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TEMA BROJA

COVER STORY

## KONGRESI U MEDICINI I FARMACIJI

## CONGRESSES IN MEDICINE AND PHARMACY

INTERVJU:

**GREM BARNET,  
SAJAMSKI DIREKTOR EIBTM-A**

ISTRAŽIVANJE:

**MEDICINSKI I FARMACEUTSKI  
SEKTOR KAO KUPCI U  
KONGRESNOJ INDUSTRIJI**

INTERVIEW:

**GRAEME BARNETT,  
EXHIBITION DIRECTOR OF EIBTM**

RESEARCH:

**MEDICAL AND PHARMACEUTICAL  
SECTOR AS BUYERS IN  
MEETINGS INDUSTRY**





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**K**ongresi iz oblasti medicine ili farmacije su zahtevni događaji koji broje više stotina učesnika i obično podrazumevaju umešanost ozbiljnih regionalnih i međunarodnih Asocijacija i njihovih članova odbora koji lobiraju za određenu destinaciju.

Prostor, kongresni centar ili hotel u kome se kongres organizuje mora da zadovolji visoke kriterijume ovog sektora, da ima iskustva u realizaciji ovih skupova, njihovih specifičnosti, kao i visok stepen fleksibilnosti i spremnosti za izlaženje u susret potrebama njenih organizatora.

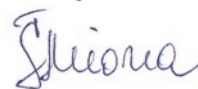
Medicinski/farmaceutski sektor je u svestu sigurno među prva tri po učestalosti, brojnosti i veličini događaja koji organizuju. U godinama krize, medicinska/farmaceutska industrija je jedna od retkih koja nije zabeležila značajan pad, pa je i to bitna činjenica koja ovu industriju svrstava među najznačajnije činioce u kongresnom turizmu.

Cilj ovog broja SEEbtm magazina je da ispitamo trenutnu i buduću ulogu koju medicinski/farmaceutski sektor ima kao kupac u kongresnom turizmu, sa jedne strane kod dobavljača u ovoj industriji (profesionalnih agencija-organizatora, hotela, event prostora, kongresnih centara), a sa druge strane, da istražimo direktno kod ovog sektora, koliko često oni zaista organizuju događaje, koliko im je to bitno za poslovanje, šta je ono što im je presudno pri organizaciji, izboru lokacije, buduće trendove i sl.

Nadamo se, da će ovaj broj SEEbtm magazina doprineti makar malim delom da se organizatori u farmaceutskoj industriji sa jedne, ali i hoteli i agencije sa druge strane, zapitaju šta je ono što bi mogli da urade bolje pri organizaciji sledećeg događaja, da korporativna socijalna odgovornost bude na još višem nivou, da lokaciju održavanja prošire na ceo region, da podignu svest o mogućim novim partnerstvima, kao i svest o tome šta je takvom jednom klijentu zaista od primarne važnosti prilikom organizacije i kako poboljšati kvalitet usluge i obogatiti ponudu kako bi uspeh samog događaja i zadovoljstvo organizatora iz ovog sektora bilo na još višem nivou.

**Edukacija u medicini mora biti kontinualna.**

**Miona Šljivančanin,**  
glavni i odgovorni urednik








18.

Intervju:  
Grem Barnet,  
sajamski direktor EIBTM-a

**EIBTM – SAJAM KOJI I  
DALJE PREVAZILAZI  
OČEKIVANJA I  
POSLOVNE PRILIKE**



24.

Tema broja:

**ULOGA SEMINARA  
I KONGRESA U  
MEDICINSKOM I  
FARMACEUTSKOM  
SEKTORU**



38.

Istraživanje:

**MEDICINSKI I  
FARMACEUTSKI  
SEKTOR KAO  
KUPCI U  
KONGRESNOM  
TURIZMU**



60.

Destinacija:

**VRŠAC –  
GRAD MUZEJ  
OKRUŽEN  
PLANTAŽAMA  
VINOGRADA**



85.

Zanimljivost:

**UMEĆE  
UŽIVANJA –  
ČOKOLADA**



98.

Intervju: Prof. dr. sc. Davor Miličić,  
Predsednik Hrvatskog  
kardiološkog društva

**KONGRES MORA BITI  
SNAŽNA VEZA HRVATSKE  
KARDIOLOGIJE SA  
VRHUNCIMA EVROPSKE I  
SVETSKE KARDIOLOGIJE**

Novosti i događaji.....	5
Novo i renovirano .....	14
Intervju: Grem Barnet, sajamski direktor EIBTM-a: EIBTM - Sajam koji i dalje prevazilazi očekivanja i poslovne prilike .....	18
Hotel: Elitte Palić - Tradicija turizma na Paliću .....	22
Tema broja: Uloga seminara i kongresa u medicinskom i farmaceutskom sektoru ...	24
Hotel Splendid Conference & SPA Resort - Centar crnogorskog biznis turizma .....	30
Tema broja: Zdravstvena i farmaceutska udruženja u regionu.....	32
Statistika: CEIR indeks – Državni/neprofitni i medicinski skupovi nadmašili ostale sektore .....	36
Istraživanje: Medicinski i farmaceutski sektor kao kupci u kongresnom turizmu.....	38

Medicinski turizam: Svaka turistička destinacija može prerasti u destinaciju zdravstvenog turizma .....	46
Primer iz prakse: Agencija Bon Voyage – I posao i zadovoljstvo .....	50
Tema broja: Najveći svetski zdravstveni kongresi u 2010. ....	52
Tema broja: Kongresi iz oblasti zdravstva – region Jugoistočne Evrope .....	55
Destinacija: Vršac – grad muzej okružen plantažama vinograda .....	60
Destinacija: Hotel Villa Breg – Jedinstven užitak i udobnost za posao i razonodu .....	61
Destinacija: Motel Vetrenjača- Šarm banatske ravnice.....	63
Tema broja: Kongres Perinatalne medicine 2010 .....	64
Hotel: Le Meridien Lav, Split.....	67
Izveštaj: IMEX 2010.....	69

Industrija: Uloga PR-a u organizacijama....	74
Način života: Spa centar Lago di Spa .....	79
Industrija: Južna Afrika zna kako se to radi.....	81
Hotel Bunčić: Idealan spoj tradicionalnog i modernog .....	83
Zanimljivost: Umeće uživanja – Čokolada.....	85
Industrija: IAPCO Volsberg Seminar .....	91
Primer iz prakse: 8. Kongres Hrvatskog kardiološkog društva.....	94
Intervju: Prof. dr. sc. Davor Miličić, Predsednik Hrvatskog kardiološkog društva: Kongres mora biti snažna veza hrvatske kardiologije s vrhuncima evropske i svetske kardiologije.....	98
Edukacija i industrija zajedno: EIAT konferencija .....	104
Rečnik pojmova .....	106
Zanimljivosti.....	108



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**C**ongresses in medicine or pharmacy are demanding events covering several hundred participants and normally involve important regional and international Associations and their Board members lobbying for a specific destination.

Venue, congress centre or hotel where a congress is organized, must meet high criteria of this sector, to have experience in the realization of such meetings including their specifics and to own a high degree of flexibility and readiness to meet the organizers' needs.

Medical/pharmaceutical sector is certainly among top three sectors worldwide by frequency, number and size of the organized events.

In the years of crisis, medical/pharmaceutical industry has been one of few not recording a major fall, so it is another important fact that ranks this industry among the major factors in MICE.

This issue of SEEbtm magazine aims, on the one hand, to examine the current and future role of medical/pharmaceutical sector as a buyer in MICE as regards suppliers in this industry (professional organizers, hotels, event venues, convention centres), and on the other, to examine within this particular sector how often they actually organize the events, how important such events are for their business, what is critical in organizing an event, selecting the venue, what the future trends are and so on.

We hope that this issue of SEEbtm magazine will do a tad more to incite organizers in pharmaceutical industry, as well as hotels and agencies, to ask themselves what they could do better when organizing the next event so as to raise the social responsibility at a higher degree, expand location of event to the entire region, enhance the awareness of new potential partnerships and the awareness of what is the most important for a client in organizing an event and how to improve the service quality and diversify the supply in order to have the event success and organizer satisfaction at an even higher level.

**Medical education must be continual.**

**Miona Sljivancanin,**  
Editor-in-Chief






**20.**  
Interview: Graeme Barnett,  
Exhibition Director of EIBTM  
**EIBTM—KEEP  
DELIVERING AN  
EXHIBITION THAT  
EXCEEDS BUSINESS  
EXPECTATIONS**



**27.**  
Cover story:  
**ROLE OF SEMINARS  
AND CONGRESSES IN  
THE MEDICAL AND  
PHARMACEUTICAL  
SECTORS**



**42.**  
Research:  
**MEDICAL AND  
PHARMACEUTICAL  
SECTOR AS BUYERS  
IN MEETINGS  
INDUSTRY**



**60.**  
Destination:  
**VRŠAC –  
A TOWN – MUSEUM  
SURROUNDED BY  
VINEYARDS**



**88.**  
Interesting:  
**THE ART  
OF JOY –  
CHOCOLATE**



**100.**  
Interview: Prof. dr. sc. Davor Miličić,  
President of the Croatian Society of  
Cardiology  
**THE CONGRESS MUST  
REPRESENT A STRONG  
BOND OF THE CROATIAN  
CARDIOLOGY WITH THE  
TOP ACHIEVEMENTS...**

News and events ..... 9  
New and improved ..... 16  
Interview: Graeme Barnett, Exhibition Director of EIBTM: Keep delivering an exhibition that exceeds business expectations ..... 20  
Hotel: Elitte Palić - Tourist Tradition in Palić ..... 23  
Cover story: Role of Seminars and Congresses in the Medical and Pharmaceutical Sectors ..... 27  
Hotel Splendid Conference & SPA Resort: Center of Montenegrin business tourism ... 31  
Cover story: Regional Medical and Pharmaceutical Associations ..... 32  
Statistics: CEIR Index: Government / Nonprofit and Medical Meetings Outperform Other Sectors ..... 36  
Research: Medical and Pharmaceutical Sector as Buyers in Meetings Industry ..... 42

Medical tourism: Every Tourism Destination can become a Health Tourism Destination ..... 47  
Practice: Bon Voyage Agency – Both pleasure and business ..... 51  
Cover story: The biggest World Healthcare congresses in 2010 ..... 52  
Cover story: Healthcare Congresses in SEE Region ..... 55  
Destination: Vršac – a town – museum surrounded by vineyards ..... 60  
Destination: The Villa Breg Hotel – Unique pleasure and comfort for business and leisure ..... 62  
Destination: Motel Vetrenjaca – Charm of the Banat plain ..... 63  
Cover story: 2010 Perinatal Medicine Congress ..... 65  
Hotel: Le Meridien Lav, Split ..... 68  
Report: IMEX 2010 ..... 71

Industry: PR Role in Organizations ..... 76  
Lifestyle: Spa Centre Lago di Spa ..... 80  
Industry: South Africa knows how it's done ..... 82  
The Bunčić Hotel: Ideal mixture of the traditional and the contemporary ..... 84  
Interesting: The art of joy – Chocolate ..... 88  
Industry: The IAPCO Wolfsberg Seminar .... 92  
Event management: 8<sup>th</sup> Congress of the Croatian Society of Cardiology ..... 96  
Interview: Prof. dr. sc. Davor Miličić, President of the Croatian Society of Cardiology: The congress must represent a strong bond of the Croatian Cardiology with the top achievements in European and World Cardiology ..... 100  
Education and Industry together: EIAT Conference ..... 105  
Term dictionary ..... 107  
Interesting news ..... 110



## WIZZ AIR OTVARA BAZU U BEOGRADU



Wizz Air, najveća niskotarifna avio-kompanija Centralne i Istočne Evrope, saopštila je da će u aprilu 2011. godine uspostaviti svoju novu, 13. po redu, bazu u Beogradu. Na beogradskom aerodromu će

biti stacioniran novi avion ove kompanije tipa Airbus A320. Istovremeno, Wizz Air uspostavlja 5 novih linija iz Beograda prema Rimu, Malmeu, Stokholmu (aerodrom Skavsta), Ajndhovenu i Minhenu (aerodrom Memingen), pored već postojećih letova ka Londonu i Dortmundu.

## MEĐUNARODNI KONGRES O REGIONALNOJ SARADNJI NA PODRUČJU TURIZMA JUGOISTOČNE EVROPE

Na završenom 1. Međunarodnom kongresu o regionalnoj saradnji u oblasti turizma Jugoistočne Evrope, održanom u Portorožu, od 11. do 13. juna 2010. god., u organizaciji



kompanije Športni turizem Portorož i SACEN Internacionala, potpisan je i prvi međunarodni i to tripartitni sporazum u oblasti turizma. Izražavajući spremnost da, u skladu s lajt motivom kongresa, doprinesu stvaranju nove turističke destinacije – Jugoistočna Evropa, rektor skopskog Univerziteta za turizam i menadžment prof. dr Ace Milenovski, Mladen Sredojević, direktor kompanije Športni turizem Portorož, i Dragan Gligorijević, predsednik SACEN Internacionala, potpisali su jedinstveni Sporazum o naučnoj, obrazovnoj i saradnji u oblasti razmene studenata, kao temelj dugoročne i uspešne kooperacije u regionu u oblasti turizma.

Tako su potpisnici ovog sporazuma, uključujući i sve učesnike Kongresa okupljenih iz većine zemalja ex Jugoslavije, pomerili fokus sa nekadašnje priče o zajedništvu na novu, svima prihvatljiviju, priču o ravnopravnoj saradnji u interesu čitavog turističkog regiona.

## NOVAC ZA MALIŠANE SIGURNE KUĆE - PROMOCIJA KNJIGE „PRODAJNI RING“

Promocija nove knjige D.R. Gilberta, „Prodajni ring“, zamišljena je kao svojevrsan događaj kojem će prisustvovati veliki broj poslovnih partnera i prijatelja DR Gilbert centra, uspešnih ljudi iz sveta biznisa. Manifestacija je održana u foajeu velike sale UK Vuk Karadžić, ul. Bulevar kralja Aleksandra 77a, 28.09.2010.god.



Promocija je bila humanitarnog karaktera i svi gosti su imali priliku da kupe knjige

D.R. Gilberta, a sav prihod je poklonjen deci Sigurne kuće u Beogradu. Prilikom kupovine bilo koje knjige D.R. Gilberta gosti su dobijali nagradne kupone a na promociji su izvlačene vredne nagrade za koje su se pobrinuli mnogobrojni sponzori. Zvanični deo programa vodila je Nataša Miljković (RTS - Emisija „Ključ“ i Jutarnji program), a gostima su se obratili izdavač knjige - „Čarobna knjiga“, recenzent knjige - g. Dragan Trivan, potpredsednik Privredne Komore Beograda, autor knjige - Dragiša Ristovski i gđa. Vesna Stanojević - koordinator Sigurne kuće. Prisutni su imali priliku da degustiraju nove brendove čokolade, vina i kafe, uživaju u koktelu i zakusci, kao i zvucima kubanske muzike.

## SKROVITO MESTO - OSTROV SVETI NIKOLA



Pored prefinjenih i blistavih mediteranskih gradova, Mediteran još uvek krije netaknuta skrovišta. Ostrvo Sveti Nikola, najveće ostrvo u Crnoj Gori, bilo je baza jedne motivacijske grupe agencije Talas-M iz

Budve. Samo je nekoliko minuta udaljeno od turističkog metropolisa, Budve, poprilično je divlje i manje uređeno od mnogih ostrva i stičete utisak da ste na u nekom totalno drugom svetu. DJ i koktel-zabave na privatnom delu ostrva su upotpunjene živom muzikom, šouom barmena i nastupom trbušnih plesačica. Četiri tima se takmičilo u različitim disciplinama kao što su gađanje tortama, borbe sa puškama na vodu, ogromni tvister, banana i ringo-ride, trampolina na vodi i penjanje na ledeni breg. Nakon aktivnog dana, svi učesnici su dobili kao nagradu za večeru izvrsni roštilj i prijatne koktele na plaži uz zalazak sunca na Budvanskoj rivijeri.

## SAJAM MODE 2010-ISTANBUL- CENTAR MODE, 26 – 28 AVGUST 2010



Istanbul koji je svojim strateškim položajem postao privlačno tržište za sektor mode nastavlja da svakim danom sve više privlači pažnju. Pozivanjem na hiljade stranih kupaca u Istanbul, Fashion Fair doprinosi naporima Turske da se priključi vodećim zemljama modne industrije.

Istanbul Fashion Fair koji je sa nestrpljenjem očekivao sektor mode, održan je od 26. do 28. avgusta 2010. godine u Sajamskom centru CNR EXPO.

Istanbul Fashion Fair je spojio na stotine svetskih marki iz konfekcijskog sektora sa potrošačkim grupama koje dolaze sa sve četiri strane sveta i još jednom, predvođeci sezone trendove, stvorio jednu uticajnu privrednu platformu.

## 50. OHRIDSKI LETNJI FESTIVAL, 12.7 – 20.8.2010.



U proteklih 50 godina, Ohridski letnji festival se afirmisao kao jedna od najvažnijih kulturnih manifestacija u Republici Makedoniji. Pored toga, festi-

val je uspeo i da održi korak sa evropskim i svetskim kulturnim tokovima, sloveći za jedan od privilegovanih i najvažnijih festivala na svetu. Ove godine, idući u susret svom velikom jubileju – pedesetogodišnjici postojanja, Ohridsko leto odlučnim koracima i s ponosom obeležava put ka cilju, a to je organizacija i realizacija najkvalitetnijeg izdanja do sad.

## FILMSKI FESTIVAL NA PALIĆU, 17.07 -23.07.2010.

U sastavu žirija 17. Festivala evropskog filma Palić koji je u okviru glavnog Takmičarskog programa dodelio Zlatni toranj – nagradu za najbolji film, Palićki toranj - za najbolju režiju, kao i Specijalnu nagradu žirija, našla se direktorka Odeljenja za promociju igranog filma Jana Puskala iz Finske, pozorišna, televizijska i filmska glumica Iva Krajnc iz Slovenije, filmski kritičar Hans Christian Leitich iz Beča, reditelj Eran Kolirin iz Izraela i Vladimir Paskaljević režiser iz Beograda. Najboljim filmovima u okviru glavnog Takmičarskog programa su dodeljene nagrade - Zlatni toranj za najbolji film, Palićki toranj za najbolju režiju i Specijalna nagrada žirija. Međunarodni žiri kritike dodelio je Tolerance Award za najbolji film iz programa Paralele i sudari, a selekcija Mladi duh Evrope je nagradila evropskog filmskog stvaraoca nagradom ERSTE Underground Spirit.



## U BUDVI IZLOŽBA LUKSUZNIH JAHTI „FERRETTI GRUPE“



Revija najnovijih modela jahti italijanskog proizvođača „Feretti grupe“ održana je 29. jula 2010. u Budvi, na potezu od Starog grada do hotela „Avala“. Budva je izgledajala kao Porto Cervo na Sardiniji, jer su ovim potezom prodefilovale po Jadranskom moru lepote svetskog glasa: „peršing“, „riva“, „fereti“ i „itama“. Predvodnica, mega jahta CRN, dugačka 60 metara ostavljena je za kraj, da izmami uzdahe. Posetioci su mogli i da provozaju sve jahte sa revije, ali i uživaju u društvu lepih devojaka koje obavezno idu uz jahte. Organizator revije jahti TO Budva i Menijaht, priredili su za goste svečani koktel uz muziku jednog od najpoznatijih italijanskih pevača Am Bana Karisija.

## 43. MEĐUNARODNI SAJAM TURIZMA U NOVOM SADU, 28. 9. – 1.10.2010.



Međunarodni sajam turizma, svojim izložbenim delom, te bogatim pratećim stručnim programom, kao i zabavnim aktivnostima za široku publiku, važan je marketinški alat za sveobuhvatno predstavljanje turističkih destinacija i usluga.

U isto vreme, organizuju se sajmovi hrane i pića i opreme za ugostiteljstvo, kao i sajmovi LORIST, čime se objedinjuju tematski srodne sajamske priredbe posvećene prirodi i čoveku. Konceptija Sajma turizma u Novom Sadu, doprinela je afirmaciji te priredbe kao najpoznatijem mestu koje promovise banje i klimatske centre u zemlji, zimsku turističku ponudu i zemlje i regiona, ali i novogodišnje aranžmane.

Poslednjih godina aktivno učešće na Sajmu imaju i turističke organizacije gradova i opština, manifestacije koje organizuju, ali i strukovna okupljanja namenjena poslenicima u turizmu i ugostiteljstvu.

## 5. SVETSKO JUNIORSKO PADOBRANSKO PRVENSTVO I 31. SVETSKO PADOBRANSKO PRVENSTVO PADOBRANSKE KOMISIJE SVETSKE VAZDUHOPLOVNE ORGANIZACIJE (FAI), 28.8 - 4.9.2010. – NIKŠIĆ

Ekskluzivno u 2010. godini, FAI je izabrao Crnu Goru za 31. svetsko padobransko prvenstvo. U organizaciji Vazduhoplovnog saveza Crne Gore događaj je prenosio nacionalni javni servis Crne Gore, zatim Euronews, a kao prilog i Airsports World (koji se prati u 300 miliona domova širom sveta preko kanala kao što su Sky Sports i ESPN). Skok na cilj predstavlja jednu od najstarijih padobranskih disciplina u kojoj padobranci pokušavaju da se prizemlje na određenu metu što je bliže moguće.

Slobodni pad je još jedna od disciplina, u kojoj padobranci nastoje da izvedu komplet unapred određenih figura u vazduhu kao što su salto napred i nazad (petlje), zaokreti i obrti za najkraće moguće vreme. Takmičarima se meri vreme za koje izvedu komplet manevara. Kazneno vreme se dodaje na rezultat takmičaru kod nepotpunih ili nepravilnih manevara, a pobednik je takmičar sa najkraćim vremenom.





## XII MEĐUNARODNI GASTRO WINE FEST JUGOISTOČNE EVROPE «VINOASTRO FEST»



Cilj organizatora manifestacije «VINOASTRO FEST» je da okupi profesionalce iz sveta ugostiteljstva i vina, da podstakne i ohrabri kulinare, restorateri i menadžere ugostiteljsko-turističkih objekata, da prihvate izazov novog vremena, da usvoje novine koje pridonose podizanju kvaliteta proizvoda, boljoj radnoj efikasnosti i profitabilnosti i da spremno dočekaju zahteve gosta u vremenu koje dolazi. Ovo je prodajna izložba, kruna svih manifestacija posvećenih vinu. Posebna atrakcija manifestacije, koja će biti održana 12. oktobra u Hotelu Continental, Beograd, biće BE-RZA VINA koja može pomoći ugostiteljima u izboru i sastavljanju karte vina. Ovoj jedinstvenoj stručno – privrednoj manifestaciji prisustvovaće veliki broj kulinaru, restorateri i menadžera hotela – restorana iz Srbije, Crne Gore, zemalja Jugoistočne Evrope i Mediterana, kao i izlagača hrane, vina kao i opreme za ugostiteljstvo.

objekata, da prihvate izazov novog vremena, da usvoje novine koje pridonose podizanju kvaliteta proizvoda, boljoj radnoj efikasnosti i profitabilnosti i da spremno dočekaju zahteve gosta u vremenu koje dolazi. Ovo je prodajna izložba, kruna svih manifestacija posvećenih vinu. Posebna atrakcija manifestacije, koja će biti održana 12. oktobra u Hotelu Continental, Beograd, biće BE-RZA VINA koja može pomoći ugostiteljima u izboru i sastavljanju karte vina. Ovoj jedinstvenoj stručno – privrednoj manifestaciji prisustvovaće veliki broj kulinaru, restorateri i menadžera hotela – restorana iz Srbije, Crne Gore, zemalja Jugoistočne Evrope i Mediterana, kao i izlagača hrane, vina kao i opreme za ugostiteljstvo.

## BTC 2010. – SAJAM KONGRESNOG TURIZMA U ITALIJI, 1. I 2. JULA

26. BTC, sajam kongresnog turizma u Italiji, održan je 1. i 2. jula u sajamskom centru Fiera di Rimini, nudeći dva dana poslovnog, obrazovnog i profesionalnog umrežavanja.

Svake godine, na BTC-u se okupljaju zainteresovane strane iz italijanskog i međunarodnog kongresnog turizma da bi saznale koji su to najnoviji trendovi na tržištu i dobile mogućnost da se upoznaju sa novim destinacijama, hotelima, lokacijama, tehnologijama i profesionalcima koji mogu da pruže stručnu i originalnu podršku događajima.

BTC traje dva dana, sa zgusnutim rasporedom poslovnih sastanaka, edukacije, umrežavanja i predstavljanja inovativnih rešenja, uz mogućnosti neformalnog upoznavanja kolega, klijenata i dobavljača. Najveći broj izlagača je došao iz Italije, ali i iz drugih zemalja, kao što su San Marino, Austrija, Španija, Švajcarska, Velika Britanija, Srbija.



## AMERIČKO TURISTIČKO DRUŠTVO POČINJE SA REGISTRACIJOM ZA GODIŠNJU JESENJU KONFERENCIJU NA KOSOVU KRAJEM OKTOBRA 2010.



Američko turističko društvo (ATS) organizuje Godišnju jesenju konferenciju 2010. na Kosovu, od 25-29. oktobra 2010. godine.

Na Jesenjoj konferenciji, ATS će predstaviti tri najveća grada na Kosovu - Prištinu, glavni grad i mesto uvodnih sastanaka; Peć, verovatno najživopisniji grad, a i mesto ovogodišnjih programa ATS Tourism College (Turistički koledž ATS-a) i ATS Tourism Cares (Turizam kao podrška ATS-a); i Prizren, koji pruža

eklektički spoj albanskog, otomanskog i srpskog kulturnog nasleđa. Na rasporedu je i fakultativni obilazak susedne Albanije po završetku konferencije od 29-31. oktobra.

Jan Rudomina, potpredsednik ATS i član izvršnog odbora, koji predsedava Jesenjom konferencijom ATS 2010., izjavio je: "Kosovo kao turistička destinacija predstavlja jedan od savršenih primera misije ATS: „Predstavljanje destinacija budućnosti“.

Trenutak za održavanje konferencije ATS ne može biti bolji. Pošto je ovaj region tek na početku razvoja održive turističke politike, konferencija će biti od koristi lokalnim zajednicama, kao i očuvanju kulturnih tradicija."

Za dodatne informacije posetite [www.AmericanTourismSociety.org](http://www.AmericanTourismSociety.org)

## CROATIA SAMIT U DUBROVNIKU ODRŽAN PETU GODINU ZA REDOM

U Dubrovniku 9.-10. jula se održao dvodnevni Croatia summit na kome su prisustvovali lideri zemalja regije, više evropskih premijera i šefova diplomatija. Glavna tema sastanka bila je Jugoistočna Evropa u



suočavanju sa globalnih izazovima, s posebnim fokusom na integraciju regije u evroatlantske strukture. U radu skupa učestvovali su svi čelnici država iz regije, osim predstavnika Srbije zbog, kako se nezvanično navodi, najavljenog dolaska premijera Kosova Hašima Tačija i ministra spoljnih poslova Skendera Hisenijija.

## SARAJEVO FILM FESTIVAL, OD 23. DO 31. JULA 2010.



Sarajevo Film Festival svake godine predstavlja široki izbor filmova kako u takmičarskim tako i u netakmičarskim programima. Program je akreditovan od strane FIAPF-a i pruža uvid u najnoviju filmsku produkciju regiona.

Okosnica programa je na filmovima iz regiona Jugoistočne Evrope (Albanija, Austrija, Bosna i Hercegovina, Bugarska, Hrvatska, Kipar, Grčka, Mađarska, Makedonija, Malta, Crna Gora, Rumunija, Srbija, Slovenija, Turska i UNMI Kosovo) i na autorima kojima Festival pruža šansu izlaska na svetsko tržište, ali i predstavljanje novih i inovativnih filmova visoke umetničke vrednosti iz celog sveta.

## 16. AVANTURISTIČKA TRKA NORTHERN CHALLENGE, MOJKOVAC, 17. JUL 2010. GODINE



Avanturistička trka se često opisuje kao sport koji će vam najbolje pokazati vašu fizičku i mentalnu izdržljivost. Avanturistička trka „Northern Challenge“ se održala na teritoriji opštine Mojkovac i okupila je brojne timove, kako iz Crne Gore, tako i šire. Trka se sastojala iz 48km duge staze, koja obuhvata vožnju kajacima po brzacima, takozvani tirolski prelaz preko drugog po dubini svetskog kanjona (kanjon Tare, zaštićen od strane UNESCO-a), nakon čega je usledila naporna etapa trčanja (sa usponom od 800 m), a zatim 35 km etape vožnje bicikla i orjentisanja na širokoj visoravni koja spaja kanjon Tare sa Nacionalnim Parkom Biogradska Gora.

