 54% in the following 4 years. In case of Serbia, the effect can be even bigger in terms of positive and dynamic image.



Adrien Brody, Brothers Bloom



Festival na otvorenom

## FESTIVAL IGRANOG FILMA U PULI



Festival igranog filma u Puli, najstariji i najposećeniji filmski festival u Hrvatskoj (70.320 gledatelja 56. izdanja) te "jedan od tri najbolja i najspektakularnija festivala na otvorenom u Europi" (londonski The Guardian 2005.) priprema svoje 57. izdanje. Od 17. do 24. srpnja održat će nacionalni, a od 10. do 24. srpnja 2010. međunarodni program.

Vespazijanova Arena, u kojoj se Festival održava od svog osnutka, njegov je zaštitni znak, a na projekcijama pod zvjezdanim nebom okupi do 5000 gledatelja. Tradicionalne nagrade festivala su Zlatne Arene (rad Dimitrija Popovića).

Nešto više o ovoj manifestaciji za SEEbtm magazine, reći će nam **g-din Zlatko Vidačković**, umetnički direktor Festivala igranog filma u Puli.

**1. Filmski festival u Puli ima dugu istoriju i tradiciju. Kada je Festival prvi put održan i kako je tekao njegov dosadašnji razvojni put?**

Jedan od najstarijih filmskih festivala na svijetu, Festival igranog filma u Puli prvi je put održan 1953. godine na inicijativu Marijana Rotara kao smotra međunarodne kinematografije, da bi od 1954. pa sve do raspada Jugoslavije bio njenom najvažnijom filmskom manifestacijom, koju su posjećivali nebrojeni novinari i filmski umjetnici iz zemlje i inozemstva, uključujući velikane poput Orsona Wellesa, Sophie Loren, Sama Pe-

ckinpaha, Richarda Burtona, Elizabeth Taylor i Yula Brynnera. Od 1992. u Puli se održava festival hrvatskog filma, a od 2001. festival opet ima međunarodni karakter, s nagradama za najbolje strane filmove.

Mnogi nagrađeni hrvatski filmovi s Pulskog festivala nagrađivani su na stranim festivalima: Tu, Maršal, Svjedoci, Ta divna splitska noć, Fine mrtve djevojke, Put lubenica...

**2. Jedan od najstarijih filmskih festivala u Evropi posetio je veliki broj filmskih umetnika i svetskih glumačkih zvezda. Koliko je popularnost i posećenost ovog festivala uticao na razvoj turizma i popularizacije destinacije same Pule i Hrvatske?**

Tijekom posljednjih petnaest godina Festival su posjetile velike glumačke zvijezde kao što su John Malkovich, Ralph Fiennes, Ben Kinglsey, Jeremy Irons, Greta Scacchi i Christopher Lee, te redatelji Phillip Noyce i Jiri Menzel. Popularnost festivala doprinijela je razvoju turizma i popularizaciji Pule kao turističke destinacije još od samih



početaka festivala, što je prepoznala i Hrvatska turistička zajednica koja ga financijski podupire.

**3. Čime ćete posetitelje Filmskog festivala ove godine iznenaditi?**

Posebno iznenađenje spremamo gledateljima izvan Pule, jer će se dio





festivalskog programa prvi put prikazivati na 5 najvećih hrvatskih ljetnih festivala:

Dubrovačkim ljetnim igrama, Splitskom ljetu, Riječkim ljetnim noćima, Sceni Amadeo u Zagrebu i Osječkom ljetu kulture. U Nacionalnom programu 57. izdanja očekujemo najmanje sedam novih hrvatskih filmova.

U subotu, 24. srpnja kreće Hrvatski filmski maraton sa svim filmovima iz Nacionalnog programa.

Tijekom Festivala prikazat ćemo i izbor kratkih filmova te predstaviti sve

hrvatske igrane filmove u nastanku. U Međunarodnom programu Europlis - Meridijani na Kaštelu i u Kinu Valli biti će prikazan niz filmova odabranih sa najuglednijih svjetskih filmskih festivala (Venecija, Cannes, Berlin, Rim, Karlovy Vary...).

Retrospektiva u programu Europski filmski redatelji biti će posvećena talijanskom oskarovcu Giuseppeu Tornatoreu. Filmovi iz Popularnog programa u Areni - kvalitetni žanrovski filmovi za širu publiku - biti će

prikazivani nakon svršetka filma iz Nacionalnog programa. U Kinu Valli održavat će se matinee filmova za djecu u sklopu programa Pulica.

**4. Da li postoje neki planovi oko povezivanja i saradnje filmskih festivala u regionu?**

Kao znak početka suradnje filmskih festivala u regiji, Festival Cinema City u Novom Sadu prikazat će prošlogodišnje laureate Pulskog festivala, a pulski gledatelji moći će pogledati niz koprodukcija s zemljama iz regije.



Open-air festival

**PULA FILM FESTIVAL**

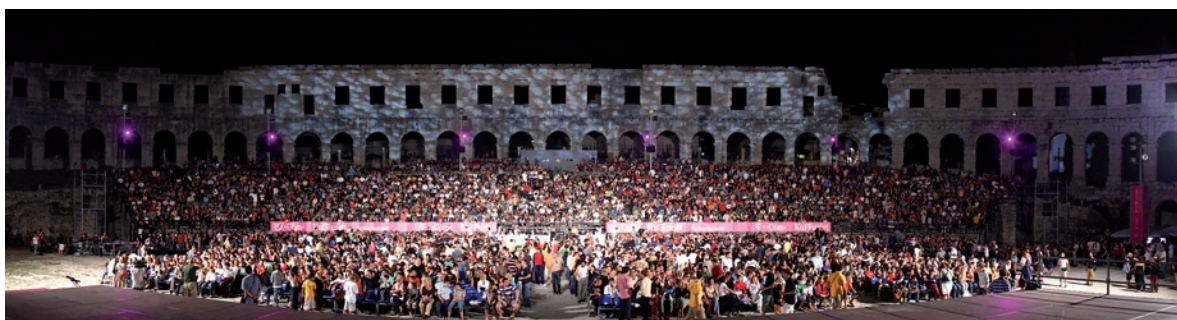
Pula Film Festival, the oldest and most attended film festival in Croatia (70,320 spectators for the 56th edition) and "one of the top three and most spectacular open-air festivals in Europe" (the London Guardian 2005) is preparing its 57th edition. From 17th to 24th July, the national film programme will take place, while the international programme will show from 10th to 24th July 2010.

Vespasian's Arena, where the Festival has been taking place ever since its foundation, is its trademark, and the shows under the starry sky gathers up to 5000 spectators. The traditional festival awards are Gold Arenas (author: Dimitrije Popović).

Something more about this manifestation, for SEEbtm magazine, will tell us **Mr Zlatko Vidackovic**, art director of Pula Film festival.

**1. Pula Film Festival has a long history and tradition. When was the Festival held for the first time and how has it developed since?**

One of the world's oldest film festivals, Pula Film Festival was held for the first time in 1953 being initiated by Marijan Rotar as the international cinematographic presentation to be regarded as the most important film event in Yugoslavia since 1954 until





the break-up, attended by numerous local and international reporters and film-makers, including such celebrities as Orson Welles, Sophia Loren, Sam Peckinpah, Richard Burton, Elizabeth Taylor and Yul Brynner. As of 1992, Pula hosted the Croatian Film Festival, and since 2001 the festival has regained its international focus, including the awards for the best international films. Many awarded Croatian



films at Pula Film Festival were also awarded in international festivals: Tu (aka Here), Maršal (aka Marshal Tito's Split), Svjedoci (aka Witnesses), Ta divna splitska noć (aka A Wonderful Night in Split), Fine mrtve djevojke (aka Nice Dead Girls), Put lubenica (The Melon Route)...

**2. One of the oldest film festivals in Europe has been visited by a large number of film-makers and film stars. How much has the popularity**

**and attendance of this festival added to the development of tourism and the popularisation of destination for Pula itself and Croatia?**

During the last fifteen years, the Festival was attended by film stars such as John Malkovich, Ralph Fiennes, Ben Kinglsey, Jeremy Irons, Greta Scacchi and Christopher Lee, then the directors Phillip Noyce and Jiri Menzel. Festival's popularity added to the development of tourism and the popularization of Pula as a tourist destination, which has been recognized by the Croatian National Tourist Board who support it financially.

**3. What will be this year's surprise for the Film Festival visitors?**

There is a special surprise we are preparing for the spectators outside Pula, since a part of the festival programme will be shown for the first time in top 5 Croatian summer festivals: Dubrovačke ljetne igre (Dubrovnik Summer Festival), Splitsko ljeto (Split Summer Festival), Riječke ljetne noći (Rijeka Summer Nights), Amadeo Theatre, Zagreb and Osječko ljetno kulture (Osijek Summer of Culture). The National Programme of the 57th edition is expected to show at least seven new Croatian films. On Saturday, 24th July, the Croatian Film Ma-

rathon starts featuring all the National Programme films. In the course of the Festival, we will show a short-film selection and present all Croatian feature fiction films underway.

The International Programme Euro-polis-Meridians at Kaštel and at the cinema Valli will feature a number of films selected from the world's most renowned film festivals (Venice, Cannes, Berlin, Rome, Karlovy Vary...).

The retrospective within the European Film Directors Programme will be dedicated to the Italian Oscar winner Giuseppe Tornatore. The films in the Popular Programme in Arena – quality genre films for wider audience – will be screened after the National Programme films have been showed.

The Valli cinema will feature children film matinee within the Pulica Programme.

**4. Are there any intentions of networking and cooperating with the film festivals in the region?**

As a sign of the launched cooperation between the film festivals in the region, Cinema City Festival, Novi Sad will show the last year's winners from Pula, and the Pula spectators will be able to see a series of co-productions with the regional countries.



ECECIBT izložba Istanbul

# SAJAM KONGRESNOG TURIZMA ISTOČNE I CENTRALNE EVROPE U ISTAMBULU

**ECECIBT 2010**  
 I S T A M B U L

East & Central Europe Convention Incentive and Business Travel
**Datum: 24-26.06.2010.**
**Mesto događanja: Lutfi Kirdar Internationalni kongresni & izložbeni centar Istanbul**
**Zemlje izlagači: Albanija, Bosna i Hercegovina, Bugarska, Češka Republika, Hrvatska, Estonija, Grčka, Mađarska, Letonija, Litvanija, Makedonija, Crna Gora, Poljska, Rumunija, Srbija, Slovačka, Slovenija, Turska, Ukrajina**

Nijedna tehnologija ne može da zameni preimućstvo i dodatnu vrednost jezika tela, povezivanje sa ljudima i lični kontakt, ljudska bića komuniciraju licem u lice. To je mišljenje kojim se vode u organizaciji Sajma kongresnog, podsticajnog i poslovnog turizma istočne i centralne Evrope - ECECIBT 2010 Istanbul. Poslednjih godina smo svedoci ogromnog porasta broja poslovnih putovanja i turizma u i iz Zajednice nezavisnih država (ZND), baltičkih država, istočne i centralne Evrope. Destinacija do koje je lako stići, koja nudi mnogo u smislu objekata, lokacija, tehničke podrške, zabave, kulinarskog uživanja i kulturnog

bogatstva, u kombinaciji sa profesionalnom organizacijom i upravljanjem poslovnim putovanjima, daće izvrsnost u rezultatima...

ECECIBT 2010 pruža priliku međunarodnim profesionalcima u „poslovnom turizmu“, poslovnim hotelima, kongresnim biroima, specijalistima za važne događaje i konferencije za sticanje bližeg uvida u današnje nove trendove i mogućnosti koje države istočne i centralne Evrope, ZND i baltičke zemlje nude internacionalnom poslovnim putniku. ECECIBT 2010 prvenstveno teži promociji regiona kao uzbudljive destinacije za korporativni turizam sa svojim razumnim, a ipak konkurentnim kongresnim i ostalim modernim lokacijama za sastanke. Izložba teži spajanju DMC, DMO i PCO sa M.I.C.E. profesionalcima, poslovnim hotelima, prostorima za konferencije i seminare, kongresnim biroima i provajderima tehničke opreme u 3 dana intenzivnih sastanaka (izlagač - posetilac), gde će izlagači, gostujući

kupci i profesionalni posetioci imati priliku da izgrade nova ciljna tržišta i ustanove čvrste marketinške mogućnosti za sve segmente unutar branše kongresnog turizma, uključujući nove prilike za povezivanje sa ljudima. Neformalne prilike za povezivanje sa ljudima će takođe omogućiti kupcima i izlagačima da se sretnu i razviju važne poslovne odnose za vreme i nakon događaja. Program neformalnog povezivanja sa ljudima obuhvata i gala koktel-zabavu koja će se održati prve večeri trodnevne izložbe ECECIBT



2010. Prijem je organizovan isključivo za izlagače, pozvane zvanične goste, gostujuće kupce i predstavnike lokalne/međunarodne štampe, da bi se izgradili i održali postojeći i potencijalni kontakti u dobrom ambijentu i na pravom mestu u Istanbulu.

Profesionalni lideri u poslovnom turizmu, PCO i DMC će pružati bogate tržišne informacije, deliti najskorije analize tržišta kongresne industrije, hotelskih performansi i profitabilnosti u državama centralne i istočne Evrope. Ti praktični i informativni mini-seminari su osmišljeni tako da podstaknu sve klijente poslovnog turizma da strateški planiraju i pripremaju se za suočavanje sa „ključnim izazovima“, istražuju potrošačke trendove i uočavaju nove tržišne mogućnosti.



ECECIBT exhibition Istanbul

# EXHIBITION FOR MEETING INDUSTRY OF EAST AND CENTER EUROPE IN ISTAMBUL



**Date:** 24-26.06.2010.  
**Venue:** Lutfi Kirdar International Congress & Exhibition Center Istanbul  
**Exhibiting countries:** Albania, Bosnia and Herzegovina, Bulgaria, Czech Republic, Croatia, Estonia, Greece, Hungary, Latvia, Lithuania, Macedonia, Montenegro, Poland, Romania, Serbia, Slovakia, Slovenia, Turkey, Ukraine

No technology can replace the benefit and added value of body language, networking and personal contact; human beings communicate on a face-to-face basis. This is opinion shared in organization of East & Central Europe Convention, Incentive and Business Travel Exhibition -ECECIBT 2010



Istanbul. Recent years have witnessed a huge growth in business travel and tourism to and from the Commonwealth of Independent States (CIS), Baltic States, East and Central Europe. A destination easy to reach, which offers a lot in terms of properties, venues, technical support, entertainment, culinary delights and cultural richness, eventually combined with a professional organization and business travel management, will provide excellence in results...

ECECIBT 2010 provides the international "corporate travel" professionals, business hotels, convention bureaus, event and conference specialists the opportunity to get a closer look at today's new trends and opportunities the East & Central European countries, CIS + Baltic States offer to the international business traveler. ECECIBT 2010 primarily targets to promote the region as an exciting destination for corporate travel with its reasonable yet competitive congress and meeting venues with modern facilities.

The exhibition aims to unite DMCs, DMOs and PCOs with M.I.C.E. professionals, business hotels, conference / seminar venues, convention bureaus and technical equipment providers in 3 days of intensive (exhibitor-visitor) meetings, where exhibitors, hosted buyers and professional visitors will have the opportunity to build new target markets and establish solid marketing possibilities for all segments within the business travel

industry, including new networking opportunities.

Informal networking opportunities will also enable buyers and exhibitors to meet and develop important business relationships during and after the event. The informal networking program also includes a gala-cocktail event which will be held at the first evening of the 3 days ECECIBT 2010 exhibition. The reception is exclusively organized for exhibitors, invited protocol guests, hosted buyers and local/international press to build and maintain existing and potenti-



al contacts in a good ambiance at a select venue in Istanbul. Professional business travel leaders, PCOs and DMCs will provide rich market information, share the latest analysis and trends on incentive travel, conference & meetings market, hotel performances, and profitability in Central and Eastern European countries. These practical and informative mini seminars are designed to inspire all travel industry clients to strategically plan and prepare to face "key challenges", explore consumer trends and tap new market opportunities.

Veterinarski Zavod Zemun, Zekstra grupa – Nevenka Popović Šević, direktor marketinga

## UZ EDUKACIJU DO NAJUDALJENIJH ALI I NAJLEPŠIH DELOVA ZEMLJE

Veterinarski Zavod Zemun a.d. Beograd je počeo sa radom daleke 1938. godine. Stalno usavršavanje, istraživanje i razvoj, proširivanje proizvodnog asortimana, odgovornost i visoki standardi u kvalitetu proizvoda predstavljaju osnovu liderske pozicije Veterinarskog Zavoda Zemun a.d. Beograd već 72 godine. Početkom februara 2005. godine Konzorcijum »Zekstra-Bankom« postao je vlasnik 70% društvenog kapitala preduzeća Veterinarski Zavod Zemun a.d. Beograd, koji u svom sastavu poseduje tri proizvodnje: Biološku proizvodnju, Hemofarmaceutsku proizvodnju i Proizvodnju hrane za životinje.



performanse i mogućnosti. Kao primer dobre prakse poslovanja i korporativnog marketinga, preduzeće Veterinarski Zavod Zemun, Zekstra grupa, organizuje sada već tradicionalne zimske edukativne škole, čime utiče na lojalnost korisnika, svesniju veterinarsku praksu i poboljšanje

grad prati potrebe svojih zaposlenih, neguje talente, interesovanja, veštine i znanja svojih kadrova. Prethodni broj magazina SEEbtm posvetili smo tome koliko su timski duh i motivacija zaposlenih bitni za uspešnu organizaciju i koliko je neophodno stalno organizovati edukacije, programe razvijanja veština i timskog duha. Zajednički cilj kompanije i zaposlenih je optimalna produktivnost i zadovoljstvo poslom, a to se postiže neprekidnim ulaganjem u stručno i lično usavršavanje svakog zaposlenog.

Od davne 1938. godine, kada je kompanija bila jedini veterinarski i dijagnostički centar u Srbiji, Veterinarski Zavod Zemun je izabranim aktivnostima baziranim na znanju i zahtevima tržišta, dostigao asortiman od 80 preparata različitih farmaceutskih oblika, registrovanih pedesetak proizvoda bioloških preparata za veterinarsku upotrebu, i proizvoda za ishranu životinja. Stvarajući dobru podlogu za budućnost stalnim istraživanjem i saradnjom sa svetskim priznatim institutima, danas se kontinuirano ulazi u nove proizvodne programe, modernizaciju opreme, tehnologije proizvodnje i ambalaže.

Veterinarski Zavod Zemun a.d. Beograd se neprekidno bavi istraživanjem i razvojem, kako novih proizvoda, tako i stalnim poboljšavanjem ukupnih performansi organizacije, u cilju da identifikuje i zadovolji potrebe i očekivanja svojih korisnika i ostalih zainteresovanih strana (osoblja, isporučilaca, vlasnika, društva...), da postigne konkurentsku prednost i da to učini na efektivan i efikasan način i da ostvari, održava i stalno poboljšava sveopšte organizacione

kvaliteta namenskih proizvoda. Uz predavanja stručnih lica i susreta sa krajnjim potrošačima, razumevanjem aktuelnih i budućih potreba korisnika, Veterinarski Zavod Zemun a.d. Beograd nastoji da se korisnicima pruži i više nego što to očekuju. Takvom politikom preduzeće se afirmiše i potvrđuje kao odgovoran tim, sa jasnom vizijom o zdravoj Srbiji.

Kao uspešna i moderna kompanija, Veterinarski Zavod Zemun a.d. Beograd prati potrebe svojih zaposlenih,

Najveći broj stručnjaka sa visokom stručnom spremom čine veterinari (44,4%), zatim agronomi (13,3%), farmaceuti, ekonomisti i pravnici (8,8%). Međutim, nije interna edukacija jedina na koju Veterinarski Zavod Zemun obraća pažnju. Poznavajući konkurentnost tržišta i potrebu za stalnim prilagođavanjem kupcima, preduzeće je svoje poslovanje usmerilo i ka edukaciji krajnjih korisnika i približavanju proizvoda kupcu kroz







konsultantske usluge, ali i približavanju potreba kupaca svom istraživačkom timu.

**1. Veterinarski Zavod Zemun je i ove godine po tradiciji organizovao zimske edukativne škole na području Srbije. Možete li nam opisati organizaciju jedne od edukacija koje ste organizovali ove godine? Koji kraj Srbije ste obišli?**

Jedna od vrlo uspešnih zimskih edukacija je svakako bila u udaljenom i nadasve živopisnom selu Štavalj u opštini Sjenica koja je bila organizovana u lokalnoj osnovnoj školi. Uobičajeno je da u okviru ovakvih zimskih edukativnih škola gostuju naši strukovni predavači – veterinari i tehnolozi koji prilagođenim prezentacijama žele da istaknu važnost pravilne ishrane kod određenih kategorija životinja, kao i preventivu nastanka pojedinih bolesti. Značaj zimskih škola počiva na direktnom kontaktu koji se ostvaruje sa neposrednim korisnikom naših proizvoda,



jer se upravo na terenu mogu najbolje sagledati svi problemi sa kojima se jedan farmer susreće. Dislociranost njihovih gazdinstava i nemogućnost frekventnijeg susreta sa strukovnim veterinarskim osobljem čini zimske edukativne škole vanredno bitnim u komunikaciji. Dosadašnja praksa u organizaciji istih potvrđuje vanredno lepu posećenost i pokrivenost od strane lokalnih i regionalnih medija. Meštani i učesnici prezentacije u selu Štavalj su vrlo nadahnuto učestvovali u diskusijama i davali sugestije u povodu unapređenja dalje saradnje.