## IZBOR ZA MIS CRNE GORE U AQUA PARKU HOTELA “MEDITERAN” U BEČIĆIMA

U aqua parku hotela “Mediteran” u Bečićima, 15. avgusta se održao zvanični izbor za Mis Crne Gore. Agencija SENS svake godine organizuje izbor za Mis Crne Gore pod licencom MISS YU kompanije, koja obezbeđuje prohodnost na najvećim svetskim takmičenjima, kao što su MISS WORLD, MISS UNIVERSE, MISS EUROPE... Nakon finalnog kastinga koji je održan 05. avgusta u hotelu Mediteran u Bečićima, odabrano je 15 finalistkinja koje su imale pripreme u pomenutom hotelu sa mogućnošću uživanja u svim njegovim čarima. Ekskluzivno se na finalnoj večeri pojavio kreator Bata Spasojević sa najnovijom kolekcijom, čije kreacije su nosile finalistkinje. Takođe crnogorska publika je imala čast da vidi i kreacije Marije Sabić, koja kreira svečane haljine predstavnice na svetskim takmičenjima. Uz sve navedeno bogat muzički program je pratio ceo događaj.



## BAŠČARŠIJSKE NOĆI, 1. - 31. JUL 2010.

“Bašćaršijske noći” su najveća kulturna manifestacija, odnosno letnji festival kulture, u Sarajevu i Bosni i Hercegovini. Održavaju se svake godine od 1. - 31. jula na Centralnoj pozornici na platou preko puta zgrade Većnice, kao i na raznim drugim otvorenim pozornicama u Sarajevu. Prirodno, najveći deo programa se održava u starom delu grada – Bašćaršiji, prepunoj kulturno-istorijskih spomenika. Zahvaljujući visokom kvalitetu programa, atraktivnim otvorenim prostorima i besplatnom ulazu, svi programi beleže veliku posećenost. Tokom mesec dana održi se 40-50 raznih kulturnih programa koje poseti cca 150.000 posetilaca. Programi su raznovrsni: Opera, balet, pozorišne predstave, rock koncerti, sevdalinke, likovne izložbe, književne večeri, programi za decu, koncerti, ozbiljne i zabavne muzike, filmske predstave, folklor...



## I.A.A.F – MEĐUNARODNI ATLETSKI MITING

IAAF World Challenge Zagreb 2010, poznat u celom svetu, održan je 1. septembra na tradicionalnom mestu u Sportskom parku Mladost, gde su se takmičili najbolji svetski atletičari. Mitingu je pripala posebna čast da ugosti i finalno takmičenje muškog Hammer Challengea što znači da su se u Zagrebu okupili najbolji bacači kladiva na svetu.





### WIZZ AIR TO OPEN BELGRADE BASE

Wizz Air, the major CEE low-cost airliner, announced the opening of its 13th in a row base in Belgrade in April 2011. The Belgrade airport will host a company's new aircraft, Airbus A320.



At the same time, Wizz Air will introduce 5 new routes from Belgrade to Rome, Malmo, Stockholm (Skavsta airport), Eindhoven and Munich (Memmingen airport) in addition to the current flights to London and Dortmund.

### THE INTERNATIONAL CONGRESS ON THE REGIONAL TOURISM COOPERATION IN SOUTHEAST EUROPE



After the 1<sup>st</sup> International Congress on the Regional Tourism Cooperation in Southeast Europe, held in Portorož, from 11-13<sup>th</sup> June 2010, and organized by the company Športni turizem Po-

rtorož and SACEN Internacional, the first international tri-partite agreement in the field of tourism was signed. Expressing their readiness to contribute, in line with the leitmotif of the congress, to creating a new tourist destination – Southeast Europe, President of the Skopje University of Tourism and Management, Professor Ace Milenovski, PhD, then Mladen Sredojević, CEO of Športni turizem Portorož, and Dragan Gligorijević, President of SACEN Internacional, signed a single Agreement on Scientific, Education and Student Exchange Cooperation, as the corner-stone of a long-term and successful regional cooperation in tourism.

That is how the agreement signers, including all attendants at the Congress gathered from most former Yugoslav countries, shifted the focus from the once story about unity to a new story acceptable to all about the equal cooperation in the interest of the entire tourist region.

### MONEY FOR THE SAFE HOUSE CHILDREN - "SALES RING" BOOK PRESENTATION

The book presentation for D.R. Gilbert's new piece Sales Ring has been conceived as an event gathering a large number of business partners and friends of DR Gilbert Centre, the successful people in the business world. The event took place in the big hall crush



room at the Cultural Venue Vuk Karadžić, Bulevar kralja Aleksandra 77a, on 28th September 2010. The presentation is humanitarian and all guests were able to buy D.R. Gilbert's books, and all earnings gone to the children of the Belgrade Safe House. By buying any D.R. Gilbert's book, the guests received prize coupons, and there was a drawing of valuable prizes at the presentation, the courtesy of numerous sponsors. The official part of programme was hosted by Nataša Miljković (shows: Ključ (The Key), and Jutarnji program (Morning Show) on RTS – The Serbian National Broadcaster), and the guests were addressed by the book publisher - Čarobna knjiga (Magical Book), Consulting Editor - Mr Dragan Trivan, Vice - President of the Belgrade Chamber of Commerce, the book author - Dragiša Ristovski and Mrs Vesna Stanojević – Safe House Coordinator. The guest had a chance to taste new chocolate, wine and coffee brands, to enjoy the cocktails and snacks to the sounds of Cuban music.

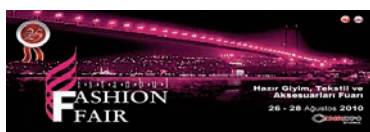
### A PLACE TO HIDE AWAY - ST NIKOLA'S ISLAND



Apart from the sophisticated flashy Mediterranean cities, Mediterranean region still hides some unspoiled hideaway areas. St Nikola's Island the biggest island in Montenegro, was a base for last incentive group of agency Talas-M from Budva. Few minutes away

from tourist metropolis of Budva, quite wild and less developed than many islands it feels like you're a world apart. DJ and cocktail party at the privatized part of the island was enhanced by the live music band, bartenders show and belly dance performance. Four teams were competing in different disciplines such as cake throwing, water guns contest, giant twister games, banana and ringo riding, water trampoline and Iceberg climbing. After a dynamic day all the participants were rewarded with delicious BBQ dinner and cool cocktails on the beach enlightened by the sunset over Budva Riviera.

### ISTANBUL FASHION FAIR 2010-FASHION CENTRE, 26 – 28 AUGUST 2010



Istanbul, which due to its strategic position has become an attractive market for the fashion sector, continues to draw more and more attention every day. Inviting thousands of international buyers to Istanbul, Fashion Fair contributes to Turkey's efforts to catch up with the leading fashion industry countries.

Istanbul Fashion Fair, long-awaited by the fashion sector, was held in the Fair Centre CNR EXPO from 26-28th August 2010. Istanbul Fashion Fair joined hundreds of the world's fashion labels with the consumer groups coming from all four corners of the world and has once again, by leading the seasonal trends, created an influential economic platform.

**50<sup>th</sup> OHRID SUMMER FESTIVAL  
12.7 – 20.8.2010.**

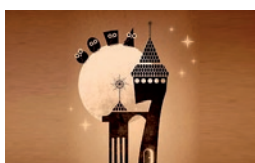


Through the past 50 years The Ohrid Summer Festival gained its affirmation as one of the most important cultural manifestations in the Republic of Macedonia.

Alongside with that, it succeeded in keeping the pace with the European and global cultural flow, reckoning among the privileged and most important festivals in the world. This year, encountering its great jubilee 50 years of existence, Ohrid Summer with firm steps and dignity is marking its way to its goal which is - accomplishing and realization of the most qualitative edition.

**PALIĆ FILM FESTIVAL, 17-23 JULY 2010**

The jury of the 17<sup>th</sup> European Film Festival in Palić, which within the Official Selection awarded Golden Tower for the best film, Palić Tower for the best director, and Special Award



of the Jury, included Ms Jaana Puskala, Head of Feature Film Promotion, Finland, Ms Iva Krajnc, a Slovene theatre, TV and film actress, then Mr Hans Christian Leitich, a film critique from Vienna, Mr Eran Kolirin, a director from Israel and Mr Vladimir Paskaljević, a director from Belgrade. The best films within the Official Selection were awarded Golden Tower for the best film, Palić Tower for the best director and Special Award of the Jury. The international critics' jury presented Tolerance Award for the best film in Parallels and Encounters Selection, and Young Spirit of Europe Selection presented the ERSTE Underground Spirit award to a European film-maker.

**FERRETTI GROUP LUXURY YACHT EXPO IN BUDVA**

The latest yacht model show by the Italian maker Ferretti Group was held in Budva at the area from the Old Town to Hotel Avala on 29<sup>th</sup> July 2010. Budva resembled Porto Cervo



in Sardinia as this area witnessed the Adriatic Sea pageant of some world-class beauties such as: Pershing, Riva, Ferretti and Itama. The flagship, a 60-meter long mega-yacht CRN, was left for the very end to entice sighs of awe. Not only could the visitors try sailing all yachts in the show, but they could also enjoy the company of beautiful ladies who always come with yachts. The show organizers, TO Budva and Menijaht, arranged a cocktail party for the guests to the music of one of the most famous Italian singers, Al Bano Carrisi.

**43<sup>rd</sup> INTERNATIONAL TOURISM FAIR  
IN NOVI SAD, 28 SEP – 1 OCT**



The International Tourism Fair, with its exhibit area and diversified specialist follow-up programme and the wide-audience entertainment is an important marketing tool for a comprehensive presentation of tourist

destinations and services. At the same time, there are food and drink fairs and HORECA equipment fairs, as well as LORIST fairs, complementing the related theme shows dedicated to the nature and man. The concept of the Tourism Fair in Novi Sad has contributed to establishing the event as the best-known venue for promoting spas and climate centres in the country, the winter tourist offer of the country and region, and the New Year's packages too. For the past several years, the Fair has also featured an active involvement of the tourist organizations of cities and municipalities, and the specialist meetings intended for the tourism and hospitality professionals.

**5<sup>th</sup> FAI JUNIOR WORLD STYLE & ACCURACY PARACHUTING CHAMPIONSHIPS AND 31<sup>ST</sup> FAI WORLD STYLE AND ACCURACY PARACHUTING CHAMPIONSHIP, 28 AUG DO 04 SEP – NIKŠIĆ**

Exclusive for 2010 the 31<sup>st</sup> FAI World Parachuting Championships have selected Montenegro as their destination for the annual skydiving competition. Organized by the Aeronautical Association of Montenegro the event was carried nationally on TV in Montenegro, on Euronews, and as a feature in Airsports World (which is available in 300 million homes worldwide via channels like Sky Sports and ESPN).

Accuracy Landing is one of the oldest skydiving disciplines, in which skydivers attempt to land as closely as possible to a pre-determined target. Freefall Style is another skydiving discipline, in which skydivers aim to perform a predefined series of aerial maneuvers including front and back flips (loops), turns, and rolls in the least amount of time. Competitors are timed for the length they take to perform the series of maneuvers. Penalty time is added to a competitor's score for incomplete or incorrect maneuvers, and the competitor with the lowest time wins.





### 12<sup>th</sup> INTERNATIONAL SEE GASTRO WINE FEST (VINOASTRO FEST)



The goal of the VINOASTRO FEST event organizer is to gather the hospitality industry and wine professionals, to incite and encourage culinary and restaurant professionals as well as the hospitality

and tourist property managers to tackle with the challenges of the new era, to adopt the innovations adding to higher product quality, better performance and profitability and to readily meet the client requirements in times ahead. This is a selling exhibition, the crown of all wine-related events. A special attraction to be held in Hotel Continental, Belgrade, on 12<sup>th</sup> October will be WINE EXCHANGE which can assist the hospitality professionals to make their choice for a wine card. This one-of-the-kind specialist and economic event will be attended by a large number of culinary and restaurant professionals and hotel/restaurant managers from Serbia, Montenegro, SEE and Mediterranean countries, and food & wine exhibitors and hospitality equipment exhibitors too.

### BTC 2010 1-2 JULY - THE MEETING AND EVENT INDUSTRY EXHIBITION IN ITALY

The 26<sup>th</sup> BTC, the Italian trade show for the meetings, events, conferences, incentive travel and business tourism industry, was held from 1-2<sup>nd</sup> July at the Fiera di Rimini Exhibition Centre, for two



days of business, education and professional networking. Every year BTC brings together the stakeholders of the Italian and international meetings industry to update them with the latest trends in the market and give them the opportunity to get to know new destinations, hotels, venues, technologies and professionals able to provide expert and original support for events. BTC runs over two days, packed with business meetings, education, networking and the showcasing of innovative solutions, with informal opportunities to meet colleagues, customers and suppliers. The most exhibitors were from Italy, but there are other countries, such as San Marino, Austria, Spain, Switzerland, Great Britain, Serbia.

### AMERICAN TOURISM SOCIETY OPENS REGISTRATION FOR ITS ANNUAL FALL CONFERENCE IN KOSOVO AT THE END OF OCTOBER 2010

The American Tourism Society (ATS) organizes its Fall 2010 Annual Conference in Kosovo, October 25-29 2010.

The ATS Fall Conference will showcase three of Kosovo's largest cities - Pristina, the capital and venue for the opening meetings; Peja, perhaps the nation's most picturesque city and the location for this year's ATS Tourism College and ATS Tourism Cares programs; and Prizren, offering an eclectic mix of Albanian, Ottoman, and Serbian cultural heritage. An optional post-conference tour to the neighboring nation of Albania will follow from October 29-31.

Jan Rudomina, ATS vice president and member of the executive committee, who is the ATS 2010 Fall Conference chair, said: "Kosovo as a tourist destination is a perfect example of the ATS mission, Presenting Tomorrow's Destinations.

The timing for the ATS conference could not be better. As the region is on the cusp of development, the ATS meeting has a unique opportunity to make a positive contribution to the development of a sustainable tourism policy that will benefit the local communities as well as preserve the cultural traditions." More information on [www.AmericanTourismSociety.org](http://www.AmericanTourismSociety.org)



### CROATIA SUMMIT IN DUBROVNIK FOR THE FIFTH TIME IN A ROW



From 9-10<sup>th</sup> July, a two-day Croatia Summit took place which was attended by the regional heads of states, several European Prime Ministers and Foreign Ministers. The main topic in the meeting was Southeast Europe facing the global challenges, with focus on the integration of the region into Euro-Atlantic structures.

The summit was attended by all the regional heads of states, except Serbia's representatives reportedly due to the announced arrival of the Kosovo Prime Minister, Hashim Taci and Foreign Minister, Skender Hyseni.

### SARAJEVO FILM FESTIVAL, 23-31 JULY 2010



Every year, Sarajevo Film Festival presents a wide range of films in the official selection and unofficial programme. The programme is FIAPF-accredited and gives an insight into the latest regional film production. The programme pillars are the SEE films (Albania, Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Greece,

Hungary, Macedonia, Malta, Montenegro, Romania, Serbia, Slovenia, Turkey and UNMIK Kosovo) and the authors to whom the Festival gives the breakthrough chance for the global market, but it also gives a chance to present new and innovative films of high artistic value from around the world.



**NORTHERN CHALLENGE  
ADVENTURE RACE, MOJKOVAC,  
17 JULY 2010**



An adventure race is often described as the sport which best demonstrates your physical and mental stamina. The Northern Challenge Adventure Race was held in the territory of the municipality of Mojkovac gathering numerous teams from Montenegro and beyond. The race covered a 48 km-long route, including the kayaking along rapids, the so-called Tyrol crossing over the world's second-deepest canyon (the Tara canyon, protected by the UNESCO), followed by the gruelling running stage (incl. 800 m uphill), and then 35 km cycling stage over the vast plateau connecting the Tara Canyon with the National Park Biogradska Gora.

**MISS MONTENEGRO BEAUTY  
PAGEANT AT HOTEL MEDITERAN  
AQUA PARK, BEČIĆI**



On 15<sup>th</sup> August, the official Miss Montenegro Beauty Pageant was held at the Hotel Mediteran Aqua Park, Bečići. Every year, SENS Agency organizes Miss Montenegro contest under the MISS YU Company licence, providing the ticket to the world's major contests such as MISS WORLD, MISS UNIVERSE, MISS EUROPE... Following the final casting taking place in Hotel Mediteran, Bečići, on 5th August, 15 finalists have been selected who were getting prepared at the hotel where they could enjoy its full benefits. The courtesy of the night of finals was the designer, Bata Spasojević, with his latest line worn by the finalists. Another treat for the Montenegrin audience was the designs by Marija Sabić, designing evening gowns for the contesters in the world pageants. The entire event was featured by an abundant music programme.

**BAŠČARŠIJA NIGHTS,  
1-31 JULY 2010**



Baščaršija Nights are the major cultural event, that is, the major summer cultural festival in Sarajevo and Bosnia and Herzegovina. It takes place every year from 1-31<sup>st</sup> July in the Central Stage at the plateau across the Town Hall building and various other open-air stages in Sarajevo. Naturally, the major part of the programme runs in the old part of town – Baščaršija, brimming with cultural and historic monuments. Owing to a high-quality programme, attractive open-air venues and free admission, all programmes recorded high attendance.



During the month, there are 40-50 various cultural programmes running which are visited by around 150,000 people. There is a diversity of programmes: opera, ballet, theatre plays, rock concerts, oriental-style love-songs, visual art exhibitions, literal eves, children programmes, classical and popular music concerts, film screenings, folk dances...

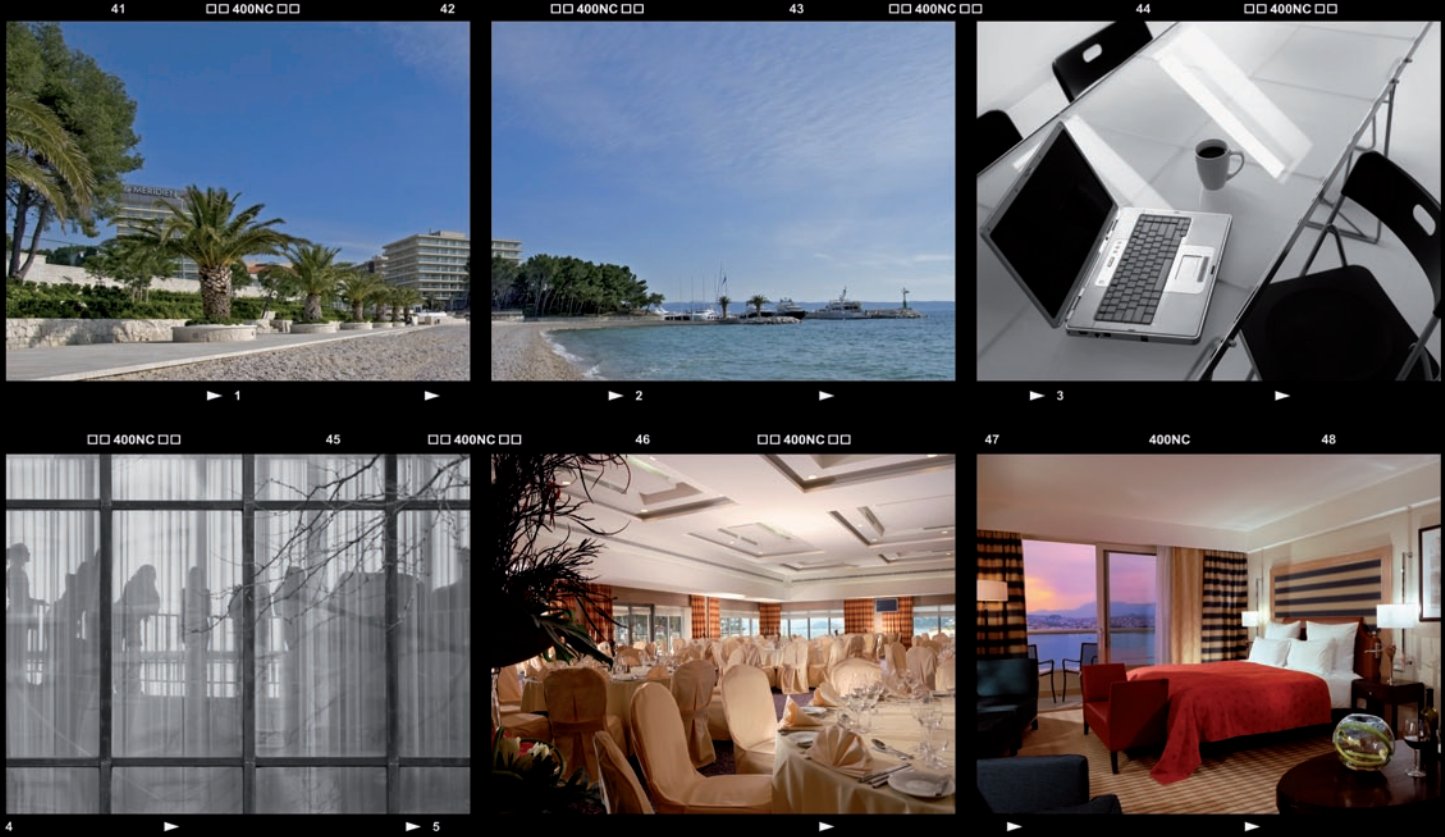
**I.A.A.F –  
INTERNATIONAL  
ATHLETICS EVENT**



On 1<sup>st</sup> September, the world famous IAAF World Challenge Zagreb 2010 was held in the traditional venue – the Sports Park Mladost – where the world's best athletes took part in the competition. The special courtesy of the event was to host the final competition of Men Hammer Challenge gathering the world's top hammer-throwers in Zagreb.



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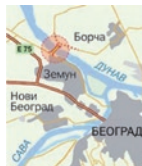
### Zlatibor – novi centar kongresnog turizma Srbije

Zlatibor, jedna od najpoznatijih turističkih destinacija Srbije, obogaćena je za nov / stari multifunkcionalni prostor za održavanje poslovnih skupova. Udruživanjem hotelijera - specijalne bolnice Čigote, hotela Palisada, sportsko rekreativnog centra Wai Tai i hotela Zlatibor MONA, osposobljena je sportska dvorana, u samom centru Zlatibora, koja sada raspolaže sa preko 1.200 stolica u plenarnom radu. Prostor je opremljen konferencijskim stolicama, binom, konferens stolovima, podloga je itison, a ceo ambijent je dekorisan platnom.

Udruženje hotelijera Zlatibora, pored opremanja hale, ima za cilj i promociju Zlatibora kao destinacije za kongresni i sportski turizam, kako za domaće, tako i za strane goste. Prvi rezultati su već vidljivi o čemu govori odlična letnja sezona sportskih priprema, a u najavi su i brojni kongresi. Sledeći korak udruženja je opremanje dvorane novom AV opremom i promocija putem interneta.

### Most prijateljstva

U Beogradu je 14.07. postavljen kamen temeljac za Most prijateljstva preko Dunava. To je prvi infrastrukturni projekat u okviru sporazuma srpske i kineske vlade, koji je potpisan u avgustu prošle godine u Pekingu. Radovi na izgradnji počće sredinom aprila 2011, a rok za izgradnju mosta je tri godine. Most prijateljstva Srbije i Kine će predstavljati istorijski iskorak za Beograd i Srbiju, koja će premošćivanjem najveće evropske reke stvoriti i nove ekonomske mogućnosti.



### Hotel „Tami Residence“ - 4\* za kvalitet!

Hotel "Tami Residence" Niš sa svojim kompleksom, smešten je na jednom od najlepših vidikovaca u starom carskom gradu Nišu. Svojom toplinom i izuzetnom uslugom koja je prožeta južnjačkim šarmom i evropskom elegancijom, veoma brzo ostvario je dobar rejting i zauzeo visoko mesto u kategoriji ugostiteljskih objekata za smeštaj domaćih i stranih gostiju. Odlikuje se posebnim konforom i prelepim ambijentom kao i raznovrsnim specijalitetima kuhinje restorana. Kao potvrda tome je izuzetno zadovoljstvo domaćih i stranih gostiju i sportskih ekipa koji su boravili u velikom broju za veoma kratak period od otvaranja hotela. Sa primenom novog zakona o turizmu i zvaničnim objavljivanjem u Službenom Glasniku Republike Srbije, Ministarstvo ekonomije i regionalnog razvoja kao potvrda kvalitetu u pogledu ispunjenosti standarda za kategorizaciju, dana 23.07.2010. god. svojim rešenjem o kategorizaciji hotela, hotel "Tami Residence" svrstao je u kategoriju hotela sa četiri zvezdice i time potvrdio visok nivo i standard koji hotel pruža gostu u oblasti ugostiteljskih usluga.

### Novoizgrađeni Swimming & Spa kompleks Horizont

Novoizgrađeni Swimming & Spa kompleks Horizont nalazi se na samoj obali Dunava, u neposrednoj blizini Beograda i Novog Sada. Kompleks sadrži pet bazena na otvorenom i pet izdvojenih jacuzzi bazena okruženih prirodom sa 1.100 m<sup>2</sup> vodene površine, sa spektakularnim pogledom na Dunav. U saradnji sa beogradskim "Aqua Pro Group" i "Aqua Arts-akvamarin" izgrađeni su savremeni bazeni sa najnovijom bazenskom tehnikom, po svetskim standardima izgradnje i opreme za kvalitet vode. Sa "Chillout" bazenom, velikim bazenom sa vodenim igrama, dečjim bazenom i dva sportska bazena, Spa & Massage kutkom, kao i velikim terenom za odbojku na pesku i tri letnja bara sa DJ podrškom i "Horizont" predstavlja idealno mesto za celodnevno uživanje, daleko od gužve i gradske vreve. Za svoje posetioce "Horizont" je obezbedio i parking za 250 automobila. U narednim godinama, planira se proširenje kompleksa u okviru koga će biti marina na Dunavu, kao i sportovi na vodi, zatvoreni olimpijski bazen i hotelski kapaciteti sa najsavremenijim wellness i spa programom, kao i dalja ulaganja i organizovanje u okviru kongresnog turizma. Svim svojim posetiocima "Horizont" pruža leto sa dobrim pogledom.



### Otvorena marina Porto Montenegro



Vlasnici i zakupci koji žele da istraže istočni Mediteran sada imaju i novu marinu na raspolaganju, a jedan od projekatata se nada da će uskoro postati rival marinama u Monaku i ostalim popularnim marinama na zapadnom Mediteranu: Porto Montenegro.

Iako je marina već pozelela dobrodošlicu prvim superjahtama prošlog leta (Feadship's Predator se isto tako našla među njima), prateći objekti, kao i obiljni restorani i luksuzne rezidencije koji su deo celokupne strukture, sada su u punoj funkciji.

Nalazi se u Bokokotorskom zalivu u Crnoj Gori, a pored toga što predstavlja i najveću prirodnu luku na Jadranu, Porto Montenegro je i tek nekoliko kilometara udaljena od međunarodnog aerodroma u Tivtu. Projektanti Porto Montenegro su, na svu sreću, uzeli u obzir istorijske elemente arhitekture, ali su ukomponovali i moderne sadržaje kao što su bazeni sa pratećom tehnikom u dvorištima rezidencija. Što se tiče marine, ona obuhvata Porto Montenegro Yacht Club i neka od obeležja istorije regiona.



### Novi hotel u Novom Sadu – Hotel Centar

Izgradnja hotela počela je u martu 2009. godine, da bi već u januaru 2010. poželili dobrodošlicu prvim gostima. Hotel je projektovao jedan od naših najcenjenijih arhitekata današnice prof. Brana Mitrović za koji je dobio i nagradu od DANS-a. Enterijer hotela je moderan, jednostavnih linija, toplih boja, što čini osećaj dobrodošlice. Hotel sadrži 49 soba i 2 delux sobe.

Prateći vrhunske standarde, sobe su opremljene potrebnim sadržajima, elegantne i moderno uređene. Sobe imaju idiličan pogled na centar grada i odličan su izbor za sofisticiranog gosta.



### Jedinstvena ponuda za organizaciju seminara

Hotel Olympic je nakon adaptacije dobio zvezdicu više i postao popularan na regionalnom i domaćem tržištu kada je u pitanju organizacija seminara.

Tokom juna i u prvoj polovini jula u hotelu Olympic na Velikoj plaži seminare su organizovali: Međunarodna organizacija za migracije, Inženjerska komora Crne Gore (KOD 2010.), agencija Miros (CAZAS), T-Com, agencija Vektor i zdravstveni radnici Crne Gore.

Deceniju unazad u periodu od januara do aprila Olympic je domaćin fudbalskim klubovima sa Balkana. Hotel je otvoren tokom čitave godine jer posjeduje centralno grijanje i ima uslove za rad i u zimskom periodu.

Hotel Olympic je na kongresno tržište izašao sa jedinstvenom ponudom: za organizaciju seminara pun pansion po osobi košta 33 eura, a učesnici imaju na raspolaganju komfornu konferencijsku sala koja je opremljena video-bimom, projektorom, flip-chart tablom, DVD

Player-om, ozvučenjem i Wireless Internetom. Vanpansionska usluga je ove godine značajno unapređena u odnosu na prethodne godine, a gosti hotela imaju na raspolaganju zatvoreni bazen, saune, teretanu i sportske terene za sve vrste sportova. Novi kvalitet u ponudi je vidljiv i na plaži gdje je prije početka ljetnje sezone postavljen nov plažni mobilijar i izgrađen novi plažni bar koji pored bogatog asortimana pića nudi i sve vrste jela sa roštilja. Hotelska plaža je dio najduže plaže na Jadranu – Velike plaže koja posljednjih godina važi za top destinaciju za surfing i kitesurfing.

### Kombinacija elegantnog i modernog arhitektonskog stila

Hotel Michelangelo je novi butik-hotel, na odličnoj lokaciji u centru Bukurešta kod Rumunske pijace i trga Viktorija u blizini i finansijskog, komercijalnog, administrativnog i političkog centra grada i starog centra Bukurešta sa svim turističkim i kulturnim atrakcijama.

Ovaj hotel, sa 19 soba na 4 sprata, sa kategorizacijom od tri i četiri zvezdice, uređen sa prefinjenošću i na lokaciji udaljenoj od gradske buke, kombinuje elegantan enterijer sa modernim istorijskim arhitektonskim stilom.



### TCC Plaza - Wellness centar, prvi te vrste u Skoplju



Poslovni hotel TCC Plaza, pruža smeštaj gostima uz zagarantovanu diskreciju, stil i po najpristupačnijim mogućim cenama u atraktivnom hotelu sa 25 luksuznih poslovnih apartmana i najnovijim dodatkom Wellness centrom, koji predstavlja ekskluzivni kompleks za rekreaciju, relaksaciju i totalnu revitalizaciju, a i prvi je te vrste u Skoplju. Briga o klijentu 24 sata dnevno, izvanredno obezbeđenje i pogodan parking predstavljaju potpuno nov pristup konceptu „Sve za Vaš posao i zadovoljstvo“.

### Otvoren luksuzni hotelski kompleks Garden City u BiH

Početkom jula ove godine u Konjicu (BiH) otvoren je novi luksuzni Hotel & Resort kompleks „Garden City“.

Smešten je u atraktivnom okruženju okolnih planina i reke Neretve, a sastoji se od luksuznog hotela (4\*), apartmanskog naselja, restorana, kongresne sale, Bosanskog salona, vinoteke, Šadrvan-bara, Rent-a-car službe, frizerskog salona, Wellness & Spa centra, u čijem sklopu je i kafe bar.

U sastavu kompleksa su i dva teniska terena, kombinovani odbojkaški, rukometni, fudbalski i košarkaški teren, kugalana i bilijar bar.

Za goste ovog kompleksa koji to žele, može da se organizuje rafting, fly fishing, planinarenje, biciklističke ture ili poseta Titovom bunkeru koji je do danas zadržao svoj autentični izgled.





### Zlatibor – New Serbian MICE Centre

Zlatibor, one of Serbia's most famous destinations, has been enriched with a new/old multipurpose facility for business meetings. Owing to hotelier association, such as specialist hospital Čigota, Palisad hotel, Sports & Recreational Centre Wai Tai and Zlatibor MONA hotel, a sports hall, located at the central part of Zlatibor, has been capacitated and now is available with over 1,200 seats for the plenary work. The facility is equipped with conference seats, floor, conference tables, the flooring is etison, and the entire interior is decorated in canvas. The Hotelier Association of Zlatibor, apart from equipping the hall, aims to promote Zlatibor as MICE and sports tourism destination both, for local and international guests. The first results are already evident judging by the excellent summer season of sports preparations, and there are numerous congresses announced. The next step of the Association is to capacitate the hall with new AV equipment and to promote it via internet.

### Friendship Bridge

On 14th July, Belgrade witnessed to setting a corner-stone for the Friendship Bridge over the Danube. It is the first infrastructural project within the agreement between the Serbian and Chinese governments, signed in August last year in Beijing. The construction works will be launched in Mid-April 2011, and the deadline for construction is three years. The Bridge of Friendship between Serbia and China will be a historic step forward for Belgrade and Serbia, which will create new economic possibilities by bridging the biggest river in Europe.



### “Tami Residence” Hotel – four stars for quality!

“Tami Residence” Hotel Nis with its (building) complex is located at one of the most beautiful viewpoints in old imperial city of Nis. With its warmness and splendid service permeated by South Serbian charm and European elegance “Tami Residence” Hotel has accomplished a good rating very quick and took a high position in category of hospitality facilities to accommodate domestic and foreign guests. The Hotel is best known for its comfort and beautiful ambience as well as for various specialties of its restoran cuisine. Our acknowledgement to that is large number of very pleased domestic and foreign guests and sports teams that were staying with us in short period of time from the opening of the hotel. With implementation of a new law on tourism and official publication in the Official Gazette of the Republic of Serbia, Ministry of Economy and Regional Development, as a verification of a quality

in terms of gratification of the categorization standards, in July 23th 2010. with its act of hotel categorization, “Tami Residence” Hotel has been classified in the category of four-star hotels which is confirming high level of service standard that hotel is offering to guests in the name of hospitality services.

### New Swimming & Spa Complex Horizont

A new Swimming & Spa Complex Horizont is located on a very riverbank of the Danube, close to Belgrade and Novi Sad. The Complex includes five outdoor pools and five separate jacuzzi pools surrounded by nature with 1,100 square-meter water area and with a spectacular view on the Danube. In cooperation with Belgrade's Aqua Pro Group and Aqua Arts-akvamarin, modern pools were constructed with the up-to-date pool equipment, according to the world-class standards for construction and water quality equipment.

With a Chillout pool, big water games pool, pool for children and two sports pools, Spa & Massage corner, and a big beach volley court and three summer bars with DJ support, Horizont is an ideal place for the whole-day enjoyment, far from urban bustle and hassle. For its guests, Horizont has provided a car park for 250 vehicles. In the years to come, there is a plan to expand the complex with a Danube marina, and water sports, an indoor Olympic pool and hotel capacities with the latest wellness and spa programme, as well as continued investment and organization within MICE. To all its visitors, “Horizon” offers summer with a good view.



### Porto Montenegro marina now open



Owners and charterers wishing to explore the Eastern Med now have a new marina at their disposal, one its developers hope will soon rival those of Monaco and other popular western Med pots: Porto Montenegro. While the marina actually welcomed its first superyachts last summer (Feadship's Predator was among them), its support facilities, plus the surrounding restaurants and luxury residences that are part of the development, are now fully operational.

Located in the bay of Kotor in Montenegro, the largest natural harbor in the Adriatic, Porto Montenegro is also just a few miles from Tivat International Airport.

The Porto Montenegro developers kept the historic elements of the architecture in mind, thankfully, yet included modern-day niceties like pool decks in the courtyards of the residences. As for the marina, it includes the Porto Montenegro Yacht Club and some reminders of the region's history.



### New hotel in Novi Sad – Centar hotel

Hotel construction began in March 2009, and already accepted in January 2010 the first guests. The hotel was designed by one of our most respected architects prof. Brana Mitrovic for which he received first reward of DANS.

The interior of the hotel is modern, with simple lines and warm colors, which make you feel very welcome. Hotel contains 49 rooms and 2 delux rooms. Following the highest standards, the rooms are equipped with all necessary elegant and modern facilities that will make you feel like home. Rooms have a view of the idyllic town center and are excellent choice for the sophisticated guests.



### One of a Kind Offer for Seminar Organization

After its adaptation, Hotel Olympic was granted a star more and became popular at the regional and local markets in seminar organization. During June and in the first half of July, the seminars on Olympic's Big Beach were organized by: International Organization for Migrations, Engineering Chamber of Montenegro (KOD 2010), Miro's agency (CAZAS), T-Com, Vektor agency and medical professionals of Montenegro.

For a decade now, from January to April, Olympic has hosted the local football clubs from the Balkans. Hotel is open all-year round since it owns central heating and good conditions for working in winter period.

Hotel Olympic hit MICE market with a one of a kind offer: all-inclusive seminar organization per person is EUR 33, and the participants have at their disposal a comfortable conference room equipped with a video-beam, projector, flip-chart, DVD player, sound system and

wireless internet. Extra services have been considerably improved this year, and the guests can use the indoor pool, saunas, gym and all sports courts. The new quality offer is also evident on the beach where before the season started a new beach movables had been set up and a new beach bar had been built including all kinds of grilled food in addition to a variety of drinks.

The hotel beach is part of the longest Adriatic beach – Big Beach which has been the top surfing and kite surfing destination for the last few years.

### A combination of elegance and modern architectural style

Hotel Michelangelo is a new boutique hotel, excellent located in the center of Bucharest in Romanian Market and Victoria Square, close to both of the financial, commercial, administrative and policy of the city, and the old center of Bucharest and all its tourist and cultural attractions.

The hotel, 19 rooms on 4 floors, three and four star classified, arranged with refinement in a location away from noise of the city, combines elegant interiors with modern fitted historic architectural style.



### TCC Plaza - the Wellness Center, first of a kind in Skopje

TCC Plaza business class Hotel, accommodates guests with discretion, style and best reasonable prices in an attractive hotel with 25 luxurious business suites and its newest addition The Wellness Center.

It is exclusive complex for recreation, relaxation and total revitalization, first of a kind in Skopje.

24 hours customer service, excellent security and convenient parking facilities present a whole new approach to the concept "All for your business and pleasure".

### Luxury Hotel Complex Garden City Opened in BiH



In early July this year, a new luxury Hotel & Resort Complex Garden City opened in Konjic (BiH). Located in an attractive surroundings featuring mountains and the river Neretva, it includes a luxury 4\* hotel, apartment settlement, restaurant, congress halls, Bosnian salon, wine cellars, Šadrvan-bar (fountain), rent-a-car, hair-dresser's, Wellness & Spa centre with a cafe bar. The complex also includes two tennis courts, a mixed volleyball, handball, football and basketball court, bowling alley and billiard bar. For the complex guests, if they desire, there are organized activities such as rafting, fly fishing, hiking, cycling tours or visit to Tito's bunker which has retained its authenticity to date.



Grem Barnet, sajamski direktor EIBTM

## EIBTM – SAJAM KOJI I DALJE PREVAZILAZI OČEKIVANJA I POSLOVNE PRILIKE

Grem je nedavno unapređen u sajamskog direktora EIBTM, a biće odgovoran za vođenje budućeg razvoja i rasta događaja. Grem je odgovoran i za razvoj globalne prodajne strategije za portfolio kongresa i događaja RTE (Reed Travel Exhibitions).



Grem Barnet beleži preko 14 godina radnog iskustva u svetskoj sajamskoj industriji u okviru Reed Exhibitions, imena koje stoji iza vodećeg svetskog potfolija poslovnih i ostalih vrsta događaja.

Nakon 5 godina rada na velikom broju ključnih projekata u industriji UK (uključujući i akvizicije i razvoj mesta i planiranje) Grem je prešao u Reed Travel Exhibitions 2001. godine na mesto event direktora za World Travel Market, odgovornog za razvoj i sprovođenje strategije samih događaja po prelasku u ExCeL 2002. godine.

Grem se 2006. godine priključuje protfoliju kongresa i motivacijskih putovanja pri Reed Travel Exhibitions kao vođa tima odgovornog za uspešno lansiranje GIBTM u Abu Dabiju 2007. godine zajedno sa ponovnim lansiranjem CIBTM u Pekingu 2009. godine. Kroz rad na kongresnim destinacijama u razvoju, Bliski istok i Kina, Grem radi na višim nivoima u oblasti privrede i državnog sektora pružajući pomoć u izradi strategije i promociji stručnih kongresnih i motivacijskih projekata.

Grem je nedavno unapređen u sajamskog direktora EIBTM, a biće odgo-

voran za vođenje budućeg razvoja i rasta događaja. Grem je odgovoran i za razvoj globalne prodajne strategije za portfolio kongresa i događaja RTE (Reed Travel Exhibitions).

**1. Bili ste sajamski direktor i za CIBTM u Pekingu i za GIBTM u Abu Dabiju. Koje sličnosti i razlike očekujete u upravljanju ovim sajmovima u poređenju sa EIBTM sajmom u Barceloni?**

Uloga sajamskog direktora je ista za svaki od naših portfolija događaja. Na kraju krajeva, uloga se odnosi na vođenje tima profesionalaca sajamske i kongresne industrije, čiji je cilj da kreiraju i sprovedu događaj bilo na regionalnom ili globalnom nivou, koji ispunjava potrebe naših klijenata i industrija koje opslužuju. Osnovni činoci naših događaja se odnose na pružanje kvalitetnih usluga poslovanja, umrežavanja i učenja tako da su naši timovi veoma dobro izverzirani u izradi strategija kojima se to i postiže, bilo u Kini, Abu Dabiju ili Evropi. Naravno da postoje razlike u izgledu i atmosferi svakog događaja, ali se suštinski gledano naši događaji u Evropi i ostalim delovima sveta izrađuju prema osnovnom planu i brendu kongresa RTE koji se repliciraju na svakoj lokaciji.

Izrada i CIBTM i GIBTM je sprovedena zajedničkim naporima uz učešće lokalnih i nacionalnih interesnih strana, bez čije velike podrške ne bi bilo moguće organizovati ove događaje. EIBTM u Barceloni se ne razlikuje u tom smislu, a pošto je odnos sa interesnom stranom od vitalnog značaja za kontinuirani uspeh događaja, iz toga sledi da su sličnosti sveobuhvatne na mnogo načina. Sigurno je da je izazov lansiranja događaja u dva

kulturno tako različita regiona kao što su Bliski istok i Kina značajno iskustvo za mene sa stečenim uvidom u razvoj i upravljanje pozitivnim poslovnim odnosima tako da sam sigurno bolje pripremljen za upravljanje EIBTM kao rezultat rada na CIBTM i GIBTM.

Očigledno je da obim predstavlja glavnu razliku koju bih izdvojio. Dok logistička podrška ima poprilično slične zahteve, upravljanje putovanjima i planovima za preko 3.800 gostujućih kupaca (hosted buyers) predstavlja glavni izazov dok nastojimo da obezbedimo specifično skrojen plan za svakog kupca koji ispunjava njihove pojedinačne zahteve. Program profesionalne edukacije na EIBTM redovno prelazi 4000 učesnika na 45 zasebnih skupova tako da obezbeđenje raznolikosti i kvaliteta sadržaja na svetskom nivou predstavlja najveći poduhvat.

Što se tiče EIBTM 2010, već smo na dobrom putu da iznesemo još jedan veliki događaj. Moja uloga ove, a i narednih godina, jeste da i dalje obezbeđujem sajam koji prevazilazi očekivanja, pruža poslovne prilike za sve prisutne, postiže rast, nadahnjuje industriju i pomaže u angažovanju lidera budućnosti. Što se mene tiče, veoma me motiviše to što sam u mogućnosti da vodim ovaj neprikosnoveni događaj.

**2. Društvene medijske mreže i ostala savremena sredstva komunikacije su sve popularniji i predstavljaju bogat izvor informacija i način da se ostane u toku sa najnovijim vestima i trendovima. Kakav je njihov uticaj na sajamsku industriju?**

U proteklih nekoliko godina, broj sredstava komunikacije sa međuna-



rodnom, regionalnom i lokalnom publikom se eksponencijalno povećao. Reed Travel Exhibitions ima tim odgovoran za izradu i postavljanje sajta za svaki događaj.

Oni predstavljaju stožere uspješne komunikacijena redovnoj osnovi jer nam omogućavaju momentalne izmene i ažuriranje u cilju informisanja naših interesnih strana. Polako postavljamo grupe na Linked-In, Facebook strane, vebinarove, blogove i TV uživo na sajtovima gde tek pre nekoliko godina ništa od ovog nije bilo ni relevantno.

Naš portfolio kongresnih događaja širom sveta nas stavlja u jedinstvenu poziciju. U mogućnosti smo da se povežemo sa klijentima i industrijom na održiv način, da pružamo informacije, novosti i ažurirane podatke za raznovrsne kulture i dajemo uvid na globalnom nivou.

Kada se uspešna preporuka izlagača, čija su poslovna očekivanja prevaziđena, uhvati okom kamere i postavi na YouTube, Facebook ili internet stranu samog događaja, to nam momentalno omogućava trenutno prenošenje poruka trećoj strani, širenje informacija i vesti u mnoge delove sveta.

Definitivno ćemo težiti da iskoristimo što je više moguće društvenih medija za koje smatramo da su odgovarajući, ali ćemo se pobrinuti i da su naše poruke dobro usmerene i relevantne.

### 3. Po Vašem mišljenju, koja je sledeća novo-otkrivena kongresna destinacija?

Kongresni portfolio RTE (Reed Travel Exhibitions) je trenutno zastupljen u 5 zemalja: Australija, Abu Dabi, Španija, Kina, a od 2011. godine i SAD. Kao rezultat toga, naši izlagači predstavljaju svaki deo sveta sa brojem od preko 3000 i to samo na ovogodišnjem EIBTM!

Prema tome, teško je izdvojiti mesto koje nije osetilo ekonomski uticaj koji kongresna industrija ima na grad ili destinaciju. Sačekacu da vidim rezu-

ltate Izveštaja o industrijskim kretanjima EIBTM, koji će biti predstavljen prvog dana u Barseloni i koji može poprilično da ukaže na destinacije budućnosti!

### 4. Da li vidite jugoistočnu Evropu (Hrvatsku, Srbiju, Sloveniju, Bugarsku, Crnu Goru, Rumuniju, itd.) na mapi kongresne industrije? Uzimajući u obzir profesionalno iskustvo, da li imate savet koji se tiče strategije i promocije u ovim zemljama?

Imamo veliki broj izlagača koji predstavljaju jugoistočnu Evropu kao što su Lidia Tours iz Bugarske, Liberty Incentives & Congress, Hilton Atina, A La Carte Travel Ltd, The DMC Grčka, Turistička organizacija Kipra, Turistička organizacija Slovačke, Turistička organizacija Slovenije, kao i Kongresni biro Beograda, uključujući i 28 izlagača iz Hrvatske i 22 iz Turske.

Kongresni biro Srbije predstavlja dobar primer zašto kompanije treba da budu prisutne na EIBTM. Biro izlaže poslednje tri godine, a zahvaljujući prisustvu 2009. godine imao je nekih 250 potencijalnih poslovnih prilika i sagledao ovaj događaj kao ključni faktor za kongresni biznis.

Sigurno je da nove destinacije u razvoju treba da se promovišu na drugačiji način od već razvijenih destinacija, što je posebno važno činiti na događajima kao što je EIBTM, pošto je potrebno utvrditi različite strategije i ciljeve za destinacije na različitim nivoima razvijenosti.

### 5. Ima li novih planova i zanimljivih aspekata za naredni EIBTM?

Prepoznajući povratak od investicije prisustvom na EIBTM, ove godine će nas posetiti preko 20 novih izlagača od destinacija do hotelskih lanaca, usluga na lokaciji do organizatora konferencija.

Među mnogim novim licima naći će se: Marriott International, Politours, Ilanga Travel, Cruise and Business Events, Divan Hotels, L'AND, LITEXPO,

African Conferences, KeyDM, Meeting Point International, Ruanda, Uganda, Nigerija i Sejšeli, Epoque Hotels, Nacionalna turistička organizacija Japana, Litvanski izlagački i kongresni centar (LITEXPO), Principal Hayley i indijski tur-operater Incent Tours. Imamo i izrazito učešće iz Afrike, što nas posebno raduje jer, kako se čini, ovaj kontinent prosto ubira plodove uspešnog Svetskog kupa u fudbalu u Južnoj Africi.

Drago nam je i da predstavimo mnogobrojne nove sadržaje na EIBTM 2010. Da navedem samo nekoliko: namenski postavljen Predavački teatar koji će se nalaziti u izlagačkom delu ove godine, gde će se odvijati događaji tipa Obrazovnih skupova španskog jezika, kao i Svakodnevni sati tehnologije (Daily Technology Hours).

Svakodnevni sati tehnologije predstavljaju sastavni deo Obrazovnog programa, koji omogućava posetiocima da budu u toku sa najnovijim tehnološkim dostignućima u industriji. Ove godine će biti preko 45 skupova u okviru Obrazovnog programa EIBTM – kompletne informacije se mogu naći na [www.eibtm.com](http://www.eibtm.com) u okviru Highlights i Features.

Još jedan novi sadržaj ove godine je EIBTM-ova lična „Zelena soba“, posvećena seminarskom delu koji se bavi korporativnom društvenom odgovornošću.

Dnevno se održava niz skupova, koji se bave nekim od ključnih pitanja održivosti u ovom trenutku, kao što su kako funkcionisati po ekološkim principima bez prevelikog budžeta, upravljanje otpadom, kao i izveštavanje o održivosti.

Ono što je još jedna novina ove godine jesu nagrade EIBTM za štandove, čiji je cilj da odaju priznanje najsajnijim, najposećenijim i najboljim štandovima na ovogodišnjem sajmu.

M. Š.

Graeme Barnett, Exhibition Director of EIBTM

## EIBTM - KEEP DELIVERING AN EXHIBITION THAT EXCEEDS BUSINESS EXPECTATIONS

Graeme has recently been promoted to Exhibition Director of EIBTM, and will be responsible for leading the event's future development and growth. Graeme also takes responsibility for the development of the global sales strategy for RTE's Meetings & Events portfolio.



Graeme Barnett possesses over 14 years of experience in the global exhibitions industry working for Reed Exhibitions, the name behind the world's leading portfolio of trade and consumer events. Having spent five years working on a number of key projects in the UK business (including acquisitions & venue development & planning) Graeme moved to Reed Travel Exhibitions in 2001 as Event Director on World Travel Market, responsible for the development and execution of the events strategy following its move to ExCeL in 2002.

In 2006, Graeme joined Reed Travel Exhibitions Meetings & Incentives portfolio to head the team responsible for the successful launch of GIBTM in Abu Dhabi (in 2007) together with the re-launch of CIBTM in Beijing in 2009. Through his work in the emerging Meetings destinations of The Middle East & China, Graeme has worked at senior commercial & Government levels to assist with the delivery of strategy & promotion of specialist Meetings & Incentive related projects.

Graeme has recently been promoted to Exhibition Director of EIBTM,

and will be responsible for leading the event's future development and growth. Graeme also takes responsibility for the development of the global sales strategy for RTE's Meetings & Events portfolio.

**1. You were the exhibition director of both CIBTM in Beijing and GIBTM in Abu Dhabi. What similarities and what differences do you expect in managing these exhibitions comparing with EIBTM Exhibition in Barcelona?**

The role of Exhibition Director is the same for any of our meetings portfolio of events. Ultimately, the role is leading a team of exhibition and meetings industry professionals, whose objective is to create and deliver an event, whether regionally or globally, that meets the needs of our customers and the industries they serve. The core ingredients of our events are to provide quality business, networking, and learning opportunities, so our teams are very well versed in creating strategies that do just that, whether it be in China, Abu Dhabi or Europe. There are of course differences in the look and feel of each event, but essentially our events in Europe and other areas of the world are delivered to a core plan and the brand of RTE's meetings events is replicated in each location.

The creation of both CIBTM and GIBTM was a joint effort with local and national stakeholders, who without their significant support, the events would not have been possible. EIBTM in Barcelona is no different, with stakeholder relationships being vital to the continuing success of the event, so in many ways, the similarities are

all encompassing. The challenge of launching events has given me significant experience and insight in developing and managing positive business relationships. Therefore, I am certainly better prepared to manage EIBTM as a result of working on CIBTM and GIBTM.

Obviously scale is a major difference that I would highlight. Whilst the logistic delivery may well have similar requirements, managing the travel and itineraries of over 3,800 Hosted Buyers is a major challenge as we aim to ensure each Buyer has a tailor made plan that meets their individual requirements. The professional education programme at EIBTM regularly exceeds 4000 attendees across 45 individual sessions so ensuring that the variety and content quality is world class is a major undertaking.

So for EIBTM 2010, we are of course well on the way to delivering another great event. My role this year, and in the future, is to keep delivering an exhibition that exceeds people's expectations, that provides business opportunities for everyone involved, that achieves growth, inspires the industry, and helps engage the leaders of the future. For me, I am highly motivated by the opportunity to lead this iconic event.

**2. Social media networks and other modern ways of communication are more and more popular and represent a rich source of information. They are a way to stay tuned with updated news and trends. How does it reflect on Exhibition industry?**

Over the past few years, the ways of communicating with an internatio-



nal, regional, and local audience have increased exponentially. Reed Travel Exhibitions has a team responsible for the creation and construction of every event's website.

These are pivotal to the success of communicating on a regular basis because they allow us to make instant changes and updates to ensure all our stakeholders are kept informed. We are now also creating groups on LinkedIn, Facebook pages, webinars, blogs and live tv on websites where just a few years ago none of this was even relevant.

Our portfolio of meeting events around the world puts us in a unique position. We are able to engage with our customers and our industry in a sustained way, providing information, news, and updates that cross cultures and provide insight on a global scale.

For us, where a successful testimonial from an exhibitor who has exceeded their business objectives can be caught on camera and posted on YouTube, Facebook or the event's website, it allows third party endorsement instantly, spreading the word and news to many corners of the globe in an instant.

We will definitely be looking to utilise as many forms of social media as we feel appropriate but also ensuring our messages are focused and relevant.

**3. In your opinion, what is the next new-revealed meeting destination?**

The RTE meetings portfolio is now represented in 5 countries, Australia, Abu Dhabi, Spain, China, and from 2011, the USA. As a result, our exhibitors represent every corner of the globe with more than 3000 at this year's EIBTM alone!!!!

So, it's difficult to pin-point anywhere that hasn't been touched by the economic impact that the meetings industry has to a city or destination.

I will wait to see the results of our EIBTM Industry Trends Report, presented on the opening day in Barcelona which may well shed some light on the upcoming destinations for the future!

**4. Do you see South East Europe (Croatia, Serbia, Slovenia, Bulgaria, Montenegro, Romania etc) on a map of the meetings industry? Taking into account your professional experience, do you have any advice for strategy & promotion for these countries?**

We have a large number of exhibitors representing South East Europe including, Lidia Tours from Bulgaria, Liberty Incentives & Congress, Hilton Athens, A La Carte Travel Ltd, The DMC Greece, Cyprus Tourism Organisation, Slovak Tourist Board, The Slovenian Tourist Board, and Belgrade Convention Bureau, as well as 28 exhibitors from Croatia and 22 from Turkey.

The Serbia Convention Bureau is a good example of why companies should be at EIBTM. They have been exhibiting for the past three years, and they had some 250 business leads from their attendance in 2009 and see the event as key to their meetings business.

Certainly new emerging destinations need to promote themselves in a different way to mature destinations, which is particularly important at events like EIBTM as different strategies and goals need to be established for destinations at different ends of the maturity scale.

**5. Any new plans and interesting views for the up-coming EIBTM show?**

Recognising the return on investment that is delivered by attending EIBTM, this year will see more than 20 new exhibitors from destinations to hotel companies, venue services to conference organisers. Among the many new faces will be: Marriott International, Politours, Ilanga Travel, Cruise

and Business Events, Divan Hotels, L'AND, LITEXPO, African Conferences, KeyDM, Meeting Point International, Rwanda, Uganda, Nigeria and the Seychelles, Epoque Hotels, Japan National Tourist Organisation, Lithuanian Exhibition and Convention Centre (LITEXPO), Principal Hayley and Indian tour operator Incent Tours.

We also have a strong representation from Africa, which is really pleasing as the continent looks to reap the rewards of a successful FIFA World Cup in South Africa.

We're also pleased to be introducing a number of new features to EIBTM in 2010. To name a few, a purpose built Lecture Theatre will be situated on the show floor this year, where events taking place include the Spanish Language Educational Sessions, and the Daily Technology Hours.

The Daily Technology Hours are an integral part of the Education Programme, keeping visitors up-to-date with the latest technological advances in the industry.

This year there will be over 45 sessions within the EIBTM Education Programme – full details of which can be found on [www.eibtm.com](http://www.eibtm.com) within the Highlights and Features area of the website.

Another new feature this year is EIBTM's very own "Green Room", which is a dedicated seminar area focussed on CSR. There are a number of sessions taking place daily, which tackle some of the key sustainable issues of today, such as how to be sustainable without blowing a budget, waste management, and reporting on sustainability.

Also new this year are the EIBTM Stand Awards, which have been created to recognise and acknowledge the brightest, busiest and best stands at this year's show.

M. Š.

Elitte Palić

## TRADICIJA TURIZMA NA PALIĆU

Jedinstvena arhitektura, sportski objekti, salaši, šetnja obalom, vožnja biciklom ili fijakerom, jedrenje, ZOO vrt, brojne manifestacije, ljubazni domaćini – sve to čini Palić. Uživajte u tišini koja se čuje...

U neposrednoj blizini Subotice priroda je stvorila, a subotičani sačuvali i uzdigli jezero Palić – „Plavo oko ravnice“.