**2. Održavanjem što bližeg i efikasnijeg odnosa kao i komunikacije sa kupcima proizvoda i usluga, uz edukaciju, obišli ste najudaljenije ali i najlepše krajeve zemlje. Da li planirate edukativne škole da organizujete i u širem regionu?**

S obzirom da Veterinarski Zavod Zemun ima mrežu svojih predstavnika – regionalnih menadžera u okviru Srbije, svi su oni na neki način terenski ambasadori kompanije i inicijatori organizacije ovakvih edukativnih sesija. U skladu sa tim, trudimo se da odgovorimo na zahteve koji dolaze od farmera sa dislociranih vojvođanskih salaša pa čak do udaljenih sela valovite centralne i južne Srbije. Čak i nakon održanih edukativnih škola na terenu, maksima dobrog relacijskog kontakta sa farmerima se tu ne završava. Naime, u okviru naše kuće postoji stalno otvorena telefonska linija na kojoj veterinari sugestijama i predlozima pomažu finalnim korisnicima veterinarskih proizvoda i usluga.

**3. Sve je više interesantnih podsticajnih/incentive putovanja koja motivišu zaposlene. Na koji način obavljate selekciju prostora za interne edukacije i team building aktivnosti?**

Interne kompanijske obuke u okviru celokupne Zekstra grupacije kontinuirano sprovodi naša služba za ljudske resurse i to uglavnom na temu: tehnika unapređenja prodaje, timskog rada i bolje interne i eksternne komunikacije. Godišnje "team building" aktivnosti su već postale uobičajena praksa. Zbog lepog spoja zadovoljstva, relaksacije i poslovnosti uglavnom se biraju centri koji mogu ponuditi za kratko vreme mogućnosti opuštanja ali i priliku za neki kraći poslovni sastanak, i svake godine je to drugo mesto kao što su npr. do sada bile lokacije poput country kluba Babe, turističko-poslovnog centra Mokra gora i Palića.

**4. Na prošlogodišnjem Kongresu veterinarara Srbije, Vaša kompanija je imala zapaženo učešće. Koliko frekventno Vaša kompanija učestvuje na skupovima, seminarima ili konferencijama iz struke u zemlji i regionu?**

Veterinarski Zavod Zemun tradicionalno učestvuje na svim većim strukovnim skupovima. Pored stalne participacije na Kongresu veterinarara Srbije u Sava Centru, bili smo generalni sponzori nacionalne konferencije Agrobiznis Srbije 2010 – međunarodne integracije i perspektive u Hotelu Hyatt Beograd. Redovni smo učesnici svih skupova u organizaciji Srpskog Veterinarskog društva i fakulteta strukovnih delatnosti, kao i svih većih sajmovova u regionu, posebno na područjima Republike Srpske, Makedonije, Crne Gore i Albanije.

J. C.



Veterinary Institution Zemun, Zekstra Group – Nevenka Popovic Sevic, Marketing Director

## WITH EDUCATION TO THE FARTHEST BUT THE MOST BEAUTIFUL PARTS OF THE LAND

Veterinary Institution Zemun a.d. Beograd began with operation back in 1938. A constant improvement, research and development, expansion of product range, responsibility and high standards in the quality of products have been representing a basis for leading position of Veterinary Institution Zemun a.d. Beograd for 72 years. At the beginning of the February 2005, the »Zekstra-Bankom« consortium became an owner of 70 per cent of the company capital of Veterinary Institution Zemun a.d. Beograd, which consists of three production lines: biological production, chemical-pharmaceutical production and production of animal food.

Since 1938, when the company was the only veterinary and diagnostic center in Serbia, Veterinary Institution Zemun reached, by means of selected activities based on knowledge and demands of the market, the range of 80 preparations in different pharmaceutical forms, fifty registered products of biological preparations for veterinary use, and animal food products. Creating a good background for the future by constant researching and cooperation with the worldly renowned institutions, today it is constantly entering new programmes of production, modernization of equipment, technology of production and packaging. Veterinary Institution Zemun a.d. Beograd is constantly dealing with research and development of new products as well as with constant improving of the overall performances of the organization, with a view to identify and satisfy the needs and expectations of its users and other stakeholders (perso-

nnel, suppliers, owners, society...), to reach a competitive advantage and to do it in efficient and effective way and to realize, maintain and continuously improve the overall organizational performances and capabilities. As an example of good business practice and corporative marketing, the company Veterinary Institution Zemun, Zekstra Group, organizes already traditional winter educational schools, by which it influences the loyalty of the users, more aware veterinary practice and improvement of the quality of dedicated products. With lectures by the experts and meeting the end users, by understanding current and future needs of the users, Veterinary Institution Zemun a.d. Beograd strives to giving its users more than they expect. With such policy the company is affirmed and proved as responsible team with a clear vision of healthy Serbia. As successful and modern company, Veterinary Institution Zemun



a.d. Beograd follows the needs of its employees, nurtures the talents, interests, skills and knowledge of its personnel. In the previous issue of the SEEbtm magazine, we dedicated the entire issue to how important the team spirit and motivation are for successful organization and how necessary it is to keep organizing education, skill and team spirit development programmes all the time. The common goal of the company and its employees is optimal productivity and satisfaction with the job, which is achieved by continuous investment in professional and personal improvement of each employee. The majority of experts with high professional degree are veterinarians (44,4%), then agronomists (13,3%), pharmacists, economists and jurists (8,8%). However, the internal education is not the only one which Veterinary Institution Zemun pays attention to. Knowing the competitiveness of the market and the need for constant adjusting to the buyers, the company also directed its operations towards educa-







tion of the end users and bringing the product closer to the buyer through consulting services, as well as towards bringing the buyers' needs closer to its research team.

**1. Veterinary Institution Zemun has organized traditional winter educational schools in the territory of Serbia this year as well. Can you describe us organizing one of the educational schools you have organized this year? Which part of Serbia did you visit?**

One of very successful winter educational schools was certainly the one in a distant and really picturesque village of Stavalj in municipality of Sjenica, organized in local elementary school. It is usual to have our professional lecturers – veterinarians and engineers of technology in such winter educational schools, who use the adjusted presentations wishing to emphasize the importance of proper nutrition in certain categories of animals, as well as prevention of occurrence of certain diseases. The significance of winter schools lays in direct contact made with the immediate user of our products, as all the problems which a farmer encounters can be best observed in the field. The dislocation of their farms and impossibility for more frequent meetings with professional veterinary personnel make winter educational schools extremely important for communication. The practice so far in their organizing confirms a large number of visitors and good coverage by local and regional media. The locals and participants in the presentation in the village of Stavalj took part in discussions with great inspiration and gave suggestions for improvement of further cooperation.

**2. By maintaining as close and efficient relations and communication with the buyers of the products and services as possible, with education, you visited the farthest and the most beautiful parts of the country. Do you plan to organize educational schools in the wider region as well?**

Considering that Veterinarian Institution Zemun has a network of its representatives – regional managers within Serbia, all of them are in a way field ambassadors of the company and initiators of the organization of such educational sessions. In accordance thereof, we try to answer the requests coming from the farmers all the way from dislocated farms in Vojvodina to distant villages of wavy central and southern Serbia. Even after educational schools held in the field, the moto of good relational contact with farmers is not ending there. There is an open telephone line within our company via which the veterinarians help the final users of veterinary products and services with their suggestions and proposals.

**3. There are more and more interesting incentive trips which motivate the employees. How do you make a selection of venues for internal educational and team building activities?**

The internal company trainings within the entire Zekstra Group are continuously held by our human services department and mostly on the topics of sales improvement techniques, teamwork and better internal and external communication. The annual team building activities have already become a usual practice. Due to a nice blend of satisfaction, relaxation and professionalism, we mostly choose the centers which can offer opportunities to relax and hold a shorter business meeting in short time and it is different place each year, such as e.g. the locations of Country Club Babe, touristic-business center Mokra gora and Palic.

**4. At the last year's Convention of Veterinarians of Serbia, Your company took a noticeable part. How frequently does Your company participate in professional gatherings, seminars or conferences in the country and in the region?**

Veterinary Institution Zemun traditionally participates in all major professional gatherings. Besides the permanent participation at the Convention of Veterinarians of Serbia at the Convention Center "Sava", we were also general sponsors of the national conference "Agrobusiness of Serbia 2010 – International Integrations and Prospects", at Hyatt Hotel in Belgrade. We are regular participants in all the gatherings organized by Serbian Veterinary Association and College of Veterinary Medicine, as well as in all major fairs in the region, especially in the areas of the Republic of Srpska, Macedonia, Montenegro and Albania.

J. C.



Sajam

## IMEX SHOW 2010 – CILJANJE KA VEĆEM BIZNISU

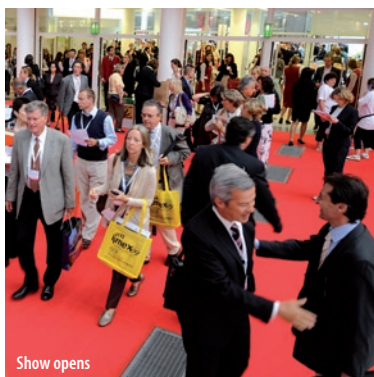
Najprestižniji međunarodni sajam kongresne industrije, IMEX 2010, zahvaljujuću uspehu prošlogodišnje manifestacije, ove godine će ponuditi više izlagača i "hosted buyer-a", kao i raznovrsniji program profesionalne edukacije.



Međunarodni sajam kongresne industrije, IMEX 2010, osmi put po redu, biće otvoren 25. maja na Frankfurtском sajmu. Kada se otvore vrata Sajma, IMEX Grupa će svim profesionalnim posetiocima i izlagačima pružiti više poslovnih prilika nego ikada. Više od 40 novih gostujućih grupa kupaca (hosted buyer-a) potvrdilo je prisustvo, od kojih mnogi novi kupci dolaze preko ključnih globalnih hotelskih lanaca. U poređenju sa sajmom IMEX 2009, 62 izlagača je povećalo svoj izložbeni prostor, a nekoliko hotela dolaze kao novi izlagači. Rej Blum, predsednik IMEX Grupe kaže: „Naše iskustvo sa povećanim brojem izlagača i gostujućih kupaca sugerise da su osnove naše branše čvrste, uprkos promeni globalnih ekonomskih izgleda. To iznosi na videlo činjenicu da se svaki sektor kongresne industrije dosledno priprema da se posveti IMEX-u znajući da ima priliku da upozna prave ljude, sklopi dobar posao i uveri se da će dobiti svu podršku koja je potrebna.“

Prema post-izložbenoj proceni gostujućih kupaca, sklopljeno je rekordnih 375.5 miliona dolara vrednih ugovora tokom IMEX-a 2009,

sa približnih 1.7 milijardi dolara pridodatih u mesecima koji su usledili. Kao odgovor na ovaj porast u poslovanju, a posebno na povećanje broja pojedinačnih i grupnih sastanaka, mnogi izlagači su hitro rezervisali dodatni prostor za 2010. godinu. Potražnja za izložbenim prostorom je bila posebno velika od strane azijskih izlagača, dok su Makao, Šri Lanka i Indian Holiday proširili svoj nastup. IMEX 2010 će, pored velikog broja broj poslovnih prilika, omogućiti izlagačima i posetiocima izuzetan program edukacije na engleskom i nemačkom jeziku. Sesije će biti organizovane u različite tematske



grupe kao što su „životna sredina“, „inovacija“ i „liderstvo“ da bi se posetiocima omogućilo da izaberu seminare i lakše isplaniraju svoje vreme. Edukacija će ove godine pokriti teme profesionalnog i ličnog razvoja prepoznajući želju mnogih profesionalaca u kongresnom turizmu da razviju prenosive veštine, kao i da povećaju kvalitet učenja izvan kancelarije. IMEX radionice i seminari će se fokusirati na odgonetanje budućnosti branše i po-

moći pojedincima da shvate kako da dodaju ličnu i profesionalnu vrednost dok rade u konstantno promenljivom i dinamičnom sektoru.

Dan Asocijacija 2010, taj važni godišnji događaj koji omogućava kupcima i planerima da učestvuju u prilagođenom programu edukacije i povezivanja sa ljudima, održaće se u ponedeljak 24. maja u Frankfurtu i organizuje ga IMEX u partnerstvu sa ICCA. Preko Dana Asocijacija IMEX, putem foruma, prezentacija i seminara obezbeđuje učesnicima najsvežije novosti iz branše, a delegati cene ovu priliku za učenje od drugih i povezivanje sa njima.

Sumirajući koristi od IMEX-a 2010, predsednik IMEX Grupe, Rej Blum, kaže: „IMEX nastavlja da napreduje, ulaže i inovira. Ova godina neće biti izuzetak. Zapravo, uz realističan i čvrst osećaj naše branše, moramo da nastavimo da dajemo rezultate na svim frontovima. To znači - visokokvalitetne kupce, veliki broj pravih poslovnih sastanaka, zadovoljne izlagače, ciljanu, relevantnu i interesantnu profesionalnu edukaciju i, ne na poslednjem mestu, priliku za susret lice u lice sa starim kolegama i sebi ravnima kao i za razvijanje novih kontakata. Nikada pre IMEX nije bio sveobuhvatniji, ili neophodniji za poslovanje.“





Fair

# IMEX SHOW 2010 – ON TARGET FOR BIGGER BUSINESS

Now in its eighth year, IMEX 2010, the award-winning international exhibition for the worldwide meetings, events and incentive travel industry, will build on the success of last year's exhibition with an increase in long-haul hosted buyers, more exhibitors and a more diverse professional education programme.

The eighth IMEX will open on May 25th at Messe Frankfurt with its largest ever hosted buyer programme in place and visitor and exhibitor targets all on course for year-on-year growth. The IMEX Group have announced that they are on course to deliver more business opportunities than ever when the doors open in May 2010. Over 40 new hosted buyer groups have been confirmed with many of the new buyers coming through key global hotel groups.

A total of 62 exhibitors have increased stand space compared to 2009, and several hotels also account for new exhibitors at the show. Ray Bloom, Chairman of the IMEX Group says,



Gala dinner

"Our experience of both exhibitor and hosted buyer numbers upholds these findings. It suggests that the underlying fundamentals in our industry are robust, despite a changing global economic outlook. This bears out the fact that virtually every sector of our industry is consistently prepared to commit to IMEX knowing they have the opportunity of meeting the right people, doing good business and being assured of getting all the support they need." According to last year's post-show hosted buyer evaluation, a record \$375.5 million dollars worth of contracts are estimated to have been agreed during IMEX 2009, with an



Association Day Sheraton

approximate \$1.7 billion added in the nine months following. In response to these increases in business, and especially the rise in individual and group appointments, many exhibitors were quick to book additional space for 2010. Demand for exhibition space has been particularly strong from Asian meetings and events industry suppliers with Macau, Sri Lanka and Indian Holiday all expanding their presence. IMEX 2010 will also continue to balance an unparalleled number of business opportunities with an exceptional education programme delivered in both English and German. Sessions will be organised into different tracks such as 'environmental', 'innovation' and 'leadership' to allow visitors to choose seminars and plan their time more easily. Education will cover both professional and personal development themes this year in recognition that many meetings industry professionals are eager to develop transferable skills and also to maximise high quality free learning opportunities outside the office. IMEX workshops and seminars will focus on unlocking the industry's future and helping individuals understand how to add personal and professional value whilst working in a constantly changing and dynamic sector.

Association Day 2010, this important annual event that allows association buyers and planners to participate in a tailor-made education and ne-

working programme, will take place on Monday 24 May in Frankfurt and is organised by IMEX in partnership with ICCA. Through Association Day IMEX provide a forum for thought leadership specifically for association executives, where the latest industry news and ideas are communicated via a comprehensive programme of presentations and seminars. Delegates also appreciate the opportunity to learn from and network with each other.

Summing up the benefits of IMEX 2010, IMEX Group Chairman, Ray Bloom, says: "IMEX continues to advance, invest and innovate. This year will be no exception. In fact, with industry sentiment both realistic and robust, we must continue to deliver on all fronts. That means high quality buyers; high numbers of genuine business appointments; satisfied exhibitors; targeted, relevant and interesting professional education and, not least, the chance to meet old colleagues and peers face to face as well as developing new contacts. Never has IMEX been more comprehensive, or more necessary for business.



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## SAJMOVI TURIZMA U REGIONU

U prethodnom periodu, od januara do aprila 2010. godine održani su međunarodni sajmovi turizma u gotovo čitavom regionu Jugoistočne Evrope. Od Ljubljane do Sofije i izlagači i posetioци imali su prilike da obiđu više turističkih izložbenih manifestacija i sajmova: sajam Conventa Ljubljana, sajam METUBES Budva, sajam IFT Beograd, sajam CROTOUR Hrvatska, sajam HOLIDAY & SPA EXPO Sofija.

Sajmovi, kongresi i izložbe su jedinstvena prilika predstavljanja turističke ponude, susreta s novim poslovnim partnerima i klijentima, održavanja već postojećih odnosa, istraživanja tržišta i postavljanja temelja buduće marketinške strategije. U nastavku tabelarno predstavljamo neke od većih sajmova u regionu Jugoistočne Evrope. I pored finansijske krize i recesije u sektoru turizma, organizatori kažu da postoji ogromno interesovanje za izlaganje. Očigledno je da profesionalci iz branše shvataju važnost dobrog oglašavanja, a dobri poslovni kontakti su im neophodni da preguraju ova teška vremena. Potražnja za novim kontaktima i novim tržištima

sve je veća. Dokaz tome je ponovno organizovanje sajamske manifestacije DANI TURIZMA, manifestacije koja se nakon šest godina ponovo otvara, upravo iz razloga sve većeg interesa kako za domaćom tako i za regionalnom turističkom ponudom i turističkim potencijalima. Na većini sajmova u regionu predstavljena je pretežno „leisure“ ponuda turizma i destinacija. Međutim, iz uprave Jadranskog sajma navode da je primetan trend rasta izlagača iz segmenta MICE turizma, iako je glavni fokus i dalje na letovanjima i odmorima. „Razvijanje segmenta MICE turizma je u skladu sa strategijama razvoja turizma u Crnoj Gori ali i regionu koji ovaj segment

prepoznaju kao potencijalnu šansu i vrlo atraktivnu mogućnost za privlačenjem gostiju i ostvarenjem prihoda tokom čitave godine. Broj hotela i agencija koje na METUBES-u poslovni turizam prezentuju kao ključni deo ponude konstantno raste a ulaganja koja se planiraju u ovom segmentu pokazuju da bi to u bliskoj budućnosti mogao biti jedan od dominantnih segmenata ukupne ponude“ kaže za SEEBtm Vatroslav Belan, Rukovodilac marketing službe Jadranskog sajma. Ova situacija slična je i na ostalim sajmovima, na kojima se segmentu poslovnog turizma, u okviru celokupne ponude neke destinacije, hotela ili agencije, sve više pridaje značaja. (J. C.)

## REGIONAL TOURISM FAIRS

In the previous period, January-April 2010, the international tourism fairs were held in almost the entire SEE region. All the way from Ljubljana to Sofia, exhibitors and visitors alike had an opportunity to visit a number of tourism exhibitions and fairs: Conventa Fair Ljubljana, METUBES Fair Budva, IFT Fair Belgrade, CROTOUR Fair Croatia, HOLIDAY & SPA EXPO Fair Sofia.

Fairs, congresses and exhibitions are a unique opportunity to present the touristic offer, meet new business partners and clients, maintain the current relations, do market research and lay the corner stone for the future marketing strategy. The table below shows some of the major fairs in the SEE region. Despite the financial crisis and the recession in the tourist industry, the organizers say that there is a huge interest towards the exhibition. Obviously the contractors from the branch realize how important good advertisement and successful business contacts are for them to survive in these hard times. The demand for new contacts and ma-

rkets is on the rise. As a witness to that is the fact that TOURISM DAYS fair is to be organized again, which is an event to see the light of the day again after six years, for the very reason of growing interest in the local and regional tourist offer and potentials alike. Most regional fairs usually featured the leisure tourism and destination offer. However, the Adriatic Fair Management say that there is an observed growing trend in MICE tourism exhibitors, although the focus is still on summer vacations and holidays. “The development of MICE tourism is in line with the tourism development strategies in Montenegro, as well as in the region, which reco-

gnizes this segment as a potential and attractive opportunity to draw guests and generate revenues all year round. The number of hotels and agencies who present the business tourism on METUBES as the key part of their offer is constantly growing, and the investments planned in this segment show that it could be one of dominant segments of total offer in near future” says for SEEBtm, Vatroslav Belan, Marketing Manager of the Adriatic Fair. The situation is nothing different on other fairs, which give more and more importance to the business tourism segment within the total offer of a destination. (J. C.)