Kada se kaže Palić, prva asocijacija je priroda, mir, tišina i dobra hrana. U skladu sa tim, nezaobilazno mesto za svakog posetioca su svakako objekti „Elitte Palić“-a, koji su, sa ponosom se može reći, začetnici turizma na Paliću. Ove godine „Elitte Palić“ slavi tačno 150 godina postojanja hotela „Park“



koji je i dan danas zadržao svoju prvobitnu namenu. Temelji ovog hotela podignuti su još davne 1860. godine. Smeštajni objekti - garni hotel „Park“ \*\*\*\* i depandans „Jezero“ \*\*\*\* (kategorije 4 zvezdice) nalaze se na samo 50 m od obale, smešteni u hladovini starih stabala zaštićenog parka prirode. Ovi objekti su zaštićeni spomenici prirode. Sačuvali su autentičan izgled i odišu duhom starih vremena prilagođeni savremenim zahtevima hotelijerstva. Pored standardne ponude, deo ponude čini i mini spa centar koji nudi saunu i razne vrste masaža (relaksaciona, sportska, tibetanska..). Ishrana gostiju obavlja se u restoranu „Mala gostiona“, koja sa ponosom nosi titulu kulinarskog centra Palić. Zastupljena je nacionalna i internacionalna kuhinja uz ponudu lokalnih

specijaliteta i preko 80 vrsta vina iz najboljih domaćih i inostranih vinogorja. Na samoj obali jezera nalazi se specijalizovani riblji restoran „Riblja čarda“. Pored izuzetne kuhinje na čijem su meniju jela od slatkovodne i morske ribe i plodova mora, restoran u svojoj svakodnevnoj ponudi nudi vina iz čuvenih vinogorja Srbije, Mađarske, Francuske, Italije, Makedonije, Hrvatske kao i poznate rakije kao što su kruška, kajsija, jabuka i dunja.

Na spratu restorana Mala gostiona postoji kongresni servis koji sadrži pet kompletno opremljenih sala, pogodnih za održavanje seminara, simpozijuma, kongresa i svih ostalih vrsta skupova. Pored iznajmljivanja sala i potrebne tehničke opreme, kongresni servis pruža i usluge kompletne logističke podrške organizacije događaja u svim fazama ( aktivnosti u toku pripreme događaja, podrška u toku samog dešavanja, kao i sve potrebne aktivnosti nakon završetka).

Jedinstvena arhitektura, sportski objekti, salaši, šetnja obalom, vožnja biciklom ili fijakerom, jedrenje, ZOO vrt, brojne manifestacije, ljubazni domaćini – sve to čini Palić.

*Uživajte u tišini koja se čuje...*



### Garni hotel „Park“ \*\*\*\*

(broj soba – 38, broj ležaja – 54, maksimalni kapacitet - 71 osoba)

### Depandans „Jezero“ \*\*\*\*

(broj soba - 28, broj ležaja - 60, maksimalni kapacitet - 69 osoba)

**Restoran „Mala gostiona“** sala restorana 280 mesta + bašta restorana 350 mesta

**Restoran „Riblja čarda“** sala restorana 45 mesta + bašta restorana 120 mesta

**Kongresne sale:** „Paligo Palus“ + „Kosta Medaković“ (200 mesta bioskopski), „Vermeš“ (100 mesta bioskopski), „Lovački salon“ (15 mesta – konferencijski okrugli sto), „Elitte salon“ (15 mesta bioskopski).





Elitte Palić

## TOURIST TRADITION IN PALIĆ

Unique architecture, sports facilities, granges, cycling or cab ride, sailing, the ZOO, numerous events, kind hosts – all that Palić is made of. Enjoy listening to silence...



**Garni hotel Park** ★★★★★ (rooms: 38, beds: 54, max. capacity: 71 people)  
**Dependence Jezero** ★★★★★ (rooms: 28, beds: 60, max. capacity: 69 people)  
**Restaurant Mala gostiona**, restaurant hall 280 seats + outside 350 seats  
**Restaurant Riblja čarda**, restaurant hall 45 seats + outside 120 seats  
**Congress halls:** Paligo Palus + Kosta Medaković (200 seats, cinematic), Vermeš (100 seats, cinematic), Lovački salon (15 seats – conference round table), Elitte salon (15 seats, cinematic).

Close to Subotica the nature has created and the people of Subotica preserved and elevated the lake of Palić – 'Blue Eye of the Plain'.

On saying Palić, the first association is nature, peace and quiet, and good food. Along that lines, a must see place for every visitor is certainly Elitte Palić with its facilities, which are, we can proudly say, the pioneers of tourism in Palić. This year Elitte Palić celebrates 150 years of hotel Park which has preserved its original designation to date. The foundations of this hotel were laid down far back in 1860.

The accommodation facilities - garni hotel Park ★★★★★ and dependence Jezero ★★★★★ (4-star category) are situated only 50 m far from the shore, in the shade of ancient trees in a protected park of nature. These facilities are protected sites of nature. They have preserved their authenticity and air of ancient times adjusted to modern hotelier requirements. Apart from the standard offer, there is also a mini-spa centre with sauna and various massages (relax, sports, Tibetan...).

Guests are served food at the restaurant Mala gostiona, which bears a proud title of culinary centre Palić. There are the national and international cuisines offering local specialties and over 80 wine varieties from the

best domestic and international vineyards. At the very lake shore, there is a specialized fish restaurant Riblja čarda. In addition to an exquisite cuisine offering fresh water fish and seafood, the restaurant features a standard offer of wine varieties from the famous vineyards in Serbia, Hungary, France, Italy, Macedonia, Croatia as well as the famous brandies such as pear, apricot, apple, and quince. On the upper floor of the restaurant Mala gostiona, there is a congress service containing five fully-equipped halls suitable for seminars, symposiums, congresses and all other meetings.

Apart from renting halls and required technical equipment, the congress service also provides services in the full logistic support for the event organization in all stages (activities in the course of event preparation, the support in the course of the event, as well as all other necessary activities following the event).

Unique architecture, sports facilities, granges, cycling or cab ride, sailing, the ZOO, numerous events, kind hosts – all that Palić is made of.

*Enjoy listening to silence...*



Neophodnost kontinuirane edukacije

## ULOGA SEMINARA I KONGRESA U MEDICINSKOM I FARMACEUTSKOM SEKTORU

Javni medicinski i zdravstveni sektor, kao i korporativan farmaceutski i medicinski nalaze se među tri najznačajnija sektora u svetu po veličini i broju organizovanja stručnih okupljanja svih vrsta, kao i prisustvu na istim.

Moguće je sagledati nekoliko alternativnih segmenata sveukupne tražnje za održavanjem svih vrsta događaja. Na primer, tržište može biti segmentirano po veličini, u mala i velika okupljanja; ili, prema svrsi sastanaka na: edukativna, motivišuća, informativna i sl.

Ipak, najčešće se vrši podela prema vrsti tražnje koju inicira određen tip kupca (tzv. buyer).

Poznato je da korporativni sektor, koji se sastoji od privatnih biznisa svih veličina, dominira po ogromnom broju sastanaka i okupljanja koji su im potrebni kako bi funkcionisali efektivno i kako bi uspevali da održe konkurentne pozicije na tržištu.

Javni medicinski i zdravstveni sektor, kao i korporativan farmaceutski i medicinski nalaze se među tri najznačajnija sektora u svetu po veličini i broju organizovanja stručnih okupljanja svih vrsta, kao i prisustvu na istim.

Svi događaji se mogu podeliti na interne i eksterne. Interni se organizuju u okviru Instituta, Domova zdravlja i kompanija za njihove zaposlene i obično su to manja okupljanja, treninzi ili menadžment seminari ili sastanci Upravnog odbora isl.

Eksterna okupljanja imaju za cilj interakciju sa kompanijnim eksternim partnerima i saradnicima. Takva okupljanja se mogu održavati u svrhu prezentacije novog proizvoda (leka, recimo) gde su prisutni kompanijini dileri i distributeri ili u konkretnom slučaju, lekari, farmaceuti, predstavnici relevantnih zdravstvenih i drugih ustanova, ili mogu biti godišnji sastanci ili godišnjice (jubileji) farmaceutskih kompanija ili zdravstvene ustanove, gde su prisutni njeni akcionari, i ostale interesne grupe.

U eksterna okupljanja takođe spadaju regionalne i međunarodne stručne konferencije i kongresi, koji imaju za

cilj razmenu iskustva, sticanje novih znanja, prezentovanje sopstvenih rezultata, uspostavljanje novih i negovanje starih kontakata. Takva okupljanja mogu da broje više stotina učesnika.

Osnovni razlog organizovanja i prisustva medicinskih i zdravstvenih radnika na stručnim konferencijama, seminarima i sl. jeste neophodnost kontinuirane edukacije, kako zbog etičkog, odgovornog i profesionalnog odnosa prema poslu, tako i zbog izdavanja i obnavljanja licence za rad. Prema pravilniku o uslovima za izdavanje, obnavljanje ili oduzimanje licence članovima komora zdravstvenih radnika Republike Srbije, iz člana 8. "zdravstvenom radniku se može obnoviti licenca ako je u periodu važenja licence, u postupku kontinuirane edukacije stekao 168 bodova i to svake kalendarske godine po 24 boda kroz sadržaj programa kontinuirane







edukacije, vezano za profesionalnu delatnost koju obavlja, a za koju se izdaje, odnosno obnavlja licenca.“  
 “Ukupan broj od 24 boda, mora biti skupljen iz više različitih programa kontinuirane edukacije. Jedna polovina godišnje ukupne sume bodova (12 bodova) dobija se u okviru pro-

**80% farmaceutskih kompanija učesnika u istraživanju praktikuje za svoje zaposlene tim bilding i incentive/motivacijska putovanja 2-3 puta godišnje. Smatraju da je to jako bitno za poslovanje, ali finansijska kriza je u dosta slučajeva smanjila broj i mogućnosti prilikom organizacije tim bilding aktivnosti ili motivacijskih putovanja, pa se neretko iskoristi sastanak koji inače mora da se organizuje za zaposlene, na nekom neobičnom i interesantnom mestu, kako bi makar delom, postigli efekat tim bilinga i motivisali druženje među zaposlenima.**

grama kontinuirane edukacije koja se sprovodi u zdravstvenoj ustanovi ili privatnoj praksi u kojoj je zdravstveni radnik zaposlen. Druga polovina bodova se dobija kroz učešće na eksternim programima kontinuirane edukacije koji se sprovode van zdravstvene ustanove ili privatne prakse i može biti na republičkom ili međunarodnom nivou.“

U Srbiji su pri Medicinskim fakultetima formirani Centri za kontinuiranu medicinsku edukaciju, koji organizuju stručne seminare, koji uz akreditaciju od strane Zdravstvenog Saveta Srbije, nose određen broj bodova potreban za dobijanje i obnavljanje licenci. Delatnost ovih centara je kontinuirana edukacija, stručno i naučno usavršavanje zdravstvenih radnika i zdravstvenih saradnika; prekvalifikacija i dokvalifikacija zdravstvenih radnika; zdravstveno prosvetavanje; dopunska edukacija studenata; i druge edukacione aktivnosti u vezi sa razvojem zdravstva i medicinskih nauka.

Upravo je neophodnost kontinuirane edukacije jedan od razloga brojnosti održavanja i prisustva zdravstvenih radnika na stručnim seminarima i konferencijama u regionu, tokom cele godine u svim segmentima zdravstva, medicine i farmacije.

**U drugoj polovini 2010. godine sprovedeno je istraživanje među farmaceutskim kompanijama i zdravstvenim ustanovama iz regiona Jugoistočne Evrope, kako bi ispitali značaj i udeo ovog sektora u kongresnom turizmu regiona.**

Rezultati ankete nam govore da je organizacija i prisustvo na stručnim seminarima izrazito bitno u poslovanju svake farmaceutske i zdravstvene ustanove koje su učestvovala u istraživanju. Razmena iskustva sa ekspertima iz pojedinih oblasti, kao i pozitivan PR u smislu Socijalne i društvene odgovornosti kompanije imaju veliki značaj prema rečima medicinskog marketing menadžera kompanije Alkaloid AD – Skopje, G-dina Dimitra Stojmenovskog. Takođe, sticanje novih znanja, prezentovanje sopstvenih rezultata, uspostavljanje novih i negovanje starih kontakata, stimulans za budući rad, nagrada za postignute rezultate u poslu, to su sve veoma bitni razlozi za održavanjem i prisustvovanjem na stručnim seminarima, kako naglašavaju iz Instituta za Transfuziju krvi Srbije.

“Stručni seminari su naročito važni ukoliko tema seminara/konferencije ima veze sa terapijskim oblastima u kojima kompanija posluje“, navodi Dr Marko Sekulić iz kompanije Novo Nordisk Pharma d.o.o. Beograd.

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U poslednje vreme se povećava procenat onih okupljanja koja se organizuju u susednim zemljama regiona Jugoistočne Evrope, u odnosu na zemlju u kojoj se predstavništvo nalazi. Od lokacija koje su eksplicitno navedene jesu: Beograd, Zlatibor, Ohrid, Palić, Zagreb, Rovinj, Ljubljana, Portorož, Piran, Budva, Novi Sad, Kopaonik, Sarajevo, Dojran, Mavrovo, Bitola, Strumica, Vršac.

za zaposlene, na nekom neobičnom i interesantnom mestu, kako bi makar delom, postigli efekat tim bildinga i motivisali druženje među zaposlenima. Javne zdravstvene ustanove i udruženja vrlo retko zbog finansijske situacije organizuju tim bilding putovanja, ali to nadoknađuju druženjem prilikom prigodnih manifestacija vezanih za značajne datume.

Kongresi i simpozijumi na nacionalnom nivou sa međunarodnim učešćem se organizuju jednom godišnje, ili svake druge ili četvrte godine, zavisno od strukovnog Udruženja.

Kod farmaceutskih kuća, događaji na korporativnom nivou se organizuju 4-6 puta godišnje, a na lokalnom nivou, mnoštvo manjih prezentacija/sastanaka, zavisno od zemlje u kojoj posluju, od 15-25 puta godišnje.

Iz Abbott Laboratories d.o.o. iz Slovenije kažu da prezentacije u bolnicama i zdravstvenim centrima održavaju jednom nedeljno, a seminare i konferencije organizuju u proleće i jesen (stručne konferencije za lekare, gde prisustvuju i njihovi predstavnici, zajedno sa doktorima).

Korporativni događaji i veći kongresi se planiraju od godinu dana do dve unapred, a organizacija nešto manjih skupova obično se planira od 2-8 meseci ranije.

Na pitanje šta im je najbitnije prilikom izbora lokacije, prostora i agencije za organizaciju događaja, odgovori su uglavnom uključivali sledeće, poređano po važnosti: pouzdanost, efikasnost, iskustvo, preporuka, brzina

odgovora, fleksibilnost, zanimljivost ponude, ambijent, kvalitet smeštaja, vrhunska oprema i sala za konferencije, prostor za socijalna dešavanja profesionalno tehničko osoblje, pristupačnost lokacije za goste koji dolaze i u zavisnosti namene, odnosno prirode samog događaja, zatim, odabir kateringa, naravno odgovarajući kapaciteti, pa cena.

G-din Dimitar Stojmenovski iz Alkaloid AD – Skopje takođe napominje: "Naša kompanija ima definisane i postavljene standarde poslovanja u kontekstu organizacije i mesta održavanja događaja. Uvek postavljamo jasne ciljeve i predstavljamo očekivanja kod naših partnera u organizaciji događaja."

Farmaceutske kompanije i zdravstvene ustanove i udruženja, većinu svojih okupljanja organizuje u zemlji u kojoj se predstavništvo nalazi. To se može protumačiti i kao deo njihove Društvene i Socijalne odgovornosti (CSR- Corporate Social Responsibility) kao kompanije da promovišu zemlju u kojoj posluju i time doprinose njenom razvoju.

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### Budući trendovi u edukaciji prodajne operative farmacije

Obuka iz prodaje u farmaciji se preobražava iz jednokratnog događaja u stratešku kampanju tokom cele godine.

Dolazi do preokreta u sagledavanju obuke iz prodaje koji ide mnogo dalje od godišnje konferencije prodaje. Kompanije će nastojati da obezbede događaje sa direktnim učešćem, virtualne događaje sa sadržajem i obukom, aktivnosti posle sastanaka zarad jačanja kampanja za komunikaciju o obukama, kao i programe edukaci-

je i razvoja za korporativne klijente. Umesto da se oslanjaju na veliku prodajnu operativu u prenošenju poruka o sopstvenim proizvodima, kompanije će se kretati ka manjim prodajnim timovima sastavljenim od visoko obučanih i uže specijalizovanih predstavnika. Kompanije će se manje oslanjati na uzorke, a više na edukaciju i na promovisanje medikamenata preko male, visoko obučene prodajne operative. Kao rezultat dolazi povećana potreba za edukacijskim sastancima u cilju obučavanja predstavnika prodaje, kao i okupljanje stručnjaka na jednom mestu u cilju upoznavanja sa proizvodima.

Privreda se menja, a sa njom se menja i farmaceutska industrija i to dramatično. Mnoge kompanije smanjuju prodajnu operativu i nemaju toliko medikamenata za prodaju pošto se proizvodi skidaju sa liste patentiranih proizvoda. Suočene su i sa problemima kao što su smanjenje troškova i šta im je činiti ako njihov proizvod nije prvi na bolničkoj listi odobrenih lekova – pitanja koja nisu u vezi sa svojstvima i blagodatima konkretnog proizvoda.

Stanje u privredi je dovelo i do skraćivanja trajanja sastanaka prodaje. Oni koji su nekada trajali po pet dana, sada traju dva i po dana, što znači da se sastanci moraju više koncentrisati i usmeriti na događaj sa direktnim učešćem, vodeći računa o tome šta može da se sprovede pre događaja, a šta posle u virtualnoj učionici.

Kako industrija prilagođava sopstveni pristup razvoju proizvoda i prodaji i marketingu, profesionalci iz oblasti kongresne industrije mogu očekivati povećanu saradnju farmaceutskih kompanija po pitanju vrsta proizvoda koje izrađuju, sve više kombinovanih a manjih po obimu lansiranja proizvoda, umesto velikih, zatim, veći broj manjih farmaceutskih kompanija koje plasiraju lekove na tržište, kao i povećan razvoj usko specijalizovanih i ciljanih farmaceutskih proizvoda, što će dovesti do potrebe za većim brojem sastanaka u cilju obučavanja lekara i prodajne operative.

M. Š.



Necessary of continuing education

## ROLE OF SEMINARS AND CONGRESSES IN THE MEDICAL AND PHARMACEUTICAL SECTORS

Public medical and healthcare sector and corporate pharmaceutical and medical sector rank among top three sectors globally by size and number of organized specialist meetings of all types, and by attendance as well.

We can look at several alternative segments of the overall demand for all types of events. For instance, the market can be segmented by size in small and large meetings; or by purpose of the meeting in education, incentive, information meetings, etc. Still, the demand is most often segmented by buyer.

It is known that corporate sector, covering private businesses of all sizes, dominates by a huge number of meetings and conventions necessary for their effective operation and for sustaining their competitive market positions.

Public medical and healthcare sector and corporate pharmaceutical and medical sector rank among top three sectors globally by size and number of organized specialist meetings of all types, and by attendance as well.

All events may be divided into internal and external. Internal events are organized within institutes, healthcare centres and companies for their employees and they are normally smaller-scope meetings, trainings or management seminars or Board meetings, etc.

External meetings are aimed at interacting with the company's external partners or associates. Such meetings

can be organized for a new product presentation (e.g. a drug) and attended by the company's dealers and distributors or in a specific case, by physicians, pharmacists, representatives of healthcare and other institutions; or they can be annual meetings or jubilees of pharmaceutical companies or healthcare institutions, attended by their shareholders and other interested parties.

External meetings also include regional or international specialist conferences and congresses, aimed at exchange of experience, acquiring new knowledge, presenting own results, gaining new contacts and nurturing the existing ones. Such meetings can cover several hundred participants.

The core reason for organizing specialist conferences, seminars, etc. which are attended by medical and healthcare professionals is the necessary continuing education not only for ethical, responsible and professional work attitude, but also for issuing and renewing the work licence. According to the Rulebook on Conditions for Issuing, Renewing and Repealing the Licence for the Members of the Healthcare Professionals' Chambers in the Republic of Serbia, Article 8 "a healthcare professional may renew the licence if during the licence term such professional has gained 168 points in the course of continuing education, and every year 24 points through the contents of the continuing education programme pertinent to the professional activity they perform, and for which such licence is issued or renewed." "A total of 24 points shall be attained out of several different continuing





education programmes. One half of the annual total points (12 points) shall be earned within the continuing education programme conducted in the healthcare institution or private practice employing the healthcare professional. The other half of points shall be earned by participating in external continuing education programmes conducted outside the healthcare institution or private practice at the national or international level."

In Serbia, there have been Continuing Medical Education Centres set up,

**80% of the respondent pharmaceutical companies practices team building for their employees as well as incentive travel 2-3 times per year. They find it most important for the business, but the financial crisis has in many cases lowered the number of and opportunities to organize team building or incentive travel, so it is often the case that a meeting which has to be organized for employees is arranged in an unusual and interesting place to get at least a tad of the team building effect and incite the employees to socialize.**

which organize specialist seminars, accredited by the Serbian Healthcare Council and worth a certain number of points necessary for obtaining and renewing the licences.

The activity of these centres is continuing education, specialist and scientific improvement for healthcare professionals and healthcare associates; retraining and additional training for healthcare professionals; healthcare awareness; additional student education; other educational activities pertaining to the development of healthcare and medical science. It is the necessity of continuing education that represents one of the reasons for such high number of meetings and high attendance by healthcare professionals at the specialist seminars and conferences in the region all year round in all healthcare, medical, and pharmaceutical segments.

**In the second half of 2010, there has been research conducted among the pharmaceutical companies and healthcare institutions in the SEE region in order to examine the significance and share of the sector in the regional MICE.**

The survey results show that the organization of and attendance at

specialist seminars is most important in the business of each and every pharmaceutical and healthcare institution involved in the research. Exchange of experience with experts in certain fields, and a positive PR in corporate social responsibility are most important according to Medical Marketing Manager of the company Alkaloid AD – Skopje, Mr Dimitar Stojmenovski. Also, acquiring new knowledge, presenting own results, gaining new contacts and nurturing the existing ones, and incentives for future performance are all very important reasons for organizing and attending specialist seminars, as emphasised by the Institute for Blood Transfusion of Serbia.

"Specialist seminars are especially important if the seminar/conference topic addresses the therapeutic fields of the company's business", states Dr Marko Sekulić with the company Novo Nordisk Pharma d.o.o. Beograd.

80% of the respondent pharmaceutical companies practices team building for their employees as well as incentive travel 2-3 times per year. They find it most important for the business, but the financial crisis has in many cases lowered the number of and opportunities to organize team



building or incentive travel, so it is often the case that a meeting which has to be organized for employees is arranged in an unusual and interesting place to get at least a tad of the team building effect and incite the employees to socialize. Due to financial circumstances, the public healthcare institutions and associations seldom organize team building travels, but they make up for it through socializing in the events organized on important occasions.

Congresses and symposiums at the national level with international attendance are organized once a year, or every two or four years, depending on the professional association.

When it comes to pharmaceutical companies, corporate level events are organized 4-6 times per year, while locally numerous smaller presentations/meetings, depending on the country of business, are organized 15-25 times a year.

From Abbott Laboratories d.o.o., Slovenia, say that presentations in hospitals and health centers are held once a week, and seminars and conferences are organized in the spring and autumn (professional conferences for doctors, with presence of their representatives along with doctors).

Corporate events and larger-sized congresses are planned one to two years ahead, and the organization of smaller meetings is planned 2-8 months beforehand.

Asked what was most important for them when selecting a venue, space, and agency to organize the event, they answered mostly as follows according to the priority: reliability, efficiency, experience, recommendation, response time, flexibility, ambience, accommodation quality, top equipment and conference room, socializing area, professional technical staff, accessibility of the venue to the guests arriving and depending on the purpose, that is, the nature of the event itself, catering, adequate capacities, and then price.

Mr Dimitar Stojmenovski with Al-

kaloid AD – Skopje also adds: "Our Company has business standards in place for event organization and venue. We always set clear goals and share our expectations with our partners who organize the event."

Pharmaceutical companies and healthcare institutions and associations organize most their meetings in the country of their representative office. It can also be interpreted as part of their corporate social responsibility (CSR) that they as companies promote the country where they do business, contributing that way to the country's development.

Lately, there has been a rise in the percentage of organized meetings in the neighbouring countries versus the country of the representative office within the SEE region. The venues explicitly mentioned were: Belgrade, Zlatibor, Ohrid, Palić, Zagreb, Rovinj, Ljubljana, Portorož, Piran, Budva, Novi Sad, Kopaonik, Sarajevo, Dojran, Mavrovo, Bitola, Strumica, Vršac.

### Future trends at education of sales forces at the pharma industry

Sales training is changing from a one-off event to a strategic year-round campaign.

There will be a whole new way of looking at sales training that reaches far beyond an annual sales conference. Company will tend to provide live events, virtual events to provide content and training, post-meeting activities to reinforce the training

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communication campaigns, and learning and development programs to its corporate clients.

Instead of relying on a large sales force to get the message out about their products, companies will moving toward smaller sales teams composed of highly trained specialty representatives. Companies will rely less on samples and more on education and that smaller, highly skilled sales forces to promote drugs. The result: a greater need for educational meetings to train sales reps as well as to bring thought leaders together to discuss these products.

The economy is changing, and the pharma industry is changing dramatically along with it. Many companies are reducing their sales force; they don't have as many products to sell as drugs come off of patent protection. They are also facing with concerns such as cost containment and what to do if their product is not on the first of a hospital's formulary of approved drugs — issues beyond the features and benefits of a particular product.

The state of the economy also has caused cutting of the length of sales meetings. Where they once have had five days, they now are looking at a two-and-a-half-day event. This means that meetings should be more focused and streamlined at the live event, with taking care what can be rolled out before the event, and what can be done post-meeting on a virtual campus.

As the industry adapts its approach to product development and sales and marketing, meeting professionals can expect to see an increase in pharma companies collaborating with payers on the types of products they develop, multiple smaller product launches taking the place of large launches, more smaller pharmaceutical companies bringing drugs to market, and increased development of highly specialized and targeted pharmaceuticals, driving a need for more training meetings for physicians and sales forces.

M. Š.

Hotel Splendid Conference & SPA Resort

## CENTAR CRNOGORSKOG BIZNIS TURIZMA

Svakako, jedno od mesta, koji su u velikoj meri uticali na pozitivnu percepciju Crne Gore je i hotel Splendid Conference & SPA Resort, simbol modernog crnogorskog hotelijerstva. Za većinu turista koji poslom dođu u Crnu Goru, hotel Splendid Conference & SPA Resort je mesto izbora. Ovaj hotel i za mnoge druge turiste predstavlja jedno od nezaobilaznih mesta u Crnoj Gori.



U prethodnoj godini, nezapamćeno veliki broj međunarodnih medija pokazao je interesovanje za Crnu Goru, čime se postigao i veliki publicitet ove male, ali sve interesantnije turističke destinacije. Bili su to i štampani i elektronski mediji, a među njima, kako oni koji se bave ekonomskim, političkim i biznis temama, tako i oni koji se bave kulturom, modom i životnim stilom. To interesovanje nije bilo bazirano samo na ekonomskom interesu medija, ostvarivom kroz marketing aktivnosti koje crnogorski turi-

vodu. Svakako, jedno od mesta, koji su u velikoj meri uticali na pozitivnu percepciju Crne Gore je i hotel Splendid Conference & SPA Resort, simbol modernog crnogorskog hotelijerstva. Za većinu turista koji poslom dođu u Crnu Goru, hotel Splendid Conference & SPA Resort je mesto izbora. Ovaj hotel i za mnoge druge turiste predstavlja jedno od nezaobilaznih

**Vanity fair:** "Intrigantno mesto sa snažnim razvojnim potencijalom"

**Harper's Bazaar:** "Jedna od 10 najatraktivnijih (fancy and cool) destinacija na svijetu"

**Daily Mail:** "Crna Gora će biti sledeća (francuska) Rivijera.

**Sunday Times:** (O Bokokotorskom zalivu) "Tirkizne boje, oblika leptira, sa zastrašujućim planinama, jedno je od najspektakularnijih mesta na planeti"

**Financial Times:** "Kada su u pitanju prirodne lepote, postoji malo mesta na svetu koja mogu da pariraju Crnoj Gori".

strana je okrenut ka moru. Poseduje sve sadržaje koje i najzahtevniji gost može da poželi, a pruža i savremene SPA tretmane. Hotel Splendid Conference & SPA Resort, osim glavnog restorana "La bussola", posjeduje i fine dining restoran, japanski restoran i tapas bar "Promenada", conference bar, lobby bar, pool bar "Bracera" i plažni bar "Ensenada". Na 10-om spratu hotela Splendid Conference & SPA Resort ove godine, otvoren je savremeni kazino Splendid Casino Royale, sa predivnim pogledom na budvansku rivijeru.

Na krovu hotela Splendid Conference & SPA Resort nalazi se heliodrom. Hotel Splendid Conference & SPA Resort već treću godinu za redom, osvaja Wild Beauty Award Grand Prix, za najbolji hotel, u organizaciji Ministarstva turizma Crne Gore i Nacionalne turističke organizacije.

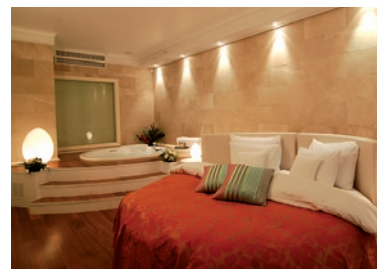
Hotel Splendid Conference & SPA Resort je od 2008. godine, član Great Hotels of the World. U novembru 2009. godine, uoči najveće svjetske berze turizma u Londonu, hotel Splendid Conference & SPA Resort nominovan je za World Travel Award, u kategoriji najboljih evropskih Conference & SPA Resort-a. Sa preko 100 organizovanih poslovnih skupova godišnje i velikim brojem privatnih događaja, hotel Splendid Conference & SPA Resort se može pohvaliti da je ugostio najzahtevnije klijente i realizovao najkompleksnije i najrazličitije zahteve.



zam plaća radi sopstvene promocije, već u najvećoj meri, na novinarskoj znatiželji da se otkrije tajna razvoja crnogorskog turizma i da se odgovori na pitanje zašto mnogi turisti, pored velikih i poznatih turističkih regija, dolaze upravo u Crnu Goru, da bi obavili posao, odmorili se i uživali, kako u prirodi, tako i u dobrom pro-

mesta u Crnoj Gori. Nalazi se na samoj obali mora, u Bečićima, nadomak Budve i otvoren je tokom cele godine, a u periodu od oktobra do aprila, posebno je atraktivan za MICE turiste.

Hotel ima 322 superior sobe, 13 wellness apartmana, 4 junior apartmana, 1 penthaus apartman i 1 predsjednički apartman. Hotel poseduje konferencijski prostor, veličine 2.500 m<sup>2</sup>, u kojem se nalazi deljiva konferencijska sala od 700 m<sup>2</sup>, kapaciteta 780 mesta, kao i prateći sadržaji za održavanje velikih poslovnih skupova, kao što su dodatne sale, media centar, konferencijski bar i terasa. Konferencijski dio hotela je opremljen najmodernijom tehničkom opremom. SPA centar hotela Splendid Conference & SPA Resort prostire se na 3.000 m<sup>2</sup> i sa svih





Hotel Splendid Conference & SPA Resort

## CENTER OF MONTENEGRIN BUSINESS TOURISM

Definitely, one of the places which has made impact on positive reception of Montenegro is Hotel Splendid Conference & SPA Resort, symbol of modern Montenegrin hotel industry. For many tourists who come in Montenegro because of business, Hotel Splendid Conference & SPA Resort is their choice.



In the previous year, unprecedented number of international media has shown interest for Montenegro, achieving big publicity for this small country as one of the most interesting tourist destinations. There were

**Vanity Fair** - There is unmistakably frontier feel to the place and the sense of intrigue.

**Harper's Bazaar**: The world's hippest hangouts

**Daily Mail** - Montenegro could be the new Riviera

**Sunday Times** - The setting on the turquoise, butterfly-shaped fjord of the Bay of Kotor, into which green and grey mountains plunge is spectacular.

**Financial Times**: In terms of natural wonders there is little in the southern Mediterranean to rival Montenegro's Gulf of Kotor.

many print and electronic media and between them there were many which deal in economic, political and business topics, and also those which deal in culture, fashion and lifestyle. That interest wasn't based only on economic interest of media, accomplished through marketing activities which Montenegrin tourism pays because of own promotion, but in the largest part on the reporters' curiosity to find out the secret of Montenegrin

tourism and to answer on question why do many tourists, beside big and famous tourist regions, come in Montenegro to do their job, to have a rest and to enjoy in nature and in good entertainment. Definitely, one of the places which has made impact on positive reception of Montenegro is Hotel Splendid Conference & SPA Resort, symbol of modern Montenegrin hotel industry. For many tourists who come in Montenegro because of business, Hotel Splendid Conference & SPA Resort is their choice. This hotel presents one of the unavoidable places in Montenegro. It is located on the seaside, in Becici near Budva and it is opened all year, in period from October to April it is especially active for MICE tourists. Hotel has 322 superior rooms, 13 wellness suits, 4 junior suits, 1 penthouse and 1 presidential suit. Hotel has conference area, surface 2.500 m<sup>2</sup>, with separate conference hall surface 700 m<sup>2</sup>, 780 seating capacities, additional facilities for big business conferences, additional halls, media center, conference hall and terrace. Conference part of the hotel is equipped with the most modern technical equipment. SPA center Hotel Splendid Conference & SPA Resort has 3.000 m<sup>2</sup> and it has a sea view on all four sides. It has all facilities which the most demanding guests can wish for and offers modern SPA treatments.

Hotel Splendid Conference & SPA Resort, except main restaurant "La bussola", has fine dining restaurant, Japanese restaurant and tapas bar "Promenada", conference bar, lobby bar, pool bar "Bracera" and beach bar "Ensenada". On the 10th floor of Hotel Splendid Conference & SPA Resort this year was opened modern casino Splendid Casino Royale with the beautiful view on Budva Riviera. On the roof of the Hotel Splendid Conference & SPA Resort is heliodrom.

Hotel Splendid Conference & SPA Resort is third year successively winner of the Wild Beauty Award Grand Prix, for the best hotel in the organization of Ministry of Tourism of Montenegro and National Tourist Organization. From 2008 Hotel Splendid Conference & SPA Resort has been the member of Great Hotels of the World. In November 2009, during the biggest fair of tourism in London, Hotel Splendid Conference & SPA Resort was nominated for World Travel Award, in the category of the best



European Conference & SPA Resorts. With more than 100 organized business conferences annually and with great number of private events, hotel Splendid Conference & SPA Resort can boast of accommodation the most demanding guests and realized the most different request.

## ZDRAVSTVENA I FARMACEUTSKA UDRUŽENJA U REGIONU

Medicinska i farmaceutska udruženja kao osnovne ciljeve i zadatke imaju kontinuirano stručno usavršavanje svojih članova i primenu savremenih naučnih i stručnih dostignuća u

praksi, kao i učešće u organizaciji naučnih skupova i kongresa koji bi bili bodovani u sistemu KME \*. Kao takvi, predstavljaju važne inicijatore organizovanja stručnih skupova i učesnike

u kongresnoj industriji. U nastavku je dat spisak zdravstvenih i farmaceutskih udruženja u regionu, sa napomenom da nisu navedena SVA udruženja, već neka od značajnijih.

\* Kontinuirana medicinska edukacija (KME) predstavlja stalno stručno usvršavanje medicinskih radnika i predstavlja osnovni postulat postizanja kvaliteta u svakodnevnom radu i dobijanju i obnavljanju licenca za rad zdravstvenih radnika.

## REGIONAL MEDICAL AND PHARMACEUTICAL ASSOCIATIONS

Medical and pharmaceutical associations set as their main objectives and tasks a continuing professional advancement of their members and the application of modern scientific and expert achievements in practi-

ce, and the participation in organization of scientific conventions and congresses which would be rated in the CME\* system. As such, they are important triggers for organizing specialist conventions, and important

participants in MICE. Here is the list of healthcare and pharmaceutical associations in the region, and note that not ALL associations are listed, but only the major ones.

\* Continuing Medical Education (CME) is continuing professional advancement of healthcare professionals and represents the fundamental principle for achieving the daily performance quality and obtaining and renewing the medical work licences.

### SRBIJA / SERBIA

- Lekarska komora Srbije / Serbian Medical Chamber [www.lks.org.rs](http://www.lks.org.rs)
- Srpsko lekarsko društvo / Serbian Medical Society [www.sld.org.rs](http://www.sld.org.rs)
- Farmaceutska komora Srbije / Pharmaceutical Chamber of Serbia [www.farmkom.rs](http://www.farmkom.rs)
- Farmaceutsko društvo Srbije (FDS) / Pharmaceutical Society of Serbia [www.farmacija.org](http://www.farmacija.org)
- Udruženje Farmaceuta Vojvodine / Pharmaceutical Association of Vojvodina [www.ufvojvodine.org](http://www.ufvojvodine.org)
- Udruženje privatnih apotekara Srbije / Serbian Private Pharmacist Association [www.spas.rs](http://www.spas.rs)
- Savez Udruženja Zdravstvenih Radnika Srbije / Serbian Federation of Health Professionals Associations [www.szr.org.rs](http://www.szr.org.rs)
- Vojnomedicinska akademija (VMA) / Military Medical Academy [vma.mod.gov.rs](http://vma.mod.gov.rs)
- Udruženje pedijatar Srbije / Serbian Paediatric Association [www.pedijatri.org.rs](http://www.pedijatri.org.rs)
- Udruženje privatnih lekara Srbije / Serbian Private Medical Association [www.uplks.com](http://www.uplks.com)
- Udruženje farmaceutskih tehničara Srbije-Sveti Sava / Association of Serbian Pharmaceutical Technicians - St. Sava [www.ufts-svetisava.edu.rs](http://www.ufts-svetisava.edu.rs)
- Udruženje kardiologa Srbije / Cardiology Society of Serbia [www.uksr.org](http://www.uksr.org)
- Udruženje medicinskih sestara-tehničara intenzivnih nega, anestezije i reanimacije Republike Srbije (UINARS) / Serbian Association of Nurses - Technicians in Intensive Care, Anaesthesiology and Reanimation [www.uinars.info](http://www.uinars.info)
- Dijabetološki savez Srbije / Serbian Diabetes Federation [www.diabeta.net](http://www.diabeta.net)
- Društvo genetičara Srbije / Serbian Genetic Society [www.dgsogenetika.org.rs](http://www.dgsogenetika.org.rs)
- Društvo lekara Vojvodine / Physician Society of Vojvodina [www.dlv.org.rs](http://www.dlv.org.rs)
- Društvo medicinskih biohemičara Srbije (DMBS) / Society of Medical Biochemists of Serbia [www.dmbj.org.rs](http://www.dmbj.org.rs)
- Udruženja medicinskih sestara, tehničara i babica Srbije / Serbian Association of Nurses, Technicians and Midwives [www.umsts.org](http://www.umsts.org)
- Udruženje dermatovenerologa Srbije / Serbian Association of Dermatovenerologists [www.udvs.org](http://www.udvs.org)
- Udruženje Medicinskih Onkologa Srbije (UMOS) / Serbian Society of Medical Oncology [www.umos.org.rs](http://www.umos.org.rs)
- Udruženje za javno zdravlje Srbije / Serbian Public Health Association [www.ujzs.org](http://www.ujzs.org)
- Društvo psihologa Srbije / Association of Psychologists of Serbia [www.dps.org.rs](http://www.dps.org.rs)
- Udruženje internista Srbije / Serbian Association of Internal Medicine [www.uis.org.rs](http://www.uis.org.rs)
- Udruženje fizijatara Srbije / Serbian Association of Psychiatrists [www.fizijatri.org](http://www.fizijatri.org)
- Udruženje stomatologa Srbije / Serbian Dental Society [www.uss.org.rs](http://www.uss.org.rs)

### BOSNA I HERCEGOVINA / BOSNIA & HERZEGOVINA

- Federalno ministarstvo zdravstva / Federal Health Ministry [www.fmoh.gov.ba](http://www.fmoh.gov.ba)
- Farmaceutsko društvo Republike Srpske / Pharmaceutical Society of Republic of Srpska [www.farmaceutskodrustvo.org](http://www.farmaceutskodrustvo.org)
- Farmaceutska komora Republike Srpske / Pharmaceutical Chamber of Republic of Srpska [www.farmaceutska-komora.org](http://www.farmaceutska-komora.org)
- Komora doktora medicine Republike Srpske / Chamber of Physicians of Republic of Srpska



- ke Srpske / Medical Chamber of Republic of Srpska  
[www.komoradoktorars.org](http://www.komoradoktorars.org)
- Udruženje ljekara za nefrologiju, dijalizu i transplantaciju bubrega u Bosni i Hercegovini / Society of Nephrology, Dialysis and Kidney Transplantation in Bosnia and Herzegovina  
[www.undt.ba](http://www.undt.ba)

- Udruga pedijatarata u BiH / Paediatric Society in BiH  
[www.upubih.org](http://www.upubih.org)
- Udruženje inženjera medicinske radiologije / Association of Medical Radiological Engineers  
[www.uvrt.ba](http://www.uvrt.ba)
- Udruženje fizijatara Federacije Bosne i Hercegovine / Association of Physiatrists of BIH Federation

- [www.udruzenjefizijatara.ba](http://www.udruzenjefizijatara.ba)
- Udruženja reumatologa Bosne i Hercegovine / Rheumatology Association of Bosnia and Herzegovina  
[www.reuma.ba](http://www.reuma.ba)
- Udruženja ljekara porodične medicine FBiH / Family Medicine Association FBiH  
[www.afpfbih.org](http://www.afpfbih.org)

**HRVATSKA / CROATIA**

- Hrvatski liječnički zbor / Croatian Medical Association  
[www.hlz.hr](http://www.hlz.hr)
- Hrvatsko farmaceutsko društvo / Croatian Pharmaceutical Society  
[www.hfd-fg.hr](http://www.hfd-fg.hr)
- Hrvatsko društvo farmakologa / Croatian Pharmacology Society  
[www.hdf-pharma.mef.hr](http://www.hdf-pharma.mef.hr)
- Hrvatska udruga medicinskih sestara / Croatian Nurse Association  
[www.hums.hr](http://www.hums.hr)
- Hrvatsko udruženje za klasičnu homeopatiju / Croatian Classic Homeopathy Association  
[www.homeopatija-huklah.hr](http://www.homeopatija-huklah.hr)
- Hrvatsko udruženje za prirodnu, energetsku i duhovnu medicinu / Croatian Federation for Natural, Energy and Spiritual Medicine  
[www.huped.hr](http://www.huped.hr)
- Hrvatska udruga laboratorijske medicine / Croatian Laboratory Medicine Association  
[www.hulm.hr](http://www.hulm.hr)
- Hrvatska sanitarna udruga / Croatian Sanitary Association  
[www.hsudruga.hr](http://www.hsudruga.hr)
- Hrvatska Udruga Estetske Medicine / Croatian Society of Aesthetic

- Medicine  
[www.huem.hr](http://www.huem.hr)
- Hrvatska udružba obiteljske medicine (HUOM) / Croatian Family Medicine Association  
[www.huom.org](http://www.huom.org)
- Hrvatska udruga tehnologa u nuklearnoj medicini (HUTNM) / Croatian Society of Nuclear Medicine Technologists  
[www.hutnm.hr](http://www.hutnm.hr)
- Hrvatska komora dentalne medicine / Croatian Dental Chamber  
[www.hkdm.hr](http://www.hkdm.hr)
- Hrvatsko reumatološko društvo (HRD) / Croatian Society for Rheumatology  
[www.reumatologija.org](http://www.reumatologija.org)
- Hrvatski savez udruga cerebralne i dječje paralize / Croatian Cerebral Palsy Society  
[www.hsucdp.hr](http://www.hsucdp.hr)
- Hrvatsko društvo radiologa / Croatian Society of Radiology  
[www.radiologija.org](http://www.radiologija.org)
- Hrvatsko društvo za reanimatologiju / Croatian Reanimatology Society  
[www.crorc.org](http://www.crorc.org)
- Hrvatsko gastroenterološko društvo (HGD) / Croatian Society of

- Gastroenterology  
[www.hgd.hr](http://www.hgd.hr)
- Hrvatsko društvo za nefrologiju, dijalizu i transplantaciju / Croatian Society for Nephrology, Dialysis and Transplantation  
[www.hdndt.org](http://www.hdndt.org)
- Hrvatsko oftalmološko društvo / Croatian Ophthalmology Society  
[www.irata.hr/hod](http://www.irata.hr/hod)
- Hrvatsko psihijatrijsko društvo / Croatian Psychiatric Association  
[www.psihijatrija.hr](http://www.psihijatrija.hr)
- Hrvatsko društvo inženjera medicinske radiologije / Croatian Association of Medical Radiological Engineers  
[www.hdimr.hr](http://www.hdimr.hr)
- Hrvatsko društvo za liječenje boli / Croatian Society of Pain Clinicians  
[www.hdlb.org](http://www.hdlb.org)
- Hrvatsko društvo medicinskih biokemičara / Croatian Society of Medical Biochemists  
[www.hdmb.hr](http://www.hdmb.hr)
- Hrvatsko društvo za biokemiju i molekularnu biologiju (HDBMB) / Croatian Society of Biochemistry and Molecular Biology  
[www.hdbmb.hr](http://www.hdbmb.hr)

**CRNA GORA / MONTENEGRO**

- Ljekarska komora Crne Gore / Medical Chamber of Montenegro  
[www.ljekarskakomora.co.me](http://www.ljekarskakomora.co.me)

- Udruženje fizijatara Crne Gore / Physiatrists Association of Montenegro / [www.ufcg.info](http://www.ufcg.info)

- Udruženje hirurga Crne Gore / Surgeon Association of Montenegro  
[www.udruzenjehirurgacrnegore.com](http://www.udruzenjehirurgacrnegore.com)

**SLOVENIJA / SLOVENIA**

- Lekarska komora Slovenije / Medical Chamber of Slovenia  
[www.szd.si](http://www.szd.si)
- Društvo porodične medicine Slovenije / Slovene family medicine society  
[www.drmed.org](http://www.drmed.org)
- Slovensko društvo za hitnu medicinu / Slovenian society for Emergency Medicine

- [www.ssem-society.si](http://www.ssem-society.si)
- Udruženje bioenergetičara Slovenije / Bioenergist Association of Slovenia  
[www.zdruzenje-bioenergetikov.si](http://www.zdruzenje-bioenergetikov.si)
- Udruženje kardiologa Slovenije / Slovenian society of cardiology  
[www.sicardio.org](http://www.sicardio.org)
- Udruženje psihoterapeuta Slovenije / Psychotherapist Association

- of Slovenia  
[www.zps.ordinacija.net](http://www.zps.ordinacija.net)
- Slovensko Društvo obolelih od raka / Cancer Patients' Association of Slovenia  
[www.onkologija.org](http://www.onkologija.org)
- Slovensko farmaceutsko društvo / Slovenian pharmaceutical society  
[www.sfd.si](http://www.sfd.si)
- Slovensko Udruženje za kliničku

hemiju / Slovenian Association for Clinical Chemistry

[www.szkk.si](http://www.szkk.si)

- Slovensko društvo pulmologa / Slovenian Respiratory Society  
[www.zps-slo.si](http://www.zps-slo.si)
- Udruženja internista Slovenije / Internal Medicine Association

of Slovenia

[www.zis-szd.si](http://www.zis-szd.si)

- Udruženje multiple skleroze Slovenije / Multiple Sclerosis Association of Slovenia  
[www.zdruzenje-ms.si](http://www.zdruzenje-ms.si)
- Slovensko udruženje anesteziologije i intenzivne medicinske nege /

Slovenian Society of Anaesthesiology and Intensive Care Medicine

[www.szaim.org](http://www.szaim.org)

- Udruženje Hematologa Slovenije / Slovenian Haematological Society  
[www.hematologija.org](http://www.hematologija.org)

## MAKEDONIJA / MACEDONIA

- Makedonsko lekarsko društvo / Macedonian Medical Society  
[www.mld.org.mk](http://www.mld.org.mk)
- Farmaceutska komora Makedonije / Macedonian Pharmaceutical Chamber  
[www.fk.mk](http://www.fk.mk)
- Udruženje medicinskih sestara, tehničara i akušera / Association of Nurses, Technicians and Midwives  
[www.zmstam.org.mk](http://www.zmstam.org.mk)
- Udruženje fizijatara Republike Makedonije / Macedonian Physiatrist Association  
[www.fizijatri.org.mk](http://www.fizijatri.org.mk)
- Udruženje medicinske fizike i biomedicinski / Association for Medical Physics and Biomedical Engineering  
[www.zmfbi.org.mk](http://www.zmfbi.org.mk)
- Lekarska komora Makedonije / Macedonian Medical Chamber  
[www.lkm.org.mk](http://www.lkm.org.mk)
- Udruženje ginekologa i opstetičara Makedonije / Macedonian Gynaecological and Obstetrics Association

[www.mld.org.mk/zdrlist.php](http://www.mld.org.mk/zdrlist.php)

- Udruženje radiologa Makedonije / Macedonian Association of Radiologists  
[www.mld.org.mk/zdrlist.php](http://www.mld.org.mk/zdrlist.php)
- Udruženje kardiologa Makedonije / Macedonian Association of Cardiologists  
[www.mld.org.mk/zdrlist.php](http://www.mld.org.mk/zdrlist.php)
- Udruženje mikrobiologa Makedonije / Macedonian Association of Microbiologists  
[www.mld.org.mk/zdrlist.php](http://www.mld.org.mk/zdrlist.php)
- Udruženje psihijatara Makedonije / Macedonian Association of Psychiatrists  
[www.mld.org.mk/zdrlist.php](http://www.mld.org.mk/zdrlist.php)
- Udruženje oftalmologa Republike Makedonije / Macedonian Association of Ophthalmologists  
[www.mld.org.mk/zdrlist.php](http://www.mld.org.mk/zdrlist.php)
- Udruženje neuropsihijatara Makedonije / Macedonian Association of Neuropsychiatrists  
[www.mld.org.mk/zdrlist.php](http://www.mld.org.mk/zdrlist.php)
- Udruženje pedijatara Makedonije /

Macedonian Association of Paediatricians

[www.mld.org.mk/zdrlist.php](http://www.mld.org.mk/zdrlist.php)

- Udruženje farmakologa Republike Makedonije / Macedonian Association of Pharmacologists  
[www.mld.org.mk/zdrlist.php](http://www.mld.org.mk/zdrlist.php)
- Udruženje urologa Republike Makedonije / Macedonian Association of Urologists  
[www.mld.org.mk/zdrlist.php](http://www.mld.org.mk/zdrlist.php)
- Udruženje hirurga Republike Makedonije / Macedonian Association of Surgeons  
[www.mld.org.mk/zdrlist.php](http://www.mld.org.mk/zdrlist.php)
- Makedonsko udruženje plastičnih hirurga / Macedonian Association of Cosmetic Surgeons  
[www.mld.org.mk/zdrlist.php](http://www.mld.org.mk/zdrlist.php)
- Makedonsko stomatološko društvo / Macedonian Dental Society  
[www.mld.org.mk/zdrlist.php](http://www.mld.org.mk/zdrlist.php)
- Udruženje lekara opšte medicine / Association of General Practitioners  
[www.mld.org.mk/zdrlist.php](http://www.mld.org.mk/zdrlist.php)

## BUGARSKA / BULGARIA

- Bugarska psihijatrijska asocijacija / Bulgarian Psychiatric Association (BPA)  
[www.bpabg.com](http://www.bpabg.com)
- Bugarska lekarska komora / Bulgarian Medical Chamber  
[www.blsgb.com](http://www.blsgb.com)
- Bugarska stomatološka Asocijacija / Bulgarian Dental Association  
[www.bzs-srk.bg](http://www.bzs-srk.bg)
- Bugarski savez zdravstvenih radnika / Bulgarian Health Professionals' Association  
[www.nursing-bg.com](http://www.nursing-bg.com)
- Savez zubnih tehničara Bugarske / The Bulgarian Dental Technician Union  
[www.szb-bg.org](http://www.szb-bg.org)
- Nacionalna Asocijacija opšte prakse u Bugarskoj / Bulgarian National Association of General Practice  
[www.nsoplb.org](http://www.nsoplb.org)

- Udruženje endokrinologa Bugarske / Bulgarian Society of Endocrinology  
[www.endo-bg.com](http://www.endo-bg.com)
- Udruženje kardiologa Bugarske / Bulgarian Surgical Society  
[www.bgss.eu/bg](http://www.bgss.eu/bg)
- Udruženje neurohirurga Bugarske / Bulgarian Society of Neurosurgery  
[www.neurosurgery.bg](http://www.neurosurgery.bg)
- Udruženje oftalmologa Bugarske / Bulgarian Society of Ophthalmology  
[www.bdobg.org](http://www.bdobg.org)
- Bugarska Asocijacija pedijatara / Bulgarian Paediatric Association  
[www.pediatrica-bg.eu](http://www.pediatrica-bg.eu)
- Bugarska asocijacija psihijatara / Bulgarian Psychiatric Association  
[www.bpabg.com](http://www.bpabg.com)
- Bugarska asocijacija radiologa / Bulgarian Radiology Association  
[www.radiologybg.org/6ap](http://www.radiologybg.org/6ap)

- Bugarsko društvo za sudsku medicinu i deontologiju / Bulgarian Society for Forensic Medicine and Deontology  
[www.medunion-bg.org/drujestva.aspx](http://www.medunion-bg.org/drujestva.aspx)
- Bugarsko udruženje urologa / Bulgarian Urology Association  
[www.medunion-bg.org/drujestva.aspx](http://www.medunion-bg.org/drujestva.aspx)
- Bugarsko udruženje farmaceuta / Bulgarian Association of Pharmacists  
[www.medunion-bg.org/drujestva.aspx](http://www.medunion-bg.org/drujestva.aspx)
- Bugarsko udruženje dermatologa / Bulgarian Dermatological Society  
[www.bg-derm.org](http://www.bg-derm.org)
- Udruženje za fizikalnu medicinu i rehabilitaciju Bugarske / Association for Physical Medicine and Rehabilitation of Bulgaria  
[www.bgsprm.com/bg](http://www.bgsprm.com/bg)



## RUMUNIJA / ROMANIA

- Rumunsko udruženje kardiologa / Romanian Society of Cardiology [www.cardioportal.ro](http://www.cardioportal.ro)
- Udruženje lekara Rumunije / Association of Physicians of Romania [www.cmr.ro](http://www.cmr.ro)
- Rumunska Asocijacija seksualne medicine / The Romanian Association of Sexual Medicine [www.amsr.ro](http://www.amsr.ro)
- Udruženje urgentne medicine Rumunije / Association for Emergency and Disaster Medicine [www.amud.ro](http://www.amud.ro)
- Udruženje anesteziologa Rumunije / Romanian Anaesthesiology Association [www.algezio.ro](http://www.algezio.ro)
- Udruženje za nefrologiju i vaskularnih pristupa u Rumuniji / Association of Nephrology and vascular access in Romania [www.nephrovasc.ro](http://www.nephrovasc.ro)
- Nacionalno udruženje Rumunije za decu i odrasle sa autizmom / National Association for Children and Adults with Autism in Romania [www.ancaar.home.ro](http://www.ancaar.home.ro)
- Udruženje za prevenciju osteoporoze u Rumuniji / Association for Prevention of Osteoporosis in Romania [www.aspor.ro](http://www.aspor.ro)
- Rumunsko Udruženje hemofilije / Romanian Association of Hemophilia [www.hemofilic.ro](http://www.hemofilic.ro)
- Rumunsko udruženje urologa / Romanian Association of Urology [www.aru.ro](http://www.aru.ro)
- Rumunsko udruženje za promociju zdravlja / Romanian Association for Health Promotion [www.arps.ro](http://www.arps.ro)
- Rumunsko udruženje za proučavanje jetre / Romanian Association for the Study of Liver [www.arsf.ro](http://www.arsf.ro)
- Rumunsko udruženje reumatologa / Romanian Society of Rheumatology [www.sreumatologie.ro](http://www.sreumatologie.ro)
- Rumunsko udruženje pneumologa / Romanian Society of Pneumology [www.srp.ro](http://www.srp.ro)
- Rumunsko društva za socijalnu pedijatriju / Romanian Society of Social Pediatrics [www.pediatriesociala.ro](http://www.pediatriesociala.ro)
- Rumunsko udruženje oftalmologa / Romanian Society of Ophthalmology [www.ofthalmologia.ro](http://www.ofthalmologia.ro)
- Rumunsko udruženje hematologije / Romanian Society of Hematology [www.srh.org.ro](http://www.srh.org.ro)
- Rumunsko društvo za ginekologiju i akušerstvo / Romanian Society of Gynecology and Obstetrics [www.sogr.ro](http://www.sogr.ro)
- Rumunsko društvo za gastroenterologiju / Romanian Society of Gastroenterology [www.gastrohep.ro](http://www.gastrohep.ro)
- Rumunsko udruženje za rak / Romanian Society of Cancer [www.srccjro.org](http://www.srccjro.org)

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## CEIR INDEKS: DRŽAVNI / NEPROFITNI I MEDICINSKI SKUPOVI NADMAŠILI OSTALE SEKTORE

Centar za istraživanja sajamske industrije (CEIR- Center for Exhibition Industry Research) je neprofitna organizacija čija je misija unapređenje rasta i vrednosti sajmova i svesti o sajamskoj industriji i ostalim marketinškim manifestacijama koje podrazumevaju direktno učesće putem razvoja i izrade saznavnih alata zasnovanih na istraživanjima koji bi omogućili zainteresovanim organizacijama da unaprede sopstvene sposobnosti za ispunjenje postojećih i budućih potreba klijenata, poboljšaju poslovni rezultat i ojačaju konkurentsku poziciju.

Uvreženo je mišljenje da je medicinska industrija otporna na recesiju. U 2009. godini, istorijski lošoj godini za sajamsku industriju, državne/neprofitne konvencije i sajmovi iz oblasti medicine spadaju među sektore sa najboljim rezultatima izmerenim u godišnjem izveštaju o CEIR indeksu, koji je u aprilu objavio Centar za istraživanja sajamske industrije (CEIR). ([www.ceir.org](http://www.ceir.org))

Ukupna ocena se zasniva na četiri parametra koje prati CEIR indeks. Sektor državnih, javnih i neprofitnih usluga

(uključujući i udruženja) imao je najbolji rezultat, koji je ukupno gledano ostao na istom nivou.