Exhibition	Location	Date	Venue	Exhibition space in m <sup>2</sup>	Exhibiting countries from SEE region	Number of visitor
METUBES	Budva, Montenegro	10-13. February 2010	Adria Fair	-	Serbia, Bosnia and Herzegovina, Slovenia, Croatia, Macedonia, Albania	-
IFT	Belgrade, Serbia	24-28. February 2010	Belgrade Fair	32,600.00	Croatia, Macedonia, Slovenia, Montenegro, Bosnia and Herzegovina, Bulgaria	over 50.000
HOLIDAY & SPA EXPO	Sofia, Bulgaria	25-27. February 2010	National Palace of Culture	2,650.00	Croatia, Macedonia, Slovenia	over 20.000
CROTOUR	Zagreb, Croatia	14-17. April 2010	Zagreb Fair	3,000.00	-	over 30.000
CONVENTA	Ljubljana, Slovenia	20-23. January 2010	Ljubljana Exhibition and Convention Centre	1,400.00	Slovenia, Croatia, Serbia, Montenegro, Bosnia and Herzegovina, Bulgaria, FRYM	-
ROMANIAN TOURISM FAIR TTR	Bucharest, Romania	25-28. March 2010	Romexpo Exhibition Center	10,000.00	Bulgaria	Over 20.000
TOURISM DAYS / yet to come	Sarajevo, Bosnia And Herzegovina	24-27. September 2010.	Sarajevo Fair	Expected on 3,000.00	Croatia, Slovenia, Montenegro, Macedonia, Bulgaria, Serbia	Cca 10.000 – 20.000

Zanimanje

## SOMELIJER – DIREKTOR HARMONIJE VINA I HRANE

Uživanje u vinu je proslava života i ugodnog društva. Kvalitetno uživanje u vinu zahteva znanje o njegovim različitostima, ukusima i stilu. Vino se poštuje i danas se vinska kultura ne meri proizvedenim ili ispijenim hektolitrima, već upravo znanjem i odnosom prema vinu. Uživanje u vinu i hrani predstavlja gastronomsku simboliku braka i ljubavi u svim zemljama sveta, a osoba koja ove dve celine vidi zajedno kao neophodnu i neraskidivu je SOMMELIER.

### Profesija somelijer

Nastala u kasnom srednjem veku, profesija somelijera je evoluirala i razvijala se zajedno sa kulinarstvom i restoranterstvom, a njihov odnos je postao neraskidiv i neophodan, donoseći kao posledicu vrhunski gastronomski doživljaj. Somelijeri danas nisu samo prodavci, degustatori i ocenjivači vina, već u restoranima i hotelima predstavljaju dirigenta harmonije braka vina i hrane. Od njega ćete često dobiti obrazloženja po pitanju različitih sorti grožđa od kojih se vino pravi i zbog čega različite sorte grožđa imaju drugačiji karakter u vinu, ali takođe somelijer ima veliki udeo pri izboru i spajanju različitih vina sa različitim jelima. Njegov posao nije da se meša u ukuse gostiju, nego da ukuse jednostavno prilagodi vinima koje preporučuje.

Najveću ekspanziju ova profesija doživljava 70-tih godina dvadesetog veka zahvaljujući razvoju turizma. Danas postoji negde oko 90.000 profesionalnih somelijera u svetu (od čega 30.000 žena) koji pored rada u ugostiteljskim objektima svoju ulogu imaju i u drugim komercijalnim strukturama: velikim distributivnim sistemima, specijalizovanim prodavnicama, galerijama vina...

**Udruženje Somelijera Srbije SERSA** osnovano je 2003. godine i danas broji više od 80 članova i još mnogo više prijatelja, saradnika i partnera. Udruženje Somelijera Srbije pruža različite edukativne programe, kako za profesionalne somelijere, tako i za ljubitelje vina. U gotovo svim evropskim i svetskim zemljama, poklanja se velika pažnja školovanju somelijera. Gde god da je uticaj vina veći i

tradicija vinske kulture starija, tu se takođe nalaze i savremene škole za treniranje i razvoj somelijera. Kod nas u zemlji osnivanjem "Udruženja profesionalnih somelijera Srbije - SERSA", grupa mladih, ali veoma iskusnih ljudi u domenu poznavanja vina i vinske kulture sa zadovoljstvom prenosi svoje znanje i iskustvo na mlađe članove somelijera i ljubitelje vina. Udruženje je do sada organizovalo četiri zvanična takmičenja za najboljeg somelijera Srbije, a pored toga SERSA je organizovala mnoge humanitarne akcije, manifestacije i takmičenja. SERSA je takođe suorganizator beogradskog Sajma turizma na kojem je u februaru 2010. godine organizovala BeoWine Fair u okviru koga je održano i redovno takmičenje za najboljeg somelijera Srbije, na kojem je drugi put zaredom pobedila Gđica Đurđa Katić, koja je predstavljala udruženje SERSA na svetskom prvenstvu za najboljeg somelijera u Čileu u aprilu ove godine pod orga-

nizacijom Međunarodne Asocijacije Somelijera ASI, čiji je SERSA član.

Udruženje Somelijera Srbije za ljubitelje vina pored edukativnih radionica i predavanja, organizuje i "Druženje sa vinom" koji su prilagođeni željama grupe koja prisustvuje radionicama. Kroz ove programe akcentat je stavljen da se ljubitelji vina što više približe različitim vinima od različitih sorti grožđa iz različitih regiona, ali i uparivanje vina i hrane.

"SERSA u regionu ima sjajnu saradnju sa svim udruženjima. Godine 2005. smo podržali sa svojom radionicom, osnivanje i formiranje makedonskog udruženja u Skoplju. Takođe često saradujemo, a i posećujemo slovenačke i hrvatske vinarije. Sve seminare, kongrese i konferencije, bilo u regionu ili dalje, obilazimo i prisustvujemo kad god možemo, a manifestacije u okviru ASI ne propuštamo, jer je to i deo naše međunarodne obaveze, mada je slobodno mogu reći i najveće zadovoljstvo. Orga-





nizovali smo i takmičenja za vina, takmičenja za somelijere Wine Challenge cup, Beowine Fair 2010, kao i redovne šestomesečne skupštine i dvogodišnje kongrese koji su deo obaveze iz našeg statuta", rekao je predsednik Udruženja SERSA, Miroslav Radojčin.

Od 10 - 15 aprila ove godine održano je svetsko prvenstvo za najboljeg somelijera sveta u Santiagu, Čile.



Region Čilea ima dugu istoriju vinogradarstva u regiji vina Novog sveta još od XVI veka kada su španski konkvistadori doneli vinovu lozu *Vitis vinifera* pri kolonizaciji regiona. Iako je Čile relativno mlada zemlja po pitanju vina, vrlo brzo se razvija. Broj vinarija koji je porastao od 1995. godine sa 12, na preko 70, 2005. godine, meri se hiljadama i hiljadama hektara. Čile je danas peti najveći izvoznik vina na svetu, a deveti najveći proizvođač.

Pripreme za 13. svetsko takmičenje za najboljeg somelijera počelo je pre nešto više od godinu dana. Delegacije se sastoje od predsednika raznih nacionalnih udruženja somelijera, najboljeg somelijera iz svake zemlje, kao i najprestižnijeg pisca o vinima te zemlje.

Srbiju je na prvenstvu predstavljala dvostruka šampionka gđica Đurđa Katić, koja je 2007. godine upisala kurs za somelijere u Beogradu gde je otkrila još veću „pasiju“ prema vinu! I od tog trenutka ona postaje njen „način života“.

„Kada kažem „pasija“ mislim na mnogo više od one strasti o kojoj se stalno priča! Naime, sama ideja i pomisao da iz jedne čaše vina možete „na slepo“ da pročitate sve karakteristike tog

vina je bilo nešto što je mene u potpunosti fasciniralo kada sam prvi put prisustvovala radionici somelijera pre nekih 6-7 godina i tada odlučila da i ja to želim da naučim! Znala sam da neće biti lako, ali i da nije nedostižno, i tako je sve počelo“.

Srbija je ostavila sjajan utisak s obzirom da je, pored tri evropska prvenstva od 2003. godine na kojima je Udruženje somelijera Srbije SERSA učestvovalo, ovo bilo prvo zvanično svetsko prvenstvo za somelijere na kojem je Srbija učestvovala. Što se zemalja iz regiona tiče, predstavnice su imale i Crna Gora uz somelijera Zorana Avramovića, Hrvatska sa predstavnikom Klauđiom Jurčićem, kao i Slovenija i njen najbolji somelijer Sebastijan Pinter. Bosna i Hercegovina i Makedonija još uvek nemaju udruženja pa shodno tome nisu imale ni predstavnice na ovom takmičenju.

U međuvremenu ovu zemlju su zadesili zemljotresi, ali je priprema ipak nastavljena. „Za Čileansku asocijaciju, ali i celu zemlju je bila izuzetno velika čast što smo i pored svih onih zemljotresa ipak prevalili toliki put da dođemo na takmičenje i izložimo sebe eventualnom riziku“ kaže Đurđa za SEEbtm magazin. Pedeset i dve zemlje su registrovane sa svojim zvaničnim delegacijama i uzimaju učešće u takmičenju koje se održava svake tri godine. Po rečima Đurđe Krstić, organizacija ovog događaja je zaista ozbiljan posao.

„Kada treba da organizujete tako nešto na drugom kraju sveta, da za 52 zemlje obezbedite dobre uslove, smeštaj, samo takmičenje, obilazak vinarija, ručkove, večere... bezbednost... samo oni znaju koliko su uložili u sve to. Ali bili su sjajni domaćini i pored svega što ih je zadesilo. Sam smeštaj u hotelu je bio sjajan pa i sve ostalo. Moglo je da se oseti koliko smo im važni, jer u svakoj vinariji smo bili dočekani od strane samih vlasnika što je malo kome ikad pošlo za rukom“.

## 1. Pored zvaničnog dela predstavljanja somelijera i delegata iz svake zemlje, da li ste imali prilike da vidite i Čile? Jeste li videli i neke od plantaža?

Da, imali smo organizovane obilaske najboljih vinarija kao što su Casa Lapostolle, koja predstavlja sam svetski vrh po arhitekturi i tehnologiji. Potom vinarija Errazuriz koja je sama ikona vinskog sveta, istorije i tradicije u Čileu. Vinarija Vina Montes, takođe. Ono što je fascinantno za ovu vinariju pored imponantnih vinograda jeste to što je cela vinarija izgrađena po Feng-Šui konceptu koji funkcioniše neverovatno. Tu je još Concha y Toro, možda ovde najpoznatija vinarija gde smo imali prilike da testiramo Iconic wines! Kao i Casas del Bosque u Casablanca vally, gde nas je ugostio mladi winemaker sa Novog Zelanda. Cela zemlja je zaista predivno prirodno bogatstvo, sa jedne strane okružena Andima, sa druge Pacifikom, veliki potencijal imaju i u vinskom turizmu i dosta dobro ga iskorišćavaju.