Posećenost je zabeležila rast od 6 procenata, a broj izlagača je povećan za 3 procenta. Međutim, prihod i neto površina izložbenog prostora su opali za po 5 procenata.

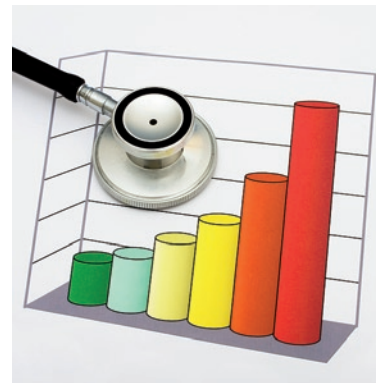
Sajmovi iz oblasti medicine su ukupno opali tek za 4 posto. Prihodi su realno povećani za 1 procenat, ali su posećenost i broj izlagača opali za po 6 procenata.

Neto površina izložbenog prostora je 4 procenata niža. Sajmovi iz oblasti medicine su i dalje najveći pojedinačni sektor sajamske industrije, koji čini oko 23 procenata ukupnog broja sajmova.

Ostali sektori sa relativno dobrim rezultatima su industrijski materijali, sirovine i transport—svaki niži za 6 procenata. Sektor sa najgorim rezultatom je sektor robe široke potrošnje, sa zabeleženim padom od 16 procenata. Građevinarstvo i prehrambena industrija su opali za po 15 procenata.

### Šta nas čeka u 2010. godini?

Očekivanja su da državni/neprofitni sektor i ove godine zabeleži najbolji



rezultat, u velikoj meri zahvaljujući stimulanju potrošnje od strane sa- vezne vlade.

Međutim, ovaj sektor će naići na pravi izazov po pitanju povećanja prihoda pošto privreda i pojedinci imaju sve manje novca za dobrotvorne svrhe.

Očekuje se da reforma zdravstvenog sistema utiče pozitivno na sektor sajmova iz oblasti medicine.

„Očekuje se dalji rast ove grane u narednim godinama, a projekcije govore da će medicinski i zdravstveni sajmovi nastaviti rast i stvaranje prihoda, čime će nadmašiti sve ostale sektore,“ navodi se u izveštaju.

„Pored toga, sajmovi će ostati važno mesto obuke, edukacije i akreditacije.“

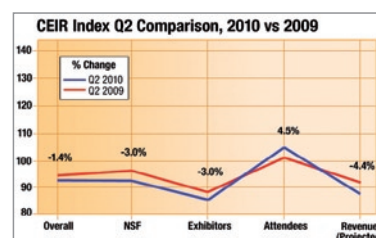
## CEIR INDEX: GOVERNMENT / NONPROFIT AND MEDICAL MEETINGS OUTPERFORM OTHER SECTORS

Medical industry is said to be recession-proof. In 2009, a historically bad year for exhibitions, government/nonprofit conventions and medical exhibitions were among the best performing industries measured in the CEIR Index annual report, released by the Center for Exhibition Industry Research in April. ([www.ceir.org](http://www.ceir.org))

The overall rating is based on four

metrics that the CEIR Index tracks. The government, public, and nonprofit services (including associations) sector performed best, remaining flat overall. Attendance grew 6 percent and the number of exhibitors climbed 3 percent.

However, revenue and net square footage of exhibit space were both down 5 percent. Medical exhibitions



declined just 4 percent overall. Revenues were actually up 1 percent, but



The Center for Exhibition Industry Research (CEIR) is a non-profit organization with the mission of advancing the growth, awareness and value of exhibitions and other face-to-face marketing events by producing and delivering research-based knowledge tools that enable stakeholder organizations to enhance their ability to meet current and emerging customer needs, improve their business performance and strengthen their competitive position.

percent. The worst performing sector was consumer goods, down 16 percent. Building/construction and food were each down 15 percent.

**What's in Store for 2010?**

The government/nonprofit sector is expected to outperform again this year, thanks in large part to federal government stimulus spending. However, the sector will once again be challenged to see revenue growth as corporations and individuals have

less money to donate to charities. Healthcare reform is expected to have a positive impact in the medical expo sector.

"The industry is expected to continue growing in the coming years, and medical and health care exhibitions are projected to continue growing and producing revenue as well, outpacing all other sectors," states the report. "In addition, exhibitions will remain an important venue for training, education, and certification."

attendance and number of exhibitors were both down 6 percent. Net square feet of exhibit space was down 4 percent. Medical exhibitions remain the largest single chunk of the exhibition industry, representing about 23 percent of all shows. Other sectors that performed relatively well were industrial, raw materials, and transportation—each down 6





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Istraživanje

## MEDICINSKI I FARMACEUTSKI SEKTOR KAO KUPCI U KONGRESNOM TURIZMU

U avgustu 2010. godine sproveli smo istraživanje među 250 hotela i agencija povezanih sa kongresnim turizmom (glavni uzorak je sa internet portala [www.kongresnoturizam.com](http://www.kongresnoturizam.com)) iz regiona Jugoistočne Evrope, o značaju medicinskog i farmaceutskog sektora kao kupaca u kongresnoj industriji.

„Obzirom da je vrijeme krize, te je medicinska/farmaceutska industrija jedna od rijetkih koja barem na našem tržištu nije zabilježila značajan pad, pa je sigurno da nam je ova branša jedna od zanimljivijih, kako za tekuće tako i za buduće poslovanje“, podelio je sa nama mišljenje G-din Matija Radovčić, menadžer prodaje u MICE odeljenju **hotela Radisson Blu u Dubrovniku**. Ta izjava karakteriše odnos uglavnom svih učesnika (hotela i agencija) u kongresnom turizmu regiona prema medicinskom/farmaceutskom sektoru. Isto tako, G-din David Stanojević, menadžer **hotela Tami Residence iz Niša**, kaže: „S obzirom da se medicinski/farmaceutski sektor sve više razvija kao sektor, pa će u tom smislu, potreba za prezentacijama i kongresima biti sve veća, zato su nam ovi klijenti itekako bitni i utiču na naše buduće

poslovanje.“ Praksa pokazuje da se u vremenima krize broj upita od strane farmaceutskog sektora nije smanjio i da je čak i porastao usled verovatno većih prihoda koje ove kuće ostvaruju a koji su uslovljeni objavljivanjem raznih pandemija i većom potrošnjom farmaceutskih proizvoda. Podaci o potrošnji lekova u svetu pokazuju stalan porast od 7-10% godišnje.

Do nedavno se smatralo da su za takav trend odgovorne marketinške aktivnosti farmaceutskih kompanija i kontinuirani porast cena lekova zbog troškova proizvođača.

Ipak, analize kretanja potrošnje lekova pokazale su da na porast potrošnje najznačajnije utiče porast volumena (više bolesnika zbog boljih dijagnostičkih procedura i novih standarda lečenja, porast broja recepata po jednom bolesniku, nove kombinacije

u lečenju), pa tek potom novi lekovi i inflacija. Uglavnom hotelima sa 4 zvezdice koji imaju savremene, dobro opremljene i veće kongresne kapacitete ovaj sektor je jako značajan i čini preko 50% njihovog poslovanja. Iz Srbije, to su kapaciteti uglavnom iz Beograda, Zlatibora, Subotice, Niša, Vršca, iz Hrvatske, prvenstveno iz Dubrovnika, zatim Zagreba, sa Brača ali i cela Slavonija, Dalmacija, Istra, zatim, iz Slovenije, uglavnom Bled, Ljubljana, Portorož, a iz Crne Gore Bečići i Podgorica.

Kornelia Radić, menadžer prodaje iz **hotelsko kongresno-poslovnog centra Galleria iz Subotice** kaže: „Navedeni sektor, većinom organizuje višednevne događaje sa velikim brojem učesnika i sa složenim programom, što podrazumeva maksimalno angažovanje hotela, veću iskorišćenost svih





sektora u hotelu, što doprinosi boljem i kvalitetnijem poslovanju.“ Hotelima i prostorima koji ovaj sektor čini nešto manji procenat poslovanja (8-25%), teže da taj procenat povećaju, obzirom da ga smatraju veoma značajnim za buduće poslovanje (po broju događaja to je 8-25%, ali u ukupnom profitu učesće ovog sektora je sigurno 30%).

„Medicinski i farmaceutski sektor jedan je od najznačajnijih sektora za područje kongresnog turizma, koji još uvek ima dosta prostora za širenje“, naglašava G-din Zdenko Posavec, direktor hotela Antunović u Zagrebu.

Uglavnom je reč o višednevnim događajima, sa većim brojem učesnika, koja broje od 100 delegata pa naviše, i o klijentima koji imaju velike budžete, odnosno, obzirom da je u uslovima krize diskutabilno govoriti šta je veliki budžet, možemo reći da imaju veće budžete od proseka.

75% ispitanika kaže da ovaj sektor uglavnom često menjaju prostor i lokaciju održavanja skupova, pogotovo kada je reč o većim skupovima i simpozijumima, ali se, kako kaže Marija Šebalj, direktorka prodaje hotela Croatia, Cavtat - Dubrovnik, vraćaju na svakih nekoliko godina, dok je iskustvo grupacije Terme Čatež iz Slovenije da se vraćaju na svakih 5 godina. „Klijenti iz ove oblasti nastoje, koliko su u mogućnosti da održe tradiciju organizacije okupljanja na istom mjestu, naravno, ukoliko su zadovoljni uslugom. Međutim, vrlo često, primorani su da iz godine u godinu mijenjaju lokaciju okupljanja, zbog različite strukture gostiju koje pozivaju (ovdje se prvenstveno misli na mjesta u kojim velike farmaceutske/medicinske kuće imaju svoja predstavništva, a samim tim i zaposlene)“, naglašava Milena Brajović, menadžer prodaje i marketinga hotela Queen of Montenegro iz Bečića.

25% ispitanika imaju iskustvo da ovaj sektor ne menja lokaciju, ukoliko su zadovoljni uslovima i uslugom, mada tu je reč uglavnom o manjim okupljanjima, više lokalnog karaktera.

Tradicionalne i velike događaje ugla-

vnom organizuje medicinski sektor gde se radi o stručnim lokalnim i međunarodnim kongresima iz specijalizovanih oblasti medicine, dok farmaceutski sektor uglavnom organizuje brojnije, ali nešto manje događaje, workshopove, prezentacije i promocije. Tu je uglavnom reč o promovisanju novog leka ili prezentacija novih tendencija u medicini, kako kaže Jovana Aleksić, korporativni biznis i marketing menadžer hotela Holiday Inn iz Beograda.

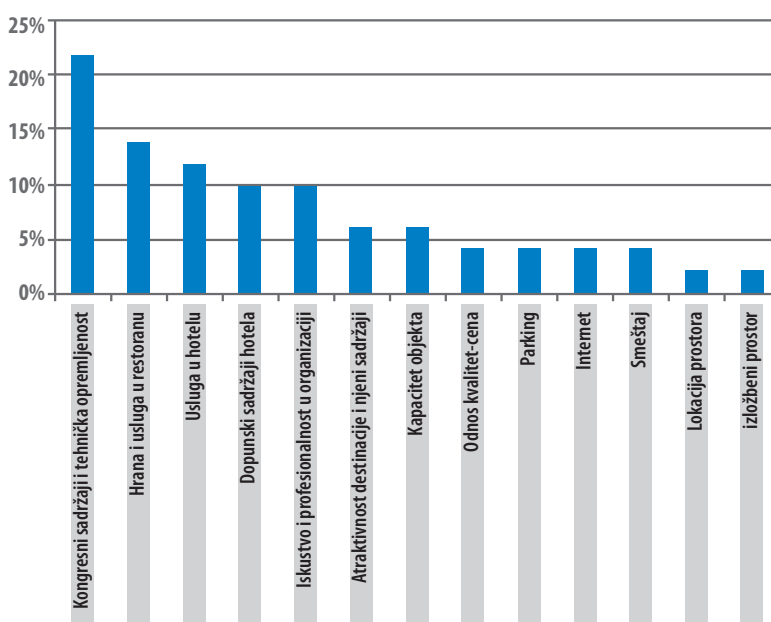
Ispitali smo i koji su to faktori koji su, po iskustvu profesionalaca iz oblasti kongresnog turizma, najbitniji medicinskom i farmaceutskom sektoru prilikom organizacije događaja. Kongresni sadržaji, tehnička opremljenost kao i funkcionalnost i opremljenost sala, su po mišljenju ispitanika najvažniji, sa učešćem od 22%. Tu se podrazumevaju savremene, prostrane, klimatizovane i po mogućnosti, kongresne sale sa dnevnim svetlom, mirom i tišinom za nesmetan rad, kao i besprekoran rad tehničke opreme. Kvalitet i izbor hrane, kao i brza i kvalitetna usluga u restoranu su na drugom mestu, sa 14%, kao i sama usluga u hotelu sa 12%. Iskustvo, fleksibilnost i profesionalnost u organizaciji događaja kao i dopunski sadržaji hotela (wellness & spa i sl.) su takođe veoma bitni, sa po 10%. Atra-

ktivnost destinacije i njeni sadržaji su značajni za animiranje gostiju (6%), a među značajnim faktorima se spominju naravno i odgovarajući kapacitet objekta, odnos cene i kvaliteta, kvalitet samog smeštaja, obezbeđen parking, kao i internet konekcija, ekspresan check-in, odgovarajuća lokacija hotela (udaljenost od aerodroma, kongresnog centra ili druge relevantne ustanove i sl.) i postojanje izložbenog prostora.

Po rezultatima istraživanja, značaj cene kao faktora jeste bitan, ali ne i presudan.

**Među agencijama iz regiona koje su učestvovala u istraživanju, izdvajamo njih nekoliko čije se poslovanje zasniva uglavnom na medicinskom/farmaceutskom sektoru (50-90% ukupnog poslovanja).**

Za njih je ovaj sektor vrlo značajan jer jedini nije podlegao „krizi“, pa su svi planirani veći skupovi u 2009. i 2010. bili i organizovani i podržani od strane sponzora i izlagača, kako kažu iz Gulliver travel-a iz Dubrovnika. Kongresi, simpozijumi i stručni seminari su vrste događaja koje ovaj sektor organizuje u najvećoj meri, slažu se svi intervjuisani. Da vidimo kakva su ostala iskustva ovih agencija u organizaciji događaja u medicinskom i farmaceutskom sektoru.



Najbitniji faktori u medicinsko - farmaceutskom sektoru prilikom organizacije događaja



· Koliko događaji ovog tipa broje učesnika i kolika je dužina trajanja (u danima), u proseku?

**Smart travel, Beograd:** 100 - 2.500 učesnika, 2 - 4 dana je dužina trajanja događaja.

**Gulliver travel, Dubrovnik:** Broj sudionika ovisi o tipu događanja, pa tako kada je riječ o kongresima taj broj varira između 100 i 350, na simpozijima najčešće sudjeluje do 100, a na radionicama do 50 osoba. Događanja u prosjeku traju tri do četiri radna dana.

**Panacomp Travel Tourism And Trade, Novi Sad:** Broj učesnika je od 150-600, a dužina trajanja 2-3 dana.

· Da li se može izdvojiti period godine kada je organizacija ovakvih događaja najbrojnija?

**Smart travel, Beograd:** Februar, mart, april, maj, jun, septembar, oktobar, novembar.

**Gulliver travel, Dubrovnik:** Periodi godine kada je organizacija ovakvih događanja aktualna kao i općenito u MICE segmentu, znači, najintenzivija su proljeće i jesen.

**Panacomp Travel Tourism And Trade, Novi Sad:** Da, to su uglavnom proleće i jesen.

· Da li klijenti iz ove oblasti tradicionalno održavaju neka okupljanja i da li i koliko često menjaju lokaciju i prostor?

**Smart travel, Beograd:** Da i to uglavnom Beograd, Kopaonik, Zlatibor i Vrnjačka banja.

**Gulliver travel, Dubrovnik:** U ovom sektoru su svakako uobičajena tradicionalna okupljanja, a isto tako su pojedini medicinski skupovi, koji se održavaju periodično, tradicionalno vezani za određene destinacije. Kako



Drobnić Vera, Gulliver travel, Director of MICE

ipak dolazi do zasićenja destinacijom svakih četiri do pet godina, postoji mogućnost promjene.

**Panacomp Travel Tourism And Trade, Novi Sad:** Ima onih koji svoje skupove održavaju na jednom mestu, ali je više onih koji menjaju lokaciju skupova.

· Procentualno, na koliko upita koje dobijate od ovih klijenata imate realizovane događaje?

**Smart travel, Beograd:** Kongresi se ne rade na upite, već organizatori unapred utvrde mesto i termin, a učes-

nici se prijavljuju na osnovu programa i tema, i u odnosu na poslat broj obaveštenja, prijavi se u proseku oko 35%.

**Gulliver travel, Dubrovnik:** Kad se radi o upitima novih klijenata realizacija je iznad 40%. U slučajevima upita već postojećih klijenata govorimo o stopostotnoj realizaciji što smatramo pokazateljem ocjene našeg rada, zadovoljstva klijenata kvalitetom usluge i profesionalnošću te razine povjerenja s kojom nam se obraćaju pri ponovnoj suradnji.

**Panacomp Travel Tourism And Trade, Novi Sad:** 80%

· Šta je jednom takvom klijentu, iz Vašeg iskustva, najbitnije prilikom organizacije događaja?

**Smart travel, Beograd:** Dobra saobraćajna povezanost, dobri uslovi za rad - radni prostor i tehnička podrška i kvalitetan smeštaj i dobri dopunski sadržaji.

**Gulliver travel, Dubrovnik:** Klijentu su važni atraktivnost destinacije (jer na taj način može privući što više sudionika), kvalitetan smještaj i tehnička opremljenost, blizina zračnih luka i dobra prometna povezanost te kvalitetna logistika. Upravo su logistika i atraktivnost destinacije naše jake točke.

**Panacomp Travel Tourism And Trade, Novi Sad:** Bezrezervno poverenje između naručioca i organizatora, apsolutna posvećenost organizatora ispunjavanju zahteva naručioca, po jasno definisanim nalogima, kao i spremnost na uspešno ostvarivanje naloga koji nastaju u toku skupa, bez prethodne najave.

· Da li je u poslednje 2 godine broj njihovih događaja opao zbog uticaja krize? Da li zbog toga postoje promene u njihovim zahtevima i prioritetima?

**Smart travel, Beograd:** kongresi se odvijaju po određenoj dinamici, na dve, tri ili četiri godine i uglavnom po utvrđenoj dinamici, i prioritet je stručni deo, a manje dodatne aktivnosti.





ESGO konferencija 2009. godine u Beogradu, Sava Centar, sa 2000 učesnika

**Gulliver travel, Dubrovnik:** Većina planiranih događanja se održala, ali uz nešto manje budžete, pa je shodno tome ili smanjen broj sudionika ili trajanje događanja ili je reduciran društveni program. Razlika koju primjećujemo u odnosu na prošlu godinu je kasno potvrđivanje bookinga (uslijed očekivanja nižih cijena dobavljača, prvenstveno hotela) koji ranijih godina u ovom segmentu svakako nije bio uobičajen.

**Panacomp Travel Tourism And Trade, Novi Sad:** Da, opao je.

**Stjepan Zovko, Spektar Holidays:** Doktori, farmaceutske kompanije su jako specifični putnici i traže jako puno pažnje, oni jako puno putuju i vrlo su im bitni detalji. Sa njima važe posebni uslovi, ne samo što se tiče turizma već i posebni kodeksi ponašanja, jer oni do toga jako drže. Od farmaceutske industrije mogu se očekivati svakakvi uvjeti. Oni su puno putovali, prošli sve i svašta i žele naći nekakva drugačija rešenja, inspirativnija i onda je na nama, agencijama, akcenta da damo dobre i drugačije ideje prilagođene naravno njima koje će dati određenu svježinu, novinu na njihovim putovanjima. Oni su specifična "publika" koja ne može da konzumira sve vrste zabave, hrane i sl. Mora se biti sa njima "up to date".

M. Š.

Iskustva sa medicinskim/farmaceutskim sektorom, podelila je za čitaoce SEEBtm magazina, i **Dragana Babović**, koordinator za kongresni turizam Kongresnog Biroa Beograda.

### 1. Koliko % Vaših klijenata spada u medicinski / farmaceutski sektor?

Prema upitima na specijalizovanim berzama kongresne industrije u kojima Kongresni biro Beograda učestvuje, oko 60% .

### 2. Da li klijenti iz ove oblasti tradicionalno održavaju neka okupljanja i da li i koliko često menjaju lokaciju i prostor?

To zavisi od Organizatora tj. Asocijacije koja organizuje skup, ali uglavnom se mesto održavanja menja, i to ako je skup Evropski unutar evropskih gradova, a ako je internacionalni onda i kontinenta, s tim da, ukoliko skup ima dugu tradiciju pojedini gradovi mogu biti i, uglavnom, do tri puta, domaćini istom skupu. Ukoliko je u pitanju domaći tj. nacionalni skup, lokacije se mogu menjati unutar države (mada se kod nas uglavnom tradicionalno održavaju na istoj lokaciji), a ukoliko je u pitanju uvek ista lokacija, skup se može održavati svaki put u drugom prostoru zavisno od broja učesnika, veličini prateće izložbe, koje su karakteristične za ove skupove, raspoloživog budžeta tj. cene prostora i sl. Ista ova pravila vezana za prostor važe i za evropske i internacionalne skupove.



Dragana Babović, Kongresni Biro Beograda

### 3. Šta je jednom takvom klijentu, iz Vašeg iskustva, najbitnije prilikom organizacije događaja?

Najviši nivo kvaliteta proizvoda i usluga od prostora, hotela, do društvenog programa, a obzirom da ih uglavnom zastupaju veliki profesionalni organizatori kongresa (PCO) tzv. core PCOs, iz inostranstva, ukoliko ti uslovi nisu ispunjeni, na njihovu preporuku biraju druge lokacije. Ovo se odnosi na proces kandidovanja destinacije.

M. Š.

## Research

## MEDICAL AND PHARMACEUTICAL SECTOR AS BUYERS IN MEETINGS INDUSTRY

In August 2010, we conducted research of 250 MICE-related hotels and agencies (the main sample is from the web portal [www.kongresniturizam.com](http://www.kongresniturizam.com)) from the region of Southeast Europe about the importance of medical and pharmaceutical sector as buyers in MICE.

„Given that it is the time of crisis, and that medical/pharmaceutical industry is one of few which hasn't recorded fall at least in our market, it is certain that this industry is one of the most interesting for us both, for the current and for the future business“, according to Mr Matija Radovčić, Sales Manager in MICE Dept. with **Radisson Blu Hotel in Dubrovnik**, who was kind enough to share his opinion with us. The statement is applicable to almost all participants (hotels and agencies) in the regional MICE when it comes to medical/pharmaceutical sector. Also, Mr David Stanojević, **Tami Residence Hotel Manager, Niš**, says: “Bearing in mind that medical/pharmaceutical sector is growing as a sector, it will result in an increasing need for presentations and congresses and that's why these buyers are very important to us and will influence our business in future.“ Practice is a witness to the fact

that in the times of crisis the number of enquiries by pharmaceutical sector did not fall and that it even grew due to most probably higher income that these businesses generate caused by announced pandemics and higher consumption of pharmaceutical products. The data on global drug consumption show continued growth of 7-10% per year. It has been believed until recently that such trend is due to the marketing activities of pharmaceutical companies and a continued price growth of drugs as the result of production costs. Still, the trend analyses of drug consumption showed that the consumer growth was most strongly affected by increase in volume (more patients due to better diagnosis procedures and new treatment standards, increase in the number of prescriptions per patient, new treatment mixes), and only then come new drugs and inflation.

This sector is most important to 4-star hotels with modern, well-equipped, and higher meeting capacities and it accounts for over 50% of their business. In Serbia, the capacities are mostly based in Belgrade, Zlatibor, Subotica, Niš, Vršac; in Croatia, primarily in Dubrovnik, then Zagreb, Brač, but also the entire Slavonija, Dalmatia, Istria; in Slovenia, mostly Bled, Ljubljana, Portorož; and in Montenegro, Bečići and Podgorica.

Kornelia Radić, Sales Manager with **hotel & congress-business centre Galleria, Subotica**, says: “This sector normally organizes several-day events with a high number of attendants and complex programme, which implies the utmost hotel engagement and higher utilization of all hotel departments, contributing to better quality business.“ Hotels and spaces which include lower business share in this sector (8-25%) aim to increase the share as







they find it very important to the business in future (by number of events it is 8-25%, but in total profit the share of this sector is 30% for sure).

„Medical/pharmaceutical sector is one of the most important sectors to MICE which still has enough room to expand“, insists Mr Zdenko Posavec, Director of **Antunović hotel in Zagreb**.

It is mostly several-day events, with higher number of participants - 100 delegates and more, and the buyers are mostly those with big budgets, that is, since in the times of crisis it is hard to say what a big budget is, we can say that their budgets are bigger than average.

75% of respondents say that this sector most often changes the space and venue for their meetings, in particular in case of big conventions and symposiums, nonetheless, according to Marija Šebalj, Sales Manager with **Croatia, Cavtat – Dubrovnik hotel**, they come back every few years, while from the experience of **Terme Čatež Group, Slovenia**, they come back every five years.

„The buyers in this sector aim, if possible, to keep the tradition of meeting in the same place, but only if they are satisfied with service of course. However, they are most often forced to change the venue every year due to the structure of the guests they invite (this in the first place applies to the places where big pharmaceutical/medical compa-

ies have their representative offices, and at the same time their employees)“, as emphasised by Milena Brajović, Marketing & Sales Manager of **Queen of Montenegro Hotel, Bečići**.

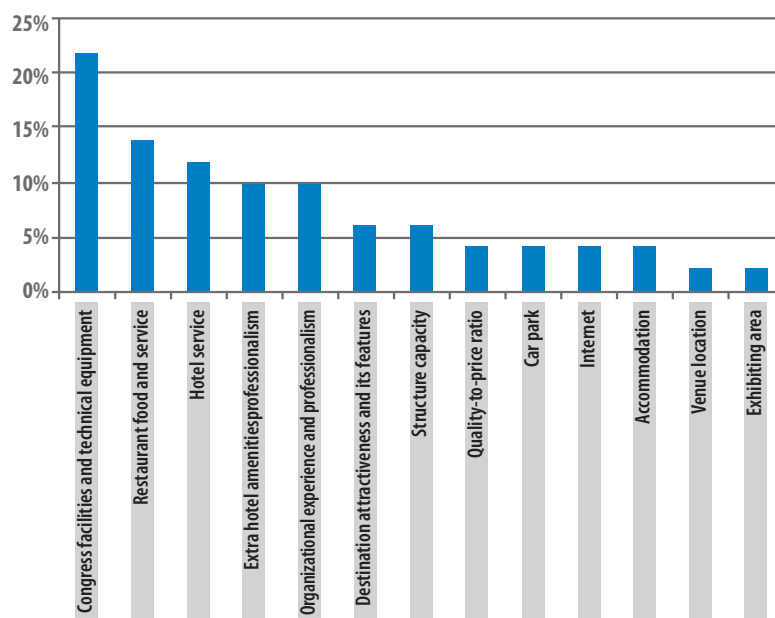
25% of respondents know from their experience that this sector does not change the venue if they are satisfied with the conditions and services, although it applies only to small-sized meetings, usually local.

The traditional and big events are normally organized by medical sector when it comes to specialist local and international congresses in specialized medical fields, while pharmaceu-

tical sector usually organizes higher-attended, but rather smaller-sized events, workshops, presentations and promotions. It is most often about a new drug promotion or new medical tendencies presentation, according to Jovana Aleksić, Corporate Business & Marketing Manager of **Holiday Inn, Belgrade**.

We also examined the factors which, from the experience of MICE professionals, are crucial for medical and pharmaceutical sector in event organization.

Convention contents, technical equipment and hall functionalities and equipage are the most important factors according to respondents, which account for 22% share. They also include modern, spacious, air-conditioned and if possible, congress halls with day-light, peace and quiet for smooth work, as well as smooth operation of technical equipment. The quality and choice of food, as well as quick and quality service in restaurants come second with 14%, and the very hotel service covers 12%. Experience, flexibility and professional organization of events as well as extra amenities of the hotel (wellness & spa, etc.) are also very important, 10% each. The destination attractiveness and its amenities are important for animating the guests (6%), and



Determinants for medical/pharma sector when organizing events





significant factors mentioned are, naturally, an adequate capacity, price-to-quality ratio, accommodation quality, parking provided, and internet connection, express check-in, adequate hotel accessibility (distance from the airport, congress centre or other relevant institution, etc.) and existing exhibition area.

According to the research findings, price as a factor is important, but not critical.

**Among the regional agencies which took part in this research, we are singling out several whose business is based mostly on medical/pharmaceutical sector (50-90% of total business).**

This sector is very important to them since it is the only one not giving in to "crisis", so that all bigger meetings projected for 2009 and 2010 were organized and backed by sponsors and exhibitors, according to **Gulliver Travel, Dubrovnik**. Congresses, symposiums and specialist seminars are the types of events mostly organized by this sector, according to all respondents. Let us see the other experience of these agencies in organizing events in medical and pharmaceutical sector.