## 2. Vaše „obaveze“ predstavljanja naše zemlje se i dalje nastavljaju...

Nakon pobeđe u februaru 2010. godine, gde je u sklopu Sajma turizma održano takmičenje za najboljeg somelijera Srbije, očekuju me predstavljanja Srbije na sledećem evropskom prvenstvu, koje se održava ove godine u novembru u Francuskoj u Strazburu, i na svetskom prvenstvu 2013 u Japanu u Osaki.

Svetska i evropska prvenstva se održavaju svake dve godine u različitim zemljama. Godine 2004. u Ruinaru u Francuskoj, na evropskom prvenstvu našu zemlju je predstavljao gospodin Stevan Rajta, kao i 2006. godine na evropskom prvenstvu u Parizu.

Ove godine, organizacija se pomerila iz Evrope i po vinima čuvene Francuske na takođe čuven i značajan Čile. U Čileu na Svetskom Prvenstvu je SERSA, posle dve godine posmatračkog statusa, postala zvanično punopravni član ASI -a sa pravom glasa, što predstavlja sam krem svetske asocijacije somelijera. (J. C.)

## Profession

## SOMMELIER – CONDUCTOR OF WINE AND FOOD HARMONY

To enjoy wine is to celebrate life and pleasant company. To fully enjoy wine requires the knowledge of its varieties, tastes and styles. Wine is widely appreciated and today the culture of wine is not about how much it has been produced or consumed, but it is about the knowledge and the way wine is treated. To enjoy wine and food is a gastronomic symbol of love and marriage in all countries around the world, and the person who sees these two together as necessary and inseparable is a SOMMELIER.

### Sommelier as a Profession

Emerged in the late Middle Ages, Sommelier as a profession have evolved and developed together with gastronomy and restaurants, and their connection has become inseparable and necessary, resulting in the top gastronomic experience. Sommeliers



today are not mere sellers, tasters and judges of wine, but they are the conductors of food and wine marital harmony in restaurants and hotels. They will often give you accounts of varieties of grapes used for wine making and reasons why grape varieties have a different wine character, but also a sommelier plays a big role in selecting and matching wine varieties with different meals. Their job is not to meddle in the tastes of guests, but simply to adjust their tastes to the recommended wines.

The largest expansion of professional Sommeliers took place in the 1970s due to the development of tourism. Today, there are around 90,000 professional Sommeliers in the world (of whom 30,000 are women) who, apart from working in hospitality industry, play their role in other commercial structures: major distribution systems, specialized shops, wine

galleries... **The Serbian Sommelier Association (SERSA)** was founded in 2003 and today it gathers over 80 members and a lot more friends, associates and partners. The Serbian Sommelier Association provides various educational programmes both, for the professional Sommeliers and for the wine connoisseurs. In almost all European and world countries, a lot of attention is paid to the education of sommeliers. Wherever the wine tradition has a big influence and the wine culture has a long tradition, there are also modern schools for the training and improvement of Sommeliers. In our country, a group of young, but very experienced professionals in wine culture have founded the Serbian Sommelier Association and are keen on sharing their knowledge with younger Sommelier members and wine connoisseurs. So far, the Association has organized 4 official competitions for the best Serbian sommelier, and in addition SERSA has organized numerous aids, events and competitions. SERSA is also a co-organizer of the Belgrade Tourism Fair where it organized Beo-Wine Fair in February 2010, including the traditional competition for the best Serbian sommelier, which was won for the second time in a row by Ms Đurđa Katić, who represented SERSA in the world championship for the best Sommelier in Chile in April this year, organized by the International Sommelier Association ASI, with SERSA as one of its members. For wine connoisseurs, the Serbian Sommelier Association organizes, in addition to educational workshops and lectures, "Time with Wine" adjusted to the wishes of the group

attending the workshops. These programmes focus on presenting to connoisseurs the varieties of wine made of grape varieties from various regions and how they are matched with food.

"SERSA has a great cooperation with all associations in the region. In 2005, we supported through our workshops the foundation and set up of the Macedonian Association in Skopje. Also, by cooperating with Slovenian and Croatian Associations we often visit their wineries. We visit and attend all seminars, congresses and conferences, either in the region or beyond as much as we can, and we never miss the events organized by ASI since it is also part of our international obligation although it is free and I daresay at the same time



the greatest pleasure. We have organized wine competitions, sommelier competitions, Wine Challenge Cup, Beowine Fair 2010 and the regular half-annual Assembly sessions and two-year congresses are part of obligations under our Articles of Association", says the SERSA President,



Miroslav Radojčin. From 10 - 15 April this year, the World Championship for the best sommelier was held in Santiago, Chile. The Chilean region has a long viticultural history for a New World wine region dating to the 16th century when the Spanish conquistadors brought *Vitis vinifera* vines with them as they colonized the region. Although Chile is a relatively small country when it comes to wine, it has been developing very quickly.



The number of wineries has grown from 12 in 1995 to over 70 in 2005, accounted for in the thousands and thousands of hectares. Chile is now the fifth largest exporter of wines in the world, and the ninth largest producer. Preparations of 13th world's best sommelier competition began more than a year ago. The delegations consist of the Presidents of the various national Sommelier Associations, the best sommelier from each country, and the most prestigious wine writer of that country.

Serbia was represented by two-time champion Ms Đurđa Katić, who enrolled on the sommelier course in Belgrade in 2007 having discovered a stronger even passion for wine! From that point on, it became her way of living.

"When I say 'passion' I refer to a lot more than the passion which is often talked about! Namely, the very idea and thought that from a single glass of wine you can blindly read all

the specifics of such wine was something that I found absolutely fascinating when I attended the sommelier workshop for the first time some 6 or 7 years ago and it was then that I decided that I wanted it too! I knew it wouldn't be easy to learn, but I also knew it wasn't impossible, and that's how it all started". Serbia made a great impression given that apart from the three European championships since 2003 where SERSA had taken part, this was the first official world championship for Sommeliers where Serbia participated. As far as the countries in the region are concerned, Montenegro was also represented by Sommelier, Zoran Avramović, Croatia was represented by Klaudio Jurčić, and Slovenia with its best Sommelier, Sebastijan Pintar. Bosnia and Herzegovina and Macedonia still do not have associations and therefore they did not have any representatives in this competition.

Meanwhile, the country suffered earthquakes, but the preparations continued nevertheless. "For the Chilean association, but also for the entire country, it was a huge honour that we still made such a long way despite all the earthquakes and managed to come to the competition, exposing ourselves to potential risks", says Đurđa for SEEBtm Magazine. Fifty-two countries and their official delegations have been registered and they participated in the competition, which is held every three years. According to Đurđa Krstić, to organize such an event is a most serious job.

"When you need to organize something like that at the other end of the world, provide good conditions, accommodation, the very competition, the visit to wineries, lunches, dinners... security... for 52 countries, only they can know how much they invested in all that. But they were wonderful hosts despite all they had suffered. The hotel accommodation was as great as everything else. You could feel how important we were for them as the very hosts welcomed us in each and every winery which few ever managed to pull".

**1. Apart from the official presentation of sommeliers and delegates from each country, did you have a chance to see Chile? Did you have a chance to see some of the plantations?**

Yes, we were taken on organized tours of the best wineries such as Casa Lapostolle, which is the very top in the world in terms of architecture and technology, followed by Errazuriz winery which is the icon of the wine connoisseurs, history and tradition in Chile. Montes winery too. What's fascinating about this winery, in addition to imposing vineyards, is that the entire winery was built according to the Feng-Shui concept which works incredibly. There's also Concha y Toro, which is perhaps the best-known one there and we had a chance to taste their iconic wines! Just as in Casas del Bosque in Casablanca valley, where we were welcomed by a young winemaker from New Zealand. The entire country is really wonderful natural wealth, on the one side surrounded by the Andes, and on the other by the Pacific... there is a huge potential in wine tourism and they are leveraging it quite well.

**2. Your "obligations" to represent our country are still on...**

After winning in February 2010, where the competition for the best Serbian sommelier was held within the Tourism Fair, I am going to present Serbia in the next European Championship to be held this year in November in Strasbourg, France, and in the World Championship in Osaka, Japan, in 2013. The European and world championships are held every two years in different countries. In the 2004 European Championship in Ruinart, France, we were represented by Mr Stevan Rajta, as well as in the 2006 European Championship in Paris. This year, the organization is moved from Europe and wine-renowned France to the famous and important Chile too. At the World Championship in Chile, SERSA officially became, after a two-year observer status, the full member of ASI with the voting right, which is crème de la crème of the world sommelier association. (J. C.)

# OPENING SOON

## Tulip Inn Putnik Belgrade:

### Service with smile, comfortable stay



#### LOCATION • LOKACIJA

Situated between the business hub of New Belgrade and the esplanade near Danube River, with comfortable rooms and excellent conference venue, Tulip Inn Putnik Belgrade is the perfect place for business people as well for those who come for leisure.

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Tradicionalno dobra usluga u  
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## Festival

**Festival** je manifestacija koju obično organizuje lokalna zajednica, a koja služi za ispunjenje konkretnih potreba, kao i za zabavu. Postoji veliki broj festivala u svetu. Iako mnogi od njih imaju korene u religiji, ostali imaju sezonski karakter ili izvesni kulturni značaj. I neke od institucija organizuju sopstvene festivale (koji se često nazivaju "fest") da bi obeležile značajne događaje svoje istorije. Oni mogu biti dan osnivanja institucija ili drugi događaj koje odaberu za periodično obeležavanje i to obično na godišnjem nivou.

## Hosted Buyer

**Hosted Buyer** je osoba koja organizuje, ima uticaj ili donosi budžetske odluke vezane za međunarodna poslovna putovanja, sastanke, incentive putovanja, međunarodne konvencije, lansiranje proizvoda, trening zaposlenih i slične događaje. <http://www.eibtm.com/>

## Izložba

**Izložba**, u najopštijem smislu, predstavlja organizovano izlaganje i predstavljanje odabranih predmeta. Komercijalne izložbe, opštepoznate kao trgovački sajmovi, trgovačke izložbe ili ekspoi, obično se organizuju tako da organizacije iz pojedinih oblasti interesovanja ili privredne grane prikažu i pokažu svoje najnovije proizvode, usluge, provere aktivnosti konkurencije i ispituju najnovije tokove i mogućnosti. To je vrsta medija u kome dolazi do fizičkog okupljanja kupca, prodavca i proizvoda – snažnog podsticaja za poslovanje. Neki od trgovačkih sajmova su otvoreni za javnost, dok druge mogu posećivati samo predstavnici kompanija (članovi privrednog sektora), kao i predstavnici sedme sile.