· How many attendants do these events gather and how long do they last (in days), on average?

**Smart travel, Belgrade:** 100 – 2,500 attendants, 2 - 4 day long events.

**Gulliver travel, Dubrovnik:** The number of participants depends on the event type, so that when it comes to congresses the number varies between 100 and 350, the symposiums normally gather up to 100 people, and workshops seat up to 50 people. The events run three to four days on average.

**Panacomp Travel Tourism And Trade, Novi Sad:** The number of attendants is 150-600, and the events last 2-3 days.



· Is there a period of the year when there are most organized events?

**Smart travel, Belgrade:** February, March, April, May, June, September, October, November.

**Gulliver travel, Dubrovnik:** The periods of the year when there are most organized events, including MICE segment in general, I'd say the most frequent ones are spring and autumn.

**Panacomp Travel Tourism And Trade, Novi Sad:** Yes, normally spring and autumn.

· Do the buyers in this sector traditionally organize certain events and how often do they change the venue and space, if any?

**Smart travel, Belgrade:** Yes, and it's mostly Belgrade, Kopaonik, Zlatibor and Vrnjačka banja.

**Gulliver travel, Dubrovnik:** In this sector traditional conventions are customary indeed, and at the same time some medical conventions, held periodically, are traditionally attached to certain destinations. As there is saturation featured every four to five years with one destination, there is the possibility of change.

**Panacomp Travel Tourism And Trade, Novi Sad:** There are those who keep their meetings in one place, but there are more those who change the venue.

· Percentagewise, how many enquiries from these buyers get executed into events?

**Smart travel, Belgrade:** Congresses are not done through enquiries, but the organizers set the venue and date in advance, and the attendants apply based on programmes and topics and depending on the number of notices sent, around 35% applies on average.

**Gulliver travel, Dubrovnik:** New buyer enquiries get executed over 40%. In case of existing buyer enquiries, the execution is 100% which we believe it to indicate the rating of our work, customer satisfaction with the service quality and professional attitude, and the degrees of trust they have since they seek the continued cooperation.

**Panacomp Travel Tourism And Trade, Novi Sad:** 80%



Prof. Dr. Harald zur Hausen, Chairman of the board of the German Cancer Research Centre (DKFZ) and honorary professor of the University of Heidelberg, Awarded Nobel Prize for Medicine

· What is most important to a buyer, from your experience, regarding an event organization?

**Smart travel, Belgrade:** Good traffic network, good working conditions – working environment and technical support and quality accommodation and extra amenities.

**Gulliver travel, Dubrovnik:** It is important to the client that the destination is attractive (as that way they can draw more participants), accommodation and technical equipage are good, the airports are close and traffic network is well-connected and that logistics are good. The logistics and attractive destination are our main advantages.

**Panacomp Travel Tourism And Trade, Novi Sad:** The unreserved trust between the buyer and organizer, organizer's absolute commitment to meeting the buyer requirements according to clearly specified orders, and the readiness to efficiently execute the orders made in the course of convention, without any previous announcement.

· Has the number of their events dropped for the last 2 years due to crisis? If yes, are there any changes in their requirements or priorities?

**Smart travel, Belgrade:** Congresses run according to a schedule, every two, three or four years and the schedule is normally pre-defined, while

the priority is the specialist part, and extra activities come second.

**Gulliver travel, Dubrovnik:** Most of planned events took place, but with smaller budgets, therefore, the number of participants or the event length was decreased or the leisure programme was reduced. The difference we see compared to the last year is a late booking confirmation (due to expected lower prices of su-

pliers, in the first place hotels) which wasn't customary in the previous years for this segment.

**Panacomp Travel Tourism And Trade, Novi Sad:** Yes, it has dropped.

**Stjepan Zovko, Spekta Holidays:** Physicians and pharmaceutical companies are very specific travellers and seek close attention since they travel a lot and insist on details. Special conditions apply to them, not only in tourism, but also in special codes of conduct, as they value them highly. Pharmaceutical industry may be expected to set any kind of conditions. They have travelled a lot, seen all kinds of stuff and aim to find some different solutions, more inspiring ones and then it's up to us as agencies to deliver good and different ideas adapted to their needs of course, and which will refresh and add something new to their travels. They are a specific public which cannot indulge in any type of entertainment or food, etc. You always have to be up-to-date when dealing with them.

M. Š.

Experience in medical/pharmaceutical sector was also shared with readers of SEEbtm magazine by **Dragana Babović**, MICE Coordinator with Belgrade Convention Bureau.

### 1. What's the percentage of your clients in medical/pharmaceutical sector?

According to enquiries at specialized MICE exchanges participated by Belgrade Convention Bureau it's around 60%.

### 2. Do the clients in this segment traditionally hold some meetings and how often do they change the venue and space, if any?

It depends on the Organizer, that is, Association which organizes the meeting, but the venues mostly change. If a meeting is European, the venue moves between European cities, and if international, then it includes continents too, but if it is an event with a long tradition some cities can normally host the same event up to three times. If it is a local, that is, national event, the venues may move within the country (although in our case they are traditionally held at one venue), and in case of the same venue, the meeting can be held in a different space depending on the number of attendants, the size of background exhibition, specific to this type of meetings, the available budget or space costs, etc. The same space rules apply to European and international meetings too.

### 3. What is most important for such client in the event organization from your experience?

The highest quality of products and services all the way from space, hotel, to leisure programme, since they are normally represented by big international PCOs, the so-called core PCOs, and if such conditions are not met, they opt for another venue at PCO recommendation. This applies to the destination qualification process.

M. Š.



Medicinski turizam

## SVAKA TURISTIČKA DESTINACIJA MOŽE PRERASTI U DESTINACIJU ZDRAVSTVENOG TURIZMA – A SVAKI TURISTA JE POTENCIJALNI ZDRAVSTVENI TURISTA

Medicinski turisti odlaze na konkretnu destinaciju gde mogu dobiti zdravstvene usluge koje su na višem nivou kvaliteta ili su finansijski pristupačnije nego u zemlji iz koje dolaze. Prema tome, kada idu u konkretnu zemlju zarad zdravstvene usluge njih zanima i da obiđu lokalne znamenitosti, da upoznaju lokalnu kulturu i gastronomiju, što su i opšte odlike turista koji idu na odmor.

Dosta se govori i radi na razvoju industrije zdravstvenog turizma. Reč industrija nije upotrebljena slučajno, obzirom da postoji ozbiljna tendencija da zdravstveni turizam po značaju i profitu koji donosi preraste u industriju. Više od 50 zemalja je identifikovalo medicinski turizam kao nacionalnu industriju. Ova tema je jako aktuelna poslednjih par godina i predstavlja trend u daljem razvoju zdravstva, medicine i farmacije, ali i turizma, generalno.

**Medicinski turizam** (poznat i kao **zdravstveni turizam**) jeste kovanica koju su prvobitno koristile turističke agencije i masovni mediji da bi opisali ubrzan rast putovanja preko granica u cilju dobijanja zdravstvenih usluga.

Usluge koje putnici obično traže obuhvataju elektivne intervencije, kao i složene specijalističke zahvate kao što su zamena zgloba (kolena,



kuka), kardio-hirurgija, oralna hirurgija i plastična hirurgija. Međutim, na raspolaganju je gotovo svaki oblik zdravstvene zaštite, uključujući i psihijatriju, alternativnu medicinu, rekonvalescenciju, pa čak i usluge pogrebnih preduzeća.

Medicinski turizam se, dakle, sastoji iz više oblasti i to: stomatološki tu-

rizam, plastična hirurgija, alternativna medicina, zdravstveni spa turizam i velnes turizam. Medicinski turisti odlaze na konkretnu destinaciju gde mogu dobiti zdravstvene usluge koje su na višem nivou kvaliteta ili su finansijski pristupačnije nego u zemlji iz koje dolaze. Prema tome, kada idu u konkretnu zemlju zarad zdravstvene usluge njih zanima i da obiđu lokalne znamenitosti, da upoznaju lokalnu kulturu i gastronomiju, što su i opšte odlike turista koji idu na odmor. Organizuju se brojne konferencije sa temom Zdravstvenog turizma, kako na lokalnom, regionalnom, tako i na međunarodnom nivou. Jedna od njih je 5. Godišnji kongres Svetskog zdravstvenog turizma (World Health Tourism Congress) koji se održava u Africi, u periodu od 7-9. oktobra ove godine.

U nastavku je stavljen akcenat na različite teme u okviru industrije zdravstvenog turizma:







- **Iskorišćenje e-zdravstva u promovisanju usluga za pacijente** – značaj tehnologije i stepen tehnološke osposobljenosti pružaoca usluga u smislu internet prezentacije zdravstva, a u cilju promovisanja usluga za pacijente u okviru zdravstvene industrije.
- **Zdravstveni turizam matičnih ćelija – Jesmo li spremni?** Jedno od najvećih dostignuća medicinske industrije – matične ćelije. Vodi se diskusija orijentisana na razumevanje etičkog aspekta primene matičnih ćelija, zakonskih prepreka i na doprinos promovisanju medicinskog turizma.
- **Marketing zdravstvenog turizma** Nove marketinške strategije, zasnovane na ciljnoj grupi klijenata koja beleži sve veći rast, moraju da budu izrađene tako da iskoriste ovu globalno konkurentnu industriju.
- **Upravljanje zdravstvenim turizmom** Pored pružanja zdravstvenih usluga na svetskom nivou, pacijenti moraju imati garanciju kvalitetnih i bezbednih zdravstvenih intervencija. Zdravstvena industrija doprinosi i dobrobiti sopstvene zajednice razvojem uspešnih strategija korporativne društvene odgovornosti u cilju postizanja održive konkurentske prednosti.
- **Tradicionalna i komplementarna medicina (T&CM) i velnes.** Putovanja zarad TCM, ajurvedske medicine, velnesa i spa postaju sve popularnije pri čemu pacijenti imaju veći broj opcija u odabiru tretmana koji ne obuhvataju obavezno lekove. Pored zapadnjačke medicine, pacijenti imaju i veiki izbor tretmana, uključujući i tretmane podmlađivanja, što naravno podrazumeva i putovanja zarad velnesa, spa i tretmana ajurvedske medicine\*.

M. Š.

\* **Ajurvedska medicina** predstavlja sistem tradicionalne medicine koja potiče sa indijskog potkontinenta, a primenjuje se u drugim delovima sveta kao grana alternativne medicine.

## Medical tourism

# EVERY TOURISM DESTINATION CAN BECOME A HEALTH TOURISM DESTINATION – AND EVERY TOURIST BECOMES A POTENTIAL HEALTH TOURIST

Medicine travelers are going to specific destination where they obtain health care which is on higher level quality or more financially available than in their country. So, when they go in specific country for medical service, they are interested to see local sights, to know local culture and gastronomy. They have all general characteristics of leisure tourists.

The development of the health tourism industry is a much talked-about and worked-on subject nowadays. The term industry is not randomly picked as there is a clear tendency that health tourism may grow into an industry judging by its significance and the profit it generates.

Over 50 countries have identified medical tourism as a national industry. This subject has been in focus for the past several years and it is a trend in the continued development of he-





althcare, medicine and pharmaceuticals, including tourism in general too.

**Medical tourism** (also called **medical travel, health tourism** or **global healthcare**) is a term initially coined by travel agencies and the mass media to describe the rapidly-growing practice of travelling across international borders to obtain health care. Services typically sought by travelers include elective procedures as well as complex specialized surgeries such as joint replacement (knee/hip), cardiac surgery, dental surgery, and cosmetic surgeries. However, virtually every type of health care, including psychiatry, alternative treatments, convalescent care and even burial services are available.

Therefore, there are parts of medical tourism such as: Dental Tourism, Cosmetic Surgery, Alternative Medicine, Health Spas Tourism and Wellness Tourism. Medicine travelers are going to specific destination where they obtain health care which is on higher level quality or more financially available than in their country. So, when they go in specific country for medical service, they are interested to see local sights, to know local culture and gastronomy. They have all general characteristics of leisure tourists. A series of conferences are organized on Health Tourism at the local and regional levels and at the international level alike. One of them is the Fifth Annual World Health Tourism

Congress held in Africa from 7-9th October this year.

The next streams highlight various subject matters within the healthcare tourism industry:

- **Trends and strategies in healthcare tourism** and how well the health and tourism industry are co-operating to create a positive impact on the healthcare tourism's growth.
- **Healthcare Tourism – the Government's Role.** What is the government's role in nurturing and promoting the nation's healthcare tourism industry?
- **Leveraging e-Health to Promote Patient Services** - importance of technology and how far advanced the service providers are in terms of web-based healthcare towards promoting patient services within the healthcare industry.
- **Stem-Cell Medical Tourism - Are**

**We Prepared?** One of the great advancements in the medical industry are Stem-Cell. There are discussions which includes understanding ethics concerning the use of stem cell, regulatory hurdles and its contribution towards promoting medical tourism.

- **Healthcare Tourism Marketing.** New marketing strategies, based on emerging targeted customers must be developed to capitalise this globally competitive industry.
- **Healthcare Tourism Management.** Apart from providing world-class healthcare services, patients must also be guaranteed of quality and safer healthcare. Healthcare industry also contributes to the well-being of its community by developing successful CSR strategies to achieve sustainable competitive advantage.
- **Traditional and Complementary Medicine (T&CM) and Wellness.** TCM, Ayurvedic and Wellness and Spa Travel are gaining popularity whereby patients have wider options in seeking treatment which not necessarily involve medications. Besides western medication, patients also have various options of seeking treatment and rejuvenating. This, of course, includes travelling for wellness, spa and also treatment in the form of ayurvedic\*.

M. Š.

\* **Ayurvedic medicine** is a system of traditional medicine native to the Indian subcontinent and practiced in other parts of the world as a form of alternative medicine.





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Agencija Bon Voyage

## I POSAO I ZADOVOLJSTVO

Jedan od najvažnijih preduslova za kvalitet farmaceutске zdravstvene zaštite je usvajanje novih znanja, kao i pružanje informacija o sopstvenim dostignućima, tako da je prisustvo profesionalaca iz ove oblasti na stručnim skupovima ove vrste neophodno.



Edukacija u farmaceutskom sektoru je jako bitna, kako zbog novih saznanja i praćenja novih trendova i praksi, tako i zbog održavanja kontakata sa kolegama i poslovnim saradnicima. Tokom godine se organizuju brojni stručni kongresi, konferencije i simpozijumi iz oblasti medicine i farmacije, kako na lokalnom i regionalnom nivou, tako i kongresi sa učesćem iz celog sveta. Jedan od njih je svakako 70-ti Svetski kongres farmacije na temu: „Od molekula do leka i maksimalnog ishoda po pacijenta“, koji se ove godine održavao u periodu od 28.08. - 02.09.2010. u Lisabonu, Portugalija.

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dostignućima, tako da je prisustvo profesionalaca iz ove oblasti na stručnim skupovima ove vrste neophodno. Ove godine, Agencija Bon Voyage iz Novog Sada je pružala podršku grupi koja je učestvovala na Kongresu. Svakog dana, nakon predavanja, grupa je imala mogućnost obilaska zanimljivih i značajnih istorijskih mesta u Lisabonu i okolini. Tokom boravka u Lisabonu, agencija Bon Voyage je bila zadužena za organizaciju dočeka članova grupe, njihov smeštaj, organizaciju slobodnog vremena grupe i podršku u svakom smislu tokom trajanja Kongresa.

Grupa je imala priliku da se za nekoliko dana trajanja Kongresa, u slobodno vreme, upozna sa raznim znamenitostima Lisabona. Među njima je i Belem četvrt: Belem Kula, Spomenik Otkrićima, manastir Žeronimo, Muzej Kraljevskih kočija... Svi ovi spomenici predstavljaju "zlatno doba" portugalske istorije i otkrića, koji datiraju još iz 15. veka. Bilo je prilike da se obiđe i Kaškaiš, staro ribarsko naselje i Eštoril, mondensko letovalište 25 km zapadno od Lisabona, poznato po velikom broju golf terena i luksuznih hotela.

Za opuštanje nakon radnog dana, uvek je primamljivo posetiti čuvene vinske podrumе uz degustaciju vina, kao i brojne nacionalne restorane gde se uz karakterističnu kuhinju moglo uživati uz lagane taktove portugalske narodne muzike – fado.

Agencija Bon Voyage se trudila da svojom fleksibilnošću izađe u susret potrebama učesnika Kongresa pre, tokom i nakon trajanja samog događaja. Po komentarima učesnika, izgleda da su uspeli u tome. Sledeće godine Agencija se priprema za svetski kongres farmacije u Indiji.

M. Š.



“Bon Voyage je turistička agencija koja pruža visok nivo usluga poslovnoj klijenteli i pojedincima. Poslovanje agencije odlikuje ažurnost, temeljan i detaljan pristup organizacionim poslovima i osluškivanje

posebnih potreba i zahteva naših uvažanih klijenata. Letovi i transferi u ponudama su prilagođeni standardu naših putnika, hoteli su locirani shodno svrsi putovanja a vodiči su birani pažljivo osluškujući strukturu i temperament posetilaca. Jedan od najbitnijih aspekata uspešnog poslovanja predstavlja i receptivni turizam kojim našu zemlju, ali i region, predstavljaju stranim posetiocima na način zbog kojeg im se spisak stranih partnera konstantno proširuje. Prateći trendove na turističkom tržištu poslednjih godina napravili su veoma sadržajne i krajnje raznolike team building programe sačinjene u odnosu na prirodu delatnosti i veličinu komandije, način implementacije i krajnji cilj... O njihovom najsvežijem uspešnom poslovnom poduhvatu govori činjenica da se nedavno vratilo 150 prezadovoljnih farmaceuta koji su posetili 70. Svetski međunarodni kongres farmacije FIP koji se ove godine održao u Lisabonu.”

travel agency  
*Bon Voyage*



Bon Voyage Agency

## BOTH PLEASURE AND BUSINESS

One of the crucial prerequisites for the quality of pharmaceutical healthcare is to adopt new knowledge and to provide information on own achievements, so that the presence of professionals in this area at specialist meetings is necessary.



Education in pharmaceutical sector is very important both, for new knowledge and keeping up with trends and practices, and for keeping touch with colleagues and business associates. Throughout the year, numerous specialist congresses, conferences and symposiums are organized in medicine and pharmacy both, locally and regionally, and congresses with the worldwide participation. One of them is most certainly the 70<sup>th</sup> World Congress of Pharmacy with the topic: "From Molecule to Medicines to Maximising Patient Outcomes",

held this year from 28th August to 2nd September in Lisbon, Portugal. One of the crucial prerequisites for the quality of pharmaceutical healthcare is to adopt new knowledge and to provide information on own achievements, so that the presence of professionals in this area at specialist meetings is necessary. This year, Bon Voyage Agency, Novi Sad, provided support for the group taking part in the Congress. Every day after the lectures, the group could visit interesting and important historic sites in Lisbon and its surroundings. During the stay in Lisbon, Bon Voyage Agency was in charge of organizing the arrival of the group members, their accommodation, arranging their leisure time and supporting them in any sense throughout the congress. The group had a chance during a few days of Congress to see many sights of Lisbon during their leisure time. Such sights include Belem Quarter: Belem Tower, Monument to the Discoveries, Jeronimos Monastery, Royal Coach Museum... All these sights feature the "golden age" of the Portuguese history and discoveries, dating back as far as 15th century. There was also an

opportunity to visit Cascais, a small fishing port and Estoril, a fashionable resort 25 km west of Lisbon, famous for a large number of golf courts and luxury hotels. To relax after a hard day's work, it is always a pleasure to visit the famous wine cellars and taste wines, as well as many national restaurants where you could enjoy the specific cuisine to the light Portuguese national music – fado. Bon Vo-



yage Agency tried to be flexible and meet the needs of the Congress participants before, during and after the event. According to the comments of the participants, they seem to have made it. Agency is preparing for the World Congress of Pharmacy in India next year.

M. Š.

"Bon Voyage is a tourist agency providing high-level services to business customers and individuals. The agency's business features timely, thorough and detailed approach to organizational tasks and the feel for the special needs and requirements of our distinguished clients. Offered flights and transfers are adjusted to the standard of our travellers, hotels are located according to the purpose of the travel and the guides are carefully selected depending on the composition and temper of the visitors. One of the major aspects of successful business is inbound tourism presenting our country, but also our region, to international visitors in such a way so as to make the list of international partners bigger and bigger. Keeping up with the trends in the tourism market for the last few years, we have made quite comprehensive and extremely diverse team building programmes structured depending on the character of the activity and size of the company, method of implementation and the final goal...

Their latest business success is witnessed by the fact that 150 more than happy pharmacists came back from the 70th FIP World Congress of Pharmacy held in Lisbon this year."





## NEKI OD NAJVEĆIH SVETSKIH ZDRAVSTVENIH KONGRESA U 2010.

Prikazana je lista nekih od najvećih svetskih zdravstvenih kongresa u 2010. godini. Može se primetiti da Peking i Kina dominiraju kao mesto održavanja kongresa u oblasti medi-

cine. Sjedinjene Države su takođe dobro zastupljene kao destinacija svetskih zdravstvenih kongresa, ali pored evropskih gradova, Egipat, Južna Afrika i Australija se ističu kao

značajne i konkurentne destinacije za održavanje ovakve vrste događaja. Takođe, primetno je i da su septembar i oktobar najfrekventniji i najposećeniji meseci.

## SOME OF THE BIGGEST WORLD HEALTHCARE CONGRESSES IN 2010

Here is the list of some of the World biggest Healthcare congresses in 2010. We may notice that, Beijing, China dominate as a location for congresses in area of medicine. United States

are also very present as a destination for World healthcare congresses, but, beside European cities, Egypt, South Africa and Australia show itself as a important and competitive destina-

tions for hosting this kind of events. Also, we may notice that September and October are the most frequent and bussiest months.

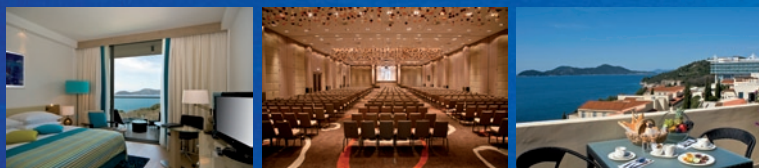
NAZIV KONGRESA / CONGRESS TITLE	DATUM / DATE	MESTO / VENUE	WEB SITE
14. svetski kongres ginekoloških endokrinologa / 14 <sup>th</sup> World Congress of Gynecological Endocrinology	4 - 7. MART 2010.	FIRENCA, ITALIJA	<a href="http://www.isge2010.com">www.isge2010.com</a>
NYSORA svetski kongres anesteziologa NWAC / NYSORA World Anesthesia Congress NWAC	7-12. MART 2010.	DUBAI, UAE	<a href="http://www.worldanesthesia.com">www.worldanesthesia.com</a>
6. godišnji forum upravljanja kongresima u farmaceutskom sektoru / 6 <sup>th</sup> Annual Pharmaceutical Meeting Management Forum	14-16. MART 2010.	FILADELFIJA, SAD	<a href="http://www.pharmameetingplanners.com">www.pharmameetingplanners.com</a>
7. svetski kongres Međunarodne akademije kozmetičke dermatologije (IACD) / 7 <sup>th</sup> World Congress of The International Academy of Cosmetic Dermatology (IACD)	18-23. MART 2010.	KAIRO, EGIPAT	<a href="http://www.iacdworld.org">www.iacdworld.org</a>
Svetski kongres internista (WCIM 2010) / World Congress of Internal Medicine (WCIM 2010)	20-25. MART 2010.	MELBURN, AUSTRALIJA	<a href="http://www.wcim2010.com.au">www.wcim2010.com.au</a>
IOF svetski kongres o osteoporozu / IOF World Congress on Osteoporosis	5-8. MAJ 2010.	FIRENCA, ITALIJA	<a href="http://www.iofbonehealth.org/wco/2008/homepage.html">www.iofbonehealth.org/wco/2008/homepage.html</a>
15. godišnji skup Globalne alijanse za medicinsko obrazovanje / The 15 <sup>th</sup> Annual Meeting of the Global Alliance for Medical Education	6-8. JUN 2010.	MONTREAL, KANADA	<a href="http://www.game-cme.prg">www.game-cme.prg</a>
Svetski kongres oftalmologa WOC 2010 / World Ophtalmology Congress WOC 2010	5-9. JUN 2010.	BERLIN, NEMAČKA	<a href="http://www.woc2010.org">www.woc2010.org</a>
Svetski kongres kardiologa / The World Congress of Cardiology	16-19. JUN 2010.	PEKING, KINA	<a href="http://www.worldcardiocongress.org">www.worldcardiocongress.org</a>
12. svetski kongres o raku gastrointestinalnog trakta (WCGI & ESMO) / 12 <sup>th</sup> World Congress on Gastrointestinal Cancer (WCGI & ESMO)	30. JUN- 3. JUL 2010.	BARCELONA, ŠPANIJA	<a href="http://www.worldgicancer.com/WCGI/">www.worldgicancer.com/WCGI/</a>
Svetski kongres hemofiliji / Hemophilia World Congress	10-14. JUL 2010.	BUENOS AIRES, ARGENTINA	<a href="http://www.wfh.org">www.wfh.org</a>
16. svetski kongres o bazičnoj i kliničkoj farmakologiji / The 16 <sup>th</sup> World Congress of Basic and Clinical Pharmacology	17-23. JUL 2010.	KOPENHAGEN, DANSKA	<a href="http://www.worldpharma2010.org">www.worldpharma2010.org</a>

NAZIV KONGRESA / CONGRESS TITLE	DATUM / DATE	MESTO / VENUE	WEB SITE
Svetski kongres o raku 2010 / World Cancer Congress 2010	18-21. AVGUST 2010.	PEKING, KINA	www.worldcancercongress.org
FIP 2010 – Svetski kongres farmacije i farmaceutskih nauka / FIP 2010 - World Congress of Pharmacy and Pharmaceutical Sciences	28. AVGUST-2. SEPTEMBAR 2010.	LISABON, PORTUGAL	www.fip.org/congresses
13. svetski kongres iz lečenja bolova / 13 <sup>th</sup> World Congress on Pain	29. AVGUST – 2. SEPTEMBAR 2010.	MONTREAL, KANADA	www.iasp-pain.org
28. svetski kongres endourologa / 28 <sup>th</sup> World Congress of Endourology	1-4. SEPTEMBAR 2010.	ČIKAGO, SAD	www.wce2010.com
Međunarodni kongres Svetskog udruženja psihijata 2010 / World Psychiatric Association 2010 International Congress	1-5. SEPTEMBAR 2010.	PEKING, KINA	www.wpa2010.org
FDI- Svetski kongres stomatologa / FDI- World Dental Congress	2-5. SEPTEMBAR 2010.	Salvador da Baija, BRAZIL	www.fdiworldental.org
ISRRT 16. svetski kongres Međunarodnog društva radiografera i radioloških tehničara / ISRRT 16 <sup>th</sup> Congress of International Society of Radiographers and Radiological Technologists	9-12. SEPTEMBAR 2010.	ZLATNA OBALA, AUSTRALIJA	www.isrrt.org
Kongres Svetske saveza nuklearne medicine i biologije / World Federation of Nuclear Medicine and Biology Congress	18-23. SEPTEMBAR 2010.	KEJPTAUN, JUŽNA AFRIKA	www.wfnmb.org
3. kongres Svetskog medicinskog turizma i globalnog zdravstva / 3 <sup>rd</sup> World Medical Tourism and Global Healthcare Congress	22-24. SEPTEMBAR 2010.	LOS ANĐELES, SAD	www.medicaltourismcongress.com
2. svetski kongres o parkinsonovoj bolesti / 2 <sup>nd</sup> World Parkinson Congress	28. SEPTEMBAR – 1. OKTOBAR 2010.	GLAZGOV, ŠKOTSKA, UK	www.worldpdcongress.org
5. godišnji kongres Svetskog zdravstvenog turizma (WHTC) / The 5 <sup>th</sup> annual World Health Tourism Congress (WHTC)	7-9. OKTOBAR 2010.	DURBAN, AFRIKA	www.healthtourismcongress.com
ISH -23. svetski kongres Međunarodnog udruženja hematologa / ISH -23 <sup>th</sup> World Congress of the International Hematology Association	10-13. OKTOBAR 2010.	JERUSALIM, IZRAEL	www.ishworld.org
20. svetski kongres IASGO / 20 <sup>th</sup> World Congress of the IASGO	20-23. OKTOBAR 2010.	KAIRO, EGIPAT	www.iasgo-2010.org
16. međunarodna konferencija o farmaceutskoj medicini ICPM2010 / 16 <sup>th</sup> International Conference on Pharmaceutical Medicine ICPM2010	23-26. OKTOBAR 2010.	PEKING, KINA	www.icpm2010.org
14. kongres Svetskog društva za lečenje bola (WSPC 2010) / 14 <sup>th</sup> World Society of Pain Clinicians Congress (WSPC 2010)	28-31. OKTOBAR 2010.	PEKING, KINA	www.kenes.com/wspc/
4. svetski kongres o neurološkim kontroverzama (CONy) / The 4 <sup>th</sup> World Congress on Controversies in Neurology(CONy)	28-31. OKTOBAR 2010.	BARSELONA, ŠPANIJA	www.comtecmed.com/cony/2010/
XX svetski kongres o astmi / XX World Congress of Asthma	3-6. NOVEMBAR 2010.	ATINA, GRČKA	www.wca2010.gr
8. godišnji svetski kongres o insulinskoj rezistenciji, dijabetesu i kardiovaskularnim oboljenjima / 8 <sup>th</sup> Annual World Congress on Insulin Resistance, Diabetes, and Cardiovascular Disease	4-6. NOVEMBAR 2010.	LOS ANĐELES, SAD	www.idf.org
PSWC 2010-Svetski kongres o farmaceutskim naukama / PSWC 2010-Pharmaceuticals Sciences World Congress	14-18. NOVEMBAR 2010.	NJU ORLEANS, SAD	www.pswc2010.org



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## KONGRESI IZ OBLASTI ZDRAVSTVA – REGION JUGOISTOČNE EVROPE

U regionu Jugoistočne Evrope se održava veliki broj kongresa sa lokalnim i međunarodnim učešćem iz oblasti medicine, farmacije, stomatologije i zdravstva, generalno. U nastavku je prikazana većina Kongresa iz ove oblasti, u 2010. godini, u regionu. Primećujemo da Kongresi uglavnom traju 2 dana, u periodu proleće/jesen, kada i jeste sezona kongresnog turizma, dok u Rumuniji, Turskoj i Crnoj Gori ima događaja i zimi (januar, februar), a u Sloveniji i leti (jun, avgust). Mesta u kojima se održavaju kongresi iz oblasti zdravstva su uglavnom glavni gradovi država; u Srbiji je, svakako, Beograd, u Hrvatskoj – Opatija, u Crnoj Gori – Budva, u BiH – Sarajevo, u Sloveniji – Ljubljana, u Rumuniji – Bukurešt, u Turskoj – Istanbul, u Makedoniji, to su Ohrid i Skoplje, a u Bugarskoj – Varna.

## HEALTHCARE CONGRESSES IN SEE REGION

In the region of Southeast Europe there are lots of congresses taking place with the local and international participation in medicine, pharmacy, dentistry and healthcare in general. Below please find most of these congresses in the region in 2010. We can see that these congresses normally run for 2 days in the period spring/autumn which is the peak MICE season, while Romania, Turkey and Montenegro host these events even in winter (January, February), and Slovenia even in summer (June, August). The venues hosting the healthcare congresses are mostly capitals; in Serbia – Belgrade, of course, in Croatia – Opatija, in Montenegro – Budva, in BiH – Sarajevo, in Slovenia – Ljubljana, in Romania – Bucharest, in Turkey – Istanbul, in Macedonia - Ohrid and Skopje, and in Bulgaria – Varna.

NAZIV KONGRESA / CONGRESS TITLE	DATUM / DATE	MESTO / VENUE	WEB SITE
<b>SRBIJA / SERBIA</b>			
X Kongres Udruženja internista Srbije i internacionalni dani interne medicine / X Congress of Serbian Association of Internal Medicine and International Days of Internal Medicine	09-13 jun 2010	Hotel Continental, Beograd	www.uis.org.rs
Drugi kongres socijalne medicine Srbije / 2 <sup>nd</sup> Congress of Serbian Social Medicine	10-12 jun 2010	Hotel "Čigota", Zlatibor	www.sld.org.rs
Međunarodni kongres studenata medicine / International Medical Students' Congress	15-18 jul 2010	Medicinski fakultet, Novi Sad	www.imscns.com
28. Kongres Evropskog udruženja za veterinarsku patologiju / 28 <sup>th</sup> Meeting of European Society of Veterinary Pathology ESVP/ECVP	08-11 septembar 2010	Sava centar, Beograd	-
18. Kongres otorinolaringologa Srbije / 18 <sup>th</sup> Serbian Otorhinolaryngology Congress	16-19 septembar 2010	BW Hotel M, Beograd	-
IX Centralno-evropski kongres radiografera i radioloških tehničara / IX CEE Congress of Radiographers and Radiological Technicians	17-19 septembar 2010	Sava centar, Beograd	www.efrs2010.org
X kongres toksikologa Srbije sa međunarodnim učešćem / X Serbian Toxicology Congress with international participation	22-25 septembar 2010	Elite Palić, Palić	u organizaciji www.smart4.co.rs
I kongres lekara opšte medicine / I General Practice Congress	25-28 septembar 2010	Hotel Continental, Beograd	www.sld.org.rs/opstamedicina/default.asp?id=143
V kongres farmaceuta Srbije sa međunarodnim učešćem / V Serbian Pharmaceutical Congress with international participation	13-17 oktobar 2010	Sava centar, Beograd	www.farmacija.org
Prvi kongres pedijatar Srbije sa međunarodnim učešćem / 1 <sup>st</sup> Serbian Paediatric Congress with international participation	17-20 oktobar 2010	Sava centar, Beograd	www.pedijatri.org
Prvi međunarodni kongres Udruženja stomatologa Srbije / 1 <sup>st</sup> International Congress of Serbian Dental Society	20-23 oktobar 2010	Sava centar, Beograd	www.uss.org.rs
25. Međunarodni kongres maksilofacijalnih hirurga; 13. Kongres Srpskog udruženja maksilofacijalnih hirurga; 2. Kongres maksilofacijalnih hirurga Balkana / 25 <sup>th</sup> International Congress of Maxillofacial Surgery; 13 <sup>th</sup> Congress of Serbian Maxillofacial Surgery Association; 2 <sup>nd</sup> Congress of Balkan Maxillofacial Surgery	27-30 oktobar 2010	Sava centar, Beograd	www.icmfs2010.org



NAZIV KONGRESA / CONGRESS TITLE	DATUM / DATE	MESTO / VENUE	WEB SITE
<b>SRBIJA / SERBIA</b>			
Kongres transfuziologa Srbije sa međunarodnim učešćem / Congress of Serbian Transfusiology with international participation	10-12 novembar 2010	Sava centar, Beograd	www.transfmed2010.org
<b>HRVATSKA / CROATIA</b>			
5. Hrvatski onkološki kongres s međunarodnim učestvovanjem / 5 <sup>th</sup> Croatian Oncological Congress with international participation	24-28 mart 2010	Hotel Croatia, Cavtat	www.penta-zagreb.hr/SHOK/index.html
XVII. kongres obiteljske medicine / XVII Family Medicine Congress	22-24 april 2010	Dvorana Višnjik, Zadar	www.huom.org
2. Konferencija o medicinskom turizmu - s međunarodnim učestvovanjem / 2 <sup>nd</sup> Conference on Medical Tourism - with international participation	25-27 april 2010	Hotel Milenij, Opatija	www.umt.hr
10. Kongres Hrvatskog oftalmološkog društva sa međunarodnim učestvovanjem / 10 <sup>th</sup> Congress of Croatian Ophthalmology Society with international participation	14-16 maj 2010	Hotel Olympia, Vodice	www.irata.hr
4. kongres hrvatske udruge medicinskih sestara s međunarodnim sudjelovanjem / 4 <sup>th</sup> Congress of Croatian Nurse Association with international participation	15-18 maj 2010	Zagrebački velesajam, Zagreb	www.hums.hr/kongres
4. Hrvatski kongres farmacije sa međunarodnim učestvovanjem / 4 <sup>th</sup> Croatian Pharmaceutical Congress with international participation	27-30 maj 2010	Hotel Ambasador i Hotel Milenij, Opatija	www.hfd-fg.hr
6. Hrvatski kongres farmakologije s međunarodnim učestvovanjem / 6 <sup>th</sup> Croatian Pharmacology Congress with international participation	15-18 septembar 2010	Grand Hotel 4 opatijska cvijeta, Opatija	www.hdf-pharma.mef.hr
III PATH međunarodna konferencija (alat za ocenu učinka u bolnicama) / III PATH International Conference (Performance Assessment Tool for Hospitals)	23-25 septembar 2010	Hotel Neptun – Istra, Brijuni	www.zdravstvo-kvaliteta.hlz.hr
5. Hrvatski psihijatrijski kongres / 5 <sup>th</sup> Croatian Psychiatric Congress	29. septembar - 3. oktobar 2010	Šibenik	www.psihijatrija.hr
2. Hrvatski kongres iz liječenja boli sa međunarodnim učešćem / 2 <sup>nd</sup> Croatian Congress on Pain with international participation	7-9 oktobar 2010	Hotel Osijek, Osijek	www.hdlb.org
5. kongres Hrvatskog društva radiologa s međunarodnim učestvovanjem / 5 <sup>th</sup> Congress of Croatian Society of Radiology with international participation	13-16 oktobar 2010	Hotel Adriatic, Opatija	www.radiologija.org
12. godišnji kongres Hrvatskog reumatološkog društva HLZ-a / 12 <sup>th</sup> Annual Congress of Croatian Society for Rheumatology within CMA	14-17 oktobar 2010	Hotel Falkensteiner, Zadar	www.reumatologija.org
8. kongres Hrvatskog kardiološkog društva s međunarodnim učestvovanjem / 8 <sup>th</sup> Congress of Croatian Cardiac Society with international participation	21-24 oktobar 2010	Hotel Ambasador, Opatija	www.kardio-kongres2010.com
3. evropska konferencija neurologa o kliničkoj praksi: Neurovaskularne i neurodegenerativne bolesti / 3 <sup>rd</sup> European Neurological Conference on Clinical Practices: Neurovascular and Neurodegenerative Disease	22-24 januar 2010	JW Marriott Grand Hotel, Bukurešt	www.paragon-conventions.net/encp2010
<b>RUMUNIJA / ROMANIA</b>			
24. evropska konferencija psihologa / 24 <sup>th</sup> European Health Psychology Conference	1-4 septembar 2010	Cluj-Napoca	www.ehps-cluj2010.psychology.ro
XIX nacionalni kongres hepatologa / The XIX National congress of hepatology	17-18 septembar 2010	InterContinental Hotel, Bukurešt	www.arsf.ro
9. nacionalni kongres Udruženja oftalmologa Rumunije / The 9 <sup>th</sup> National congress of the Romanian Society of Ophthalmology	29. septembar – 2. oktobar 2010	Sinaia	www.oftalmologia.ro
2. evropska konferencija o internoj medicini za interniste, porodične lekare i lekare opšte prakse (EIMCGP) / 2 <sup>nd</sup> European Internal Medicine Conference for Internists, Family Doctors and General Practitioners (EIMCGP)	1-3 oktobar 2010	JW Marriott Grand Hotel, Bukurešt	www.conferencealerts.com/seeconf.mv?q=ca16686m

NAZIV KONGRESA / CONGRESS TITLE	DATUM / DATE	MESTO / VENUE	WEB SITE
<b>RUMUNIJA / ROMANIA</b>			
Nacionalni kongres kardiologa / National Congress of Cardiology	7-9 oktobar 2010	Casino/Hotel International, Sinaia	www.cardioportal.ro
Kongres reumatologa Rumunije 2010 / Romanian congress of Rheumatology 2010	19-23 oktobar 2010	Hotel Aro Palace, Braşov	www.srreumatologie.ro/index1.html
15. kongres akušera i ginekologa / The 15th Congress of Obstetrics and Gynecology	28-30 oktobar 2010	Hotel Radisson, Bukurešt	www.sogr.ro
<b>TURSKA / TURKEY</b>			
2. svetski kongres o kontroverzama kod kardiovaskularnih oboljenja („C-Care“) / The 2 <sup>nd</sup> World Congress on Controversies in Cardiovascular Disease (C-Care)	18-21 februar 2010	Istanbul	www.comtecmed.com/ccare/2010
2. kongres Udruženja lekara opšte prakse i porodičnih lekara jugoistočne Evrope / 2 <sup>nd</sup> Congress of Association of General Practice/Family Medicine of South-East Europe	22-25 april 2010	Wow Kremlin Palace, Antalya	www.agp-fmsee2010.org/index.php?id=22
43. godišnji kongres Evropskog društva za pedijatrijsku gastroenterologiju, hepatologiju i ishranu / The 43 <sup>rd</sup> Annual Meeting of the European Society for Paediatric Gastroenterology, Hepatology and Nutrition (ESPGHAN)	09-12 jun 2010	Istanbul Kongresni i izložbeni Centar, Istanbul	www.espghan2010.org
26. nacionalni kongres kardiologa / 26 <sup>th</sup> National Cardiology Congress	21-24 oktobar 2010	Halic Kongresni centar, Istanbul	www.tkd.org.tr/2010kongre/eng
5. međunarodni kongres Međunarodnog društva za istoriju islamske medicine / 5 <sup>th</sup> International Congress of the International Society for History of Islamic Medicine	25-28 oktobar 2010	Istanbul University Doctorate Hall and Blue Hall, Istanbul	www.sshm.org/content/cfp-congress-international-society-history-islamic-medicine
7. kongres ginekološko-akušerske ultrasonografije / 7 <sup>th</sup> Congress of Obstetrical and Gynecological Ultrasonography	27-31 oktobar 2010	Harbiye Vojni Muzej i Kulturni Centar, Istanbul	www.usgkongre2010.org
2. međunarodni kongres Saveza evropskih društava neonatologa i perinatologa (UENPS) / 2 <sup>nd</sup> International Congress of UENPS (Union of European Neonatal and Perinatal Societies)	15-17 novembar 2010	Hilton Hotel i Kongresni centar, Istanbul	www.uenps2010.org
<b>BOSNA I HERCEGOVINA / BOSNIA &amp; HERZEGOVINA</b>			
3. Kongres nefrologa BiH sa međunarodnim učešćem / 3 <sup>rd</sup> Congress of BiH Nephrologists with international participation	5-8 maj 2010	Hotel Holiday Inn, Sarajevo	www.undt.ba
1. Kongres medicinskih biohemičara BiH sa međunarodnim učešćem / 1 <sup>st</sup> Congress of BiH Medical Biochemists with international participation	21-22 maj 2010	Avaz Business Centar, Sarajevo	www.laboratorij.ba/kongres-2010.html
IV Kongres pedijataru u BiH sa međunarodnim učestvovanjem / IV BiH Paediatric Congress with international participation	30. septembar 2010 – 2. oktobar 2010	Hotel Sunce, Neum	www.upubih.org
XII simpozijum farmaceuta i biohemičara Republike Srpske / XII Symposium of Pharmacists and Biochemists of Republic of Srpska	07-10 oktobar 2010	Hotel Kardial, Banja Vrućica	www.farmaceutskodrustvo.org
Treći kongres fizijataru Bosne i Hercegovine sa međunarodnim učešćem i Prva ISPO Konferencija Bosne i Hercegovine sa međunarodnim učešćem / 3 <sup>rd</sup> BiH Physiatrist Congress with international participation and 1st ISPO Conference in BiH with international participation	27-30 oktobar 2010	Hotel Tuzla, Tuzla	www.udruzenjefizijataru.ba
II Kongres anesteziologa i reanimatologa BiH / II BiH Anaesthesiology and Reanimatology Congress	11-13 novembar 2010	Hotel Tuzla, Tuzla	www.anest-rean.bh-kongres.com
<b>SLOVENIJA / SLOVENIA</b>			
13. kongres Društva porodične medicine Slovenije / 13 <sup>th</sup> Meeting of the Slovenian Family Medicine Society	18-19 mart 2010	Cankarjev dom, Ljubljana	www.drmed.org
7. međunarodni kongres o autoimunom sistemu / 7 <sup>th</sup> International Congress on Autoimmunity	5-9 May 2010	Izložbeni i kongresni centar Ljubljana, Ljubljana	www2.kenes.com/auto2010



NAZIV KONGRESA / CONGRESS TITLE	DATUM / DATE	MESTO / VENUE	WEB SITE
<b>SLOVENIJA / SLOVENIA</b>			
17. Međunarodni simpozijum o urgentnoj medicini / 17 <sup>th</sup> International Symposium on Emergency Medicine	9-12 jun 2010	KC St. Bernardin, Portorož	www.ssem-society.si
56. međunarodni forum studenata farmacije - IPSF svetski kongres 2010 / 56 <sup>th</sup> International Pharmaceutical Students Forum - IPSF World Congress 2010	2-12 avgust 2010	Hotel Mons, Ljubljana	www.ipsf2010.org
8. međunarodni kongres o cerebralnoj paralizi / 8 <sup>th</sup> International Congress on Cerebral Palsy	1-4 septembar 2010	Cankarjev dom, Ljubljana	www.cpljubljana2010.eu/cerebral-palsy-congress
1. slovenački kongres regionalnih anesteziologa / 1 <sup>st</sup> Slovenian congress of regional anaesthesia	12-14 novembar 2010	Hotel Mons, Ljubljana	www.szaim.org/first_page.htm
8. slovenački kongres o oftalmologiji / 8 <sup>th</sup> Slovenian Congress on Ophthalmology	8-12 decembar 2010	Cankarjev dom, Ljubljana	www.en.zos2010.si
<b>MAKEDONIJA / MACEDONIA</b>			
4. makedonski kongres kardiologa / 4 <sup>th</sup> Macedonian Cardiology Congress	2-5 jun 2010	Hotel Metropol, Ohrid	www.cardiocongress.w.mk
XXXVII kongres ESAO (Evropsko društvo za veštačke organe) / XXXVII ESAO (European Society for Artificial Organs) Congress	8-11 septembar 2010	Makedonska akademija nauke i umetnosti, Skoplje	www.esao2010.org.mk
2. Kongres fizijatarata Republike Makedonije / 2 <sup>nd</sup> Physiatrist Congress of the Republic of Macedonia	15-18 septembar 2010	Hotel Metropol, Ohrid	www.fizijatri.org.mk/kongresi.aspx
2. konferencija o medicinskoj fizici i biomedicinskom inženjeringu / Second Conference on Medical Physics and Biomedical Engineering	5-6 novembar 2010	Medicinski fakultet, Skoplje	www.zmfbi.org.mk
<b>BUGARSKA / BULGARIA</b>			
1. konferencija jugoistočne Evrope o hemoterapiji i infekcijama / 1 <sup>st</sup> Southeast European Conference of Chemotherapy and Infection	6-9 maj 2010	Hotel Admiral, Resort Golden Sands, Varna	www.seecch2010.org
9. međunarodni kongres medicinskih nauka / 9 <sup>th</sup> International Congress of Medical Sciences	13-16 maj 2010	Univerzitetska bolnica "Sveta Ekaterina", Sofija	www.icmsbg.org
RPM 2010 – Međunarodna konferencija o zaštiti od radijacije u medicini / RPM 2010 – International Conference on Radiation Protection in Medicine	1-3 septembar 2010	Riviera Holiday Club, Varna	www.rpm2010.org
1. nacionalna konferencija o kliničkoj laboratoriji sa međunarodnim učešćem / 1 <sup>st</sup> National conference on clinical laboratory with international participation	3-5 septembar 2010	Hotel Samokov, Borovets	www.bscl.eu
Lekarski forum jugoistočne Evrope – 1. međunarodni lekarski forum / Southeast European medical forum - First international Medical congress	22–25 septembar 2010	Golden Sands Resort, Varna	www.seemfcongress.zdravenews.eu
XI nacionalni kongres bugarskih udruženja ortopeda i traumatologa sa međunarodnim učešćem / XI National congress of the bulgarian orthopaedic and traumatologic association with international participation	6-10 octobar 2010	Melia Grand Hermitage Hotel, Golden Sands, Varna	www.bulortho.org
12. Nacionalni kongres kardiologa sa međunarodnim učešćem / 12 <sup>th</sup> National Cardiology Congress with international participation	7-10 oktobar 2010	Albena, Varna	www.nursing-bg.com/messages.html
XIII nacionalni kongres o ultrazvuku u medicini sa međunarodnim učešćem / XIII National congress of medicine ultrasound with international participation	14-16 octobar 2010	Dedeman Princess Hotel, Sofija	www.baum-bg.com
1. nacionalni kongres o medicinskoj rehabilitaciji i ergoterapiji / The First National Congress on Medical Rehabilitation and Ergotherapy	4-6 novembar 2010	Hotel Samokov, Borovets	www.cic-pco.com/download/cic-pco_0282.pdf
2. nacionalna konferencija o osteoporozu i osteoartrizi / The Second National Conference on Osteoporosis and Osteoarthritis	18-20 novembar 2010	Hotel Samokov, Borovets	www.osteoporosis-bg.org
<b>CRNA GORA / MONTENEGRO</b>			
II Kongres fizijatarata Crne Gore / II Physiatrist Congress of Montenegro	17-21 februar 2010	Igalo	www.ufcg.info
Međunarodni Mediteranski simpozijum o reproduktivnoj medicini / International Mediterranean Symposium on Reproductive Medicine	6-8 maj 2010	Hotel Mediteran, Budva	-



SASTANCI SEMINARI

KONFERENCJE EVENTI



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## VRŠAC – GRAD MUZEJ OKRUŽEN PLANTAŽAMA VINOGRADA

VRŠAC, grad sa 37.000 stanovnika koji se nalazi na jugoistočnom delu Banata, je stari grad sa burnom i dinamičnom prošlošću i bogatom kulturnom tradicijom.

To je grad sa živopisnom okolinom i prirodnim lepotama, poznat po lovnom turizmu i kao grad-muzej. U svojim ustanovama, crkvama i kućama krije neizmerno blago značajne



kulturne prošlosti iz poslednja dva veka. VRŠAC leži u podnožju Vršackih planina. Zelenilo koje ga okružuje, velike plantaže vinograda i obilje kulturno-istorijskih spomenika čine ovaj grad izuzetno atraktivnim. To je jedan od retkih gradova koji se smatraju oazama mira i čistog vazduha. VRŠAC je na značajnim magistralnim

putevima. Pored železničke pruge Beograd–Vršac–Temišvar–Bukurešt, Vršac je savremenim asfaltnim putem povezan sa Beogradom, Zrenjaninom, Belom Crkvom i Temišvarom. VRŠAC je grad u koji treba doći, u kome se treba zadržati da bi se videle njegove znamenitosti lepota okoline i osetila gostoljubivost žitelja.



## VRŠAC - A TOWN-MUSEUM SURROUNDED BY VINEYARDS



VRŠAC, a town of 37,000 population situated in southeast Banat is its ancient town with the turbulent and vehement past and rich cultural tradition. Its surroundings and nature are vivid, and it is known for hunting tourism and as a town-museum. Its institutions, churches and homes conceal immense treasures of the culture featuring the past two

centuries. VRŠAC lies in the foot of the Vršacke Mountains. The surrounding greenery, vast vineyards and numerous cultural and historic monuments is what makes this town so attractive. It is one of few towns to be deemed an oasis of peace and fresh air. VRŠAC is situated on the major communications.

Apart from the railway Belgrade–Vršac–Timisoara–Bucharest, Vršac is connected to Belgrade, Zrenjanin, Bela Crkva and Timisoara with a modern asphalt road. VRŠAC is s town to visit and spend some time there, to experience its sights and the beauty of its surroundings and to feel the hospitality of its people.





Hotel Villa Breg

## JEDINSTVEN UŽITAK I UDOBNOŠĆ ZA POSAO I RAZONODU



Hotel Villa Breg se ugnjezdio na zelenim obroncima Vršackih planina, posebno upadljivim u nepreglednoj banatskoj ravnici, spreman, da Vam širokogrudno pruži istančanu rafiniranost, posebnost ugođaja i za naše prostore, nesvakidašnji komfor. Nalazi se na 170 metara nadmorske visine i obuhvata 7200 m<sup>2</sup> korisnog prostora, okruženog sa 4000 m<sup>2</sup> predivno aranžiranih vrtova. Kapacitet: 4 apartmana, 36 dvokrevetnih soba sa francuskim ležajem, 8 soba sa odvojenim ležajevima.

Hotel Villa Breg pruža izvanredne mogućnosti za razne oblike poslovnih sadržaja. Velika kongresna sala namenjena predavanjima, simpozijumima, stručnim seminarima i sličnim potrebama, kapaciteta 140 mesta, opremljena je vrhunskom, prezentacionom videotehnikom, kao i opremom za simultano prevođenje. Višenamenska banket sala, prigodna za organizovanje svih vrste proslava, banketa i koktela, kapaciteta do 80 mesta, po potrebi se pretvara u salu za svečanu večeru do 40 mesta. Dve, dodatne sale za sastanke, capaci-

teta 6, odnosno 18 mesta, takođe poseduju vrhunsku tehničku opremljenost. Business centar, opremljen desktop računarima, pruža gostima hotela mogućnost pristupa internetu. Restoran internacionalne i domaće kuhinje, raspolaže sa 120 mesta u zatvorenom prostoru i sa isto toliko mesta na delimično pokrivenoj terasi sa vrtom, s koje se pruža zadivljujući pogled na banatsku ravnici i grad Vršac.

Poseban deo restorana je „Zimska bašta“ topli zastakljeni kutak, koji se nalazi u sklopu restoranske terase, i sa svojih četrdesetak mesta predstavlja odličan izbor tokom prohladnih zimskih dana. Salon bar sa kaminom, sa svojih 55 mesta i vidikovcem, s kojeg se pruža pogled na krovove i zvonike grada, svakako je jedan od najomiljenijih kutaka u hotelu, gde, uz pucketanje vatre, možete uživati u društvu Vama dragih osoba ali je, isto tako, i pravo mesto za razgovor s Vašim poslovnim klijentima. Iako je stalna postavka nameštaja salonskog tipa, prostor pruža raznovrsne mogućnosti: može biti restoranski po-

stavljen za 50 osoba ali isto tako idealan je prostor za organizovanje koktela i drugih vrsta zabava do 80 osoba, uz odabir muzike po Vašoj želji. SPA centar hotela je urađen po uzoru na vrhunske svetske SPA centre. Sastoji se od dva bazena, unutrašnjeg sa grejanom vodom i spoljašnjeg. Osim toga poseduje: 2 kade sa hidromasažerima, fitnes salu sa najmodernijim spravama, 2 finske saune, tursko parno kupatilo, 3 sobe za masažu i kafe-bar. Nudi usluge terapijske i relaksacione masaže i predstavlja pravu oazu mira i opuštenosti. Usluge SPA centra uključene su u cenu noćenja. Spoljašni, prelivajući bazen hotela Villa Breg otvoren je 22. jula 2006. godine.



Bazen je nepravilnog oblika, dužine 25 metara i širine 17 metara u širem i 14 m u užem delu. Deo bazena je hidromasažna kada a duž ivice nalaze se i 6 masažera koje po želji gosti mogu uključiti i koristiti. Takođe u samom bazenu nalazi se i akva bar a prostor oko bazena ima veliku terasu, caffe bar sa bogatom ponudom osvežavajućih napitaka. Ono što je specifično za ovaj bazen je činjenica da se nalazi na 170 m nadmorske visine i da plivajući pred sobom imate ceo grad i nepreglednu banatsku ravnici na dlanu.

Radno vreme bazena je svakog dana od 10 do 22 časa a vikendom se u večernjim satima organizuju koktel zabave uz prijatnu muziku i noćno kupanje.



The Villa Breg Hotel

# UNIQUE PLEASURE AND COMFORT FOR BUSINESS AND LEISURE



The Villa Breg Hotel is settled on the Vrsac hills that can easily be spotted in vast Pannonian plane. It is ready to give you unique pleasure and unusual comfort. It is situated at the 170 m above

the-art presentation video technology as well as with facilities simultaneous translation. A multipurpose Banquet Hall, with a capacity up to 80 seats, is suitable for organizing all kinds of celebrations and cocktails, and, if required, it can be rearranged to accommodate 40 persons for festive dinner. Two additional meeting halls, one with 25 and other with 18 seats, both with top-class equipment are also available. Equipped with desk top computers, the Business Center is an excellent working environment, offering guests fast internet access, photocopier and fax machine.

In the first-class Aeolus restaurant, guest can enjoy the magic of gastronomic work of arts comprising both national and international cuisine. This highly elegant and warmly atmospheric restaurant seats 120 people indoors

and the same number on the partially roofed terrace with its garden. Fire-place bar can seat 55 people. The pleasant atmosphere, complemented with African walnut wood and silk wall paper coated walls, has a crackling fire and a view of the town's roofs and bell-towers. You can celebrate successfully done business or simply read the favorite book or have a chat with friends. SPA Centre of the hotel has been designed to meet the standards of all world-class centers of its kind. It consists of two swimming pools, one indoor with heated water, and the other in the open-air. There are two Jacuzzi baths, a fitness center with state-of-the-art equipment, two Finnish saunas, one Turkish bath, three massage rooms and a café. The center provides both therapeutic and recreational massage and presents guest with a genuine oasis of peace and relaxation. Outdoor swimming pool was opened on 22nd July in 2006. It's 25 meters long and 17 meters wide in its wider part and 14 meters in smaller. There is Jacuzzi bath as a part of the swimming pool and also 6 hydro massagers along its edge. There is aqua bar within swimming pool and big terrace and café with great offer of drinks and food around it. The most beautiful thing is that it's situated at the 170 meters above sea level and gives you unique pleasure while you're swimming because you have the whole town and plain in front of you.



see level, covering 7200 m<sup>2</sup> of useful space amid beautifully arranged gardens covering 4000 m<sup>2</sup>.

Capacity 4 suits, 36 double rooms, 8 twin rooms. All rooms and suits are spacious and comfortable with luxury furniture