## Sastanak

**Sastanak** je događaj na kom je glavna aktivnost učesnika usmerena na edukativna predavanja, učestvovanje u susretima i diskusijama, društvenu interakciju i posećivanje organizovanih događaja. Organizacija sastanka ne podrazumeva izlaganje. Opšte uzev, sastanak podrazumeva okupljanja ljudi zarad posla, druženja ili verskih razloga.

## Poslovno umrežavanje

**Poslovno umrežavanje** je proces uspostavljanja međusobno korisnih odnosa sa drugim poslovnim ljudima i potencijalnim klijentima, odnosno kupcima. Ono što je od ključne važnosti za pravo poslovno umrežavanje jeste uspostavljanje međusobno korisnog odnosa, a to je ono što je prava retkost kod standardnog rukovanja i razmene vizit-karata, a koje se posebno ističe kao „šansa“ za poslovno umrežavanje. Najbolje grupe za poslovno umrežavanje funkcionišu kao centri razmene poslovnih informacija, ideja i podrške. Najvažnija veština za efektivno poslovno umrežavanje je sposobnost slušanja, a usredsređivanje na to kako se može pomoći osobi koju slušate pre nego na to kako on ili ona može pomoći vama predstavlja prvi korak za uspostavljanje međusobno korisnog odnosa. <http://sbinfocanada.about.com/>

## Festival

A **Festival** is an event, usually and ordinarily staged by a local community, serves to meet specific needs, as well as to provide entertainment. There are numerous types of festivals in the world. Though many have religious origins, others involve seasonal change or have some cultural significance. Also, certain institutions celebrate their own festival (often called "fests") to mark some significant occasions in their history. These occasions could be the day these institutions were founded or any other event which they decide to commemorate periodically, usually annually.

## Hosted Buyer

**Hosted Buyer** is a person which organise, influence or make budgetary decisions for international business travel, meetings, incentive travel, international conventions, product launches, staff training or events. <http://www.eibtm.com/>

## Exhibition

An **Exhibition**, in the most general sense, is an organized presentation and display of a selection of items. Commercial exhibitions, generally called trade fairs, trade shows or expos, are usually organized so that organizations in a specific interest or industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent trends and opportunities. It's a media where buyer, seller and product physically come together - a potent force for business. Some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade) and members of the press.

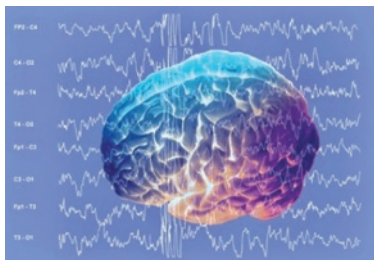
## Meeting

**Meeting** - An event where the primary activity of the attendees is to attend educational sessions, participate in meetings/discussions, socialize, or attend other organized events. There is no exhibit component to this event. Generally, meeting is gathering of people, as for a business, social, or religious purpose.

## Business networking

**Business networking** is the process of establishing a mutually beneficial relationship with other business people and potential clients and/or customers. The key to true business networking is the establishment of a mutually beneficial relationship, and that's an incredibly rare event at the standard shake-hands-and-exchange-your-business-card events that are touted as business networking "opportunities". The best business networking groups operate as exchanges of business information, ideas, and support. The most important skill for effective business networking is listening; focusing on how you can help the person you are listening to rather than on how he or she can help you is the first step to establishing a mutually beneficial relationship. <http://sbinfocanada.about>

## IZUMLJEN KOMPJUTERSKI PROGRAM KOJI ZNA ŠTA MISLITE



Kompjuterski program koji ima mogućnost pristupa i interpretacije ljudskih misli osmišljen je u Velikoj Britaniji. Skeniranjem mozga volontera uz pomoć ovog programa moglo se doći do informacija o tri kratka filma o kojima su subjekti razmišljali, a naučnici su uvereni da su ovim dostignućem na korak bliže "oblasti čitanja misli". Učesnici istraživanja zamoljeni su da razmišljaju o onome što su videli, nakon što su im prethodno prikazani kratki filmovi sa ženom koja obavlja brojne aktivnosti, kao što je razgovaranje telefonom i slanje pisma. Kompjuter je u 45% slučajeva uspešno "zapazio" na koje su filmove pomislili, stoji u izveštaju u magazinu Current Biology. Eleanor Maguire s Univerziteta College u Londonu objasnila je da se studija fokusirala na hipokampus, mali dio mozga koji ima ključnu ulogu kod sećanja, navigacije i

osmišljavanja budućnosti. Ovi rezultati mogli bi biti korisni kod hapšenja kriminalaca i pre nego što izvrše neko krivično delo, a mogli bi pomoći i u razjašnjavanju slučajeva gubitka sećanja, moždanog udara i drugih stanja, piše Daily Mail.

## NEOBIČNA POSLASTICA: BELA JAGODA S UKUSOM ANANASA

Nova voćka na tržištu Velike Britanije izgleda poput jagode prelivene slatkim kremom. Nije reč o nekoj do sada nepoznatoj voćki skrivenoj u prašumama Južne Amerike već o 'ukrštanju' nazvanom 'pineberry' ili 'ananas-jagoda', a kroz nekoliko će nedelja Britanci moći uživati u novom voću. Od svoje crvene i do sada jedine poznate vrste, ne razlikuje se samo belinom već i ukusom koji više nalikuje ananasu. Upravo je zato i dobila naziva 'pineberry' ili 'ananas-jagoda'. To se voće uzgaja u staklenicima, gde sazreva od zelene do potpuno bele boje čime pokazuje da je slatka i spremna za konzumaciju. Uvoznici ovog neobičnog voća ističu kako se 'pineberry' može koristiti u kolačima i sladoledima na jednaki način kao i jagode i ananas.



## ODŠTAMPANO PRVO 3D IZDANJE DNEVNIH NOVINA



Belgijski dnevni list na francuskom jeziku La Dernière Heure (DH) odštampao je prvo evropsko izdanje novina u 3D formatu. Svaki od čitalaca dobija i specijalne besplatne naočare koje mu omogućavaju pregledanje sadržaja u novinama. Sve fotografije i reklame u posebnom izdanju lista su trodimenzionalne, ali je tekstualni deo ostao nepromenjen, javlja BBC. Urednik DH-a izjavio je da zbog velikih troškova ne planiraju ubuduće novinu izdavati u ovom formatu. Kritičari u Francuskoj pozdravili su novinu, ali konačni rezultat nazvali "dalekim od savršenog". Urednik Hubert Leclercq otkrio je da je za pripremanje ovog izdanja trebalo dva meseca, a format lista veći je od normalnog. Na novinskim štandovima našlo se 115.000 primeraka. "Slušamo o 3D bioskopu, televiziji i video igrama, tako da smo i mi to iskušali", kaže Leclercq za agenciju AFP. "Potrebno je samo nekoliko minuta da se naviknete na fotografije u 3D-u." Ipak, mnogi nisu bili zadovoljni mutnim fotografijama na koje je bilo teško fokusirati se.

## ZAMISLITE ŽIVOT U KUĆI KOJA JE OKRENUTA NAOPAČKE

I to ne samo da je kuća okrenuta naopačke već je izvrtno i sve što se u njoj nalazi, baš sve od kupatila pa do činjice za voće koja visi nad vašom glavom. Na svu sreću ova kuća nije izgrađena kako bi se živelo u njoj, već je izgrađena za lokalni zoološki vrt u Gettorfu u Nemačkoj. Kuću je sagradio lokalni stolar Gerhard Mordhorst zajedno sa prijateljima Geselleom Splettsoosserom i Manfredom Kolaxom, a u kući se nalaze kuhinja, kupatilo, dnevni boravak i spavaća soba. "To je bio pravi izazov za nas. Neprestano smo morali misliti na sliku u ogledalu", kazao je Mordhorst. Majstori kažu kako im je ovo najluđi posao koji su ikada radili te tvrde kako im je bilo najteže sastaviti kupatilo zbog svih glomaznih predmeta kao što su kreveti, stolovi, mikrotalasna, slike, a najteži komad je svakako ogromni ormar sa ogledalom. Majstori su nekoliko meseci proveli kako bi sredili kuću, a čak su zašili i posteljinu kako ona ne bi spadala. Kažu kako je sav taj napor vredeo. "Divan je osećaj napraviti nešto ovako jedinstveno", kazao je Splettsoosser. Vlasnici zoološkog vrta se nadaju kako će ova kuća posetiocima pružati potpuno novi pogled na već poznatu okolinu. "Ludu kuću" osmislio je Dirk Oster, a otvorena je za javnost od 30. marta.





## ZASTAVA BIH NA VRHU MERA PEAK NA HIMALAJIMA



Zastava Bosne i Hercegovine prvi put se zavihorila na vrhu Mera Peak na Himalajima (6.476 m). U sklopu međunarodne himalajske ekspedicije, u organizaciji Extreme Summit Teama iz Beograda, zastavu BiH su na ovaj vrh izneli sarajevski planinari Braco Babić, Redžep Grabus i Sanja Mitrović. Na vrh su se popeli i Aleksandar Spasić, Miloš Ivačković, Bobana Petrović i Jovo Elčić, dok su Sandra Božić i Milan Kurilić odustali u posljednjem visinskom kampu (5.750 m), a Dragan Malinović dan ranije na prevoju Mera La (5.450 m), javili su iz Katmandua izvori ekspedicije.

## SOLARISOVE ŽUTE PODMORNICE



Jedinstvena ponuda Solaris hotela dodatno je obogaćena sa zabavnim sadržajima za celu porodicu, odnosno sa tri žute podmornice – Solaris Yellow Submarine. Solaris žute podmornice su izgrađene prema nacrtima poznatih američkih dizajnera različitih plovih objekata za zabavu i istraživanje, s najvišim standardima sigurnosti. Žute podmornice su prve ovakve vrste u Hrvatskoj i jedine koje se mogu naći samo u Solaris Hotels Resortu. Podmornice su dugačke 4 metra i mogu nositi četveročlanu posadu ili jednu porodicu. U samoj kabini koja plovi ispod mora mogu stati dva člana posade. Svi gosti Solaris Hotela će moći uživati u istraživanju podvodnog sveta uz mogućnost najma podmornice na sat vremena ili poludnevno. Ukoliko bi gosti želeli skipera, Solaris može organizovati i profesionalno razgledanje najzanimljivijih tačaka podvodnog sveta.

## PUTNICI RYANAIRA PLAĆAĆE I KORIŠĆENJE TOALETA

Poznata low-cost Irska aviokompanija Ryanair odlučila se na korak dalje kada su u pitanju jeftini letovi kojim je stekla veliku popularnost među putnicima, te je odlučila da naplaćuje i korišćenje toaleta tokom letova. Svi toaleti u avionu radiće na principu plaćanja kovanicama, čime će putnici biti primorani da izdvoje funtu ili euro za korišćenje toalet ili pranje ruku. "Naplaćivanjem korišćenja toaleta verujemo da ćemo promeniti ponašanje putnika za koje se nadamo da će toalet koristiti pre i posle letova. To će nam omogućiti da uklonimo dva od tri toaleta i ubacimo najmanje šest novih sedišta", rekao je Stephen McNamara iz Ryanair-a.



## ANGELINA JOLIE I BRAD PITT USKRS ISKORISTILI ZA POSETU SARAJEVU



Angelina Jolie i Brad Pitt, verovatno najpoznatiji holivudski celebrity par, tokom nedeljnog poslepodneva sleteli su na aerodrom u Sarajevu. Prema pisanju BiH portala, koji ekskluzivno javlja o dolasku glumačkog para, razlog njihovog poseta Sarajevu nije jasan. Angelina i Brad u Sarajevo su, naime, stigli bez ikakve prethodne najave. Isti izvor javlja kako slavni par na aerodromu uopšte nije prošao pasošku niti carinsku kontrolu, već su nakon sletanja odmah seli u automobil i zaputili se prema gradu. U BiH medijima pojavila se informacija da su Angelina i Brad u Sarajevo stigli privatnim avionom, nakon čega su posetili američku ambasadu, te se smestili u hotel Europa. Novinarima u BiH prvo je palo na pamet da bi poseta slavnog glumačkog para mogla biti povezana sa Sarajevu film festivalom, ali iz direkcije Festivala demantirali su da znaju išta o dolasku "Brangeline".

## DREVNA PALATA ZAKOPANA ISPOD ŠERATONA U SOFIJI

Sofija bi uskoro mogla da dobije malo rimskog ambijenta ukoliko palata Konstantina Velikog bude iskopana i izložena u centru grada. Sofija će imati novu izuzetnu arheološku atrakciju da ponudi turistima sledeće godine – rimsku palatu koja je trenutno zakopana ispod hotela Šeraton u centru Sofije. Otkopavanje drevne palate Konstantina Velikog (306 – 337.) otpočeće sledeće godine, izjavio je glavni arhitekta grada Sofije, Petar Dikov. Nagoveštio je da bi ruševine mogle biti izložene ispod staklenog krova čime bi Sofija bila nalik Rimu. Skver ispred hotela Šeraton će biti otvoren samo za pešake, a parking će biti iseljen. Danas je ovaj parking u vlasništvu opštine, a hotel nije ništa drugo do ispućalih pločnika i saksija sa cvećem, reče Dikov. Ostaci palate cara Konstantina sežu od hotela do Crkve Sv. Nedelje i Predsedničkog kabineta, izjavio je izvrsni istoričar Bojidar Dimitrov za Standart i dodao da je veoma verovatno da je u VIII veku Kan Krum spavao u ovoj palati koja je u to vreme bila poznata kao gradska rezidencija.



**MIND-READING COMPUTER DEvised**

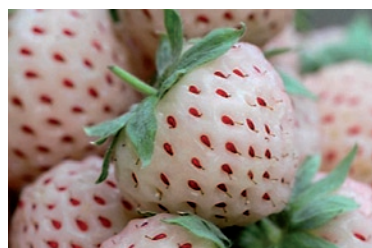


A computer programme capable of accessing and interpreting human thoughts has been devised in Great Britain. By the programme's scanning the brains of volunteers the information could have been extracted about the three short films the subjects were thinking about and the scientists are convinced that this achievement is getting them one step closer to "mind reading". The research subjects were asked to think about what they had seen, after having watched short films involving a woman doing numerous activities, such as talking on the phone and sending a letter. In 45% of cases, the computer successfully "noticed" which films the subjects thought about, according to the report in Current Biology magazine. Eleanor Maguire with the University College, London, explained that the study had focused on hippocampus, a small portion of the

brain with the key role in memory recall, navigation and imaging future events. These results could be useful for arresting criminals even before they commit a crime, and they could also help explain the cases of memory loss, stroke and other conditions, according to Daily Mail.

**CURIOUS DELICACY: PINEAPPLE-FLAVOURED WHITE STRAWBERRY**

A new fruit in the market of Great Britain looks like a strawberry covered with sweet cream. It is not some unknown fruit discovered in the rainforests of South America, but a 'cross-breed' named 'pineberry' and in few weeks the British will be able to enjoy this new fruit. It differs from its only one known variety not solely by its whiteness but also by its taste which is more like that of pineapple. That is why it is named 'pineberry'. The fruit is grown in green houses, where it ripens from green into completely white when it is sweet and ready to eat. The importers of this unusual fruit emphasize that 'pineberry' can be applied in cakes and ice-cream just like strawberries and pineapple.



**THE FIRST PRINTED 3D ISSUE OF DAILY PAPERS**



The Belgian daily paper in French, La Dernière Heure (DH), printed its first European paper issue in 3D format. Each reader gets a pair of special free-of-charge glasses allowing them to skim the paper contents. All photos and ads in this special issue are three-dimensional, but the textual part remained the same, according to the BBC. DH Editor stated that due to high costs they did not intend to continue issuing the paper in this format. The critics in France welcome the novelty, but the final outcome was characterized as "far from perfect". The editor, Hubert Leclercq, revealed that the preparation of this issue took two months, and that the paper format was bigger than the regular one. The newsstands contained 115,000 copies. "We hear about 3D cinema, TV and video games, so that we walked that road too", says Leclercq for the AFP. "It takes only few minutes to get used to 3D photos." Still, many were not happy with blurred photos which were hard to focus on.

**IMAGINE LIVING IN AN UPSIDE-DOWN HOUSE**

It is not only the house that is upside-down, but everything in it is upside-down too, from the bathroom to the fruit bowl hanging over your head. Luckily enough, this house was not built to be lived in, but it was built for the local Zoo in Gettorf, Germany. The house was built by the local carpenter Gerhard Mordhorst together with his friends Geselle Splettsosser and Manfred Kolax, and the house included the kitchen, bathroom, living room and bedroom. "That was quite a challenge for us. We kept thinking of the image in the mirror", said Mordhorst. The builders say that this was the craziest job they have ever done and claim that it was the hardest for them to put up the bathroom due to all the massive fixtures, such as, for instance, shower cubicle. The upside-down house includes nearly 50 items among which beds, tables, microwave, paintings, while surely the heaviest piece is a huge dresser with a mirror. The builders spent a few months in decorating the house, and they even stitched the linen up so that it would not come off. They say it was all worth of trouble. "It's a wonderful feeling to make something unique as this", said Splettsosser. The owners of the Zoo hope that this house will provide the visitors with an entirely new view to the familiar surroundings. The "Mad House" was conceived by Dirk Oster and it was opened for public on 30th March.





## THE BIH FLAG ON MERA PEAK IN THE HIMALAYAS



The flag of Bosnia and Herzegovina fluttered for the first time on the Mera Peak in the Himalayas (6,476 m). Within the international Himalayan expedition, organized by Extreme Summit Team, Belgrade, the BiH flag was planted on the summit by the mountaineers from Sarajevo Braco Babić, Redžep Grabus and Sanja Mitrović. The summit was also won by Aleksandar Spasić, Miloš Ivačković, Bobana Petrović and Jovo Elčić, while Sandra Božić and Milan Kurilić gave up at the last camp (5,750 m), and Dragan Malinović a day earlier at the Mera La pass (5,450 m), as it was reported by the expedition from Kathmandu.

## SOLARIS YELLOW SUBMARINES

Solaris' unique offer is even richer now with entertainment amenities for the whole family, i.e. three yellow submarines – Solaris Yellow Submarine. Solaris Yellow Submarines were built as per the blueprints of the renowned American designers of various entertainment and research vessels, under the highest safety standards. Yellow Submarines are the first of their kind in Croatia and the only ones to be found nowhere else but in Solaris Hotels Resort. The submarines are 4-meter long and can accommodate a four-member crew or a family. The very cabin diving under the sea can accommodate two crew members. All guests of Solaris Hotel will be able to enjoy researching the underwater world with the possibility to hire the submarine for an hour or half-day. If guests should want a skipper, Solaris may also organize a professional sightseeing for the most interesting sights of the underwater world.



## RYANAIR PASSENGERS WILL PAY FOR USE OF TOILET TOO



The renowned Irish low-cost company, Ryanair, decided to go a step further when it comes to the cheap flights which have made it highly popular among passengers, and charge for the use of toilets during flights. All the toilets on board will work on coins, making the passengers set aside a pound or euro for using the toilet or washing their hands. "By charging the use of toilets we believe that we will change the passenger behaviour hoping that they will use the toilet before or after the flights. It will allow us to remove two or three toilets and put at least six more seats", said Stephen McNamara from Ryanair.

## ANGELINA JOLIE AND BRAD PITT DEDICATED EASTER TO VISIT SARAJEVO

Angelina Jolie and Brad Pitt, probably the most famous Hollywood celebrity couple, landed at the Sarajevo airport on Sunday afternoon. According to BiH portal, exclusively reporting on the arrival of the celebrity couple, the reason for their visit to Sarajevo is not quite clear. Namely, Angelina and Brad arrived in Sarajevo without any prior announcement. The same source alleges that the famous couple did not go through the airport passport control or customs control, but that shortly after the landing they went into a car and drove away towards the city. There was information in BiH media that Angelina and Brad flew to Sarajevo on a private plane, paid a visit to the US Embassy and checked in Europa hotel. What first occurred to the reporters in BiH is that the visit of the celebrity couple could be in connection to the Sarajevo Film Festival, but the Festival management denied that they had any knowledge of the arrival of "Brangelina".



## ANCIENT PALACE BURIED UNDER THE SHERATON, SOFIA



Sofia may soon have some of Rome's ambiance if the palace of Constantine the Great is unearthed and exhibited in the downtown have. Sofia will have new special archeological attraction for tourists next year - a Roman palace which is currently buried under the Sheraton Hotel in Sofia downtown. The ancient palace of Constantine the Great (306 - 337) will be unearthed next year, said Sofia's Chief Architect, Petar Dikov. He suggested that the ruins may be exposed under a glass roof, thus Sofia would be likened to Rome. The square in front of the Sheraton Hotel will be allowed for pedestrians only and the parking lot will be removed. Today this parking lot is owned by the municipality and the hotel and is nothing but broken pavestones and flower pots, Dikov said. The remnants of the palace of Emperor Constantine spread from the hotel to St Nedelia Church and the President's Office, outstanding historian Bojidar Dimitrov told the Standart and added that it was very likely that in the 8th century Khan Krum slept in the palace that was then known as the city residence.



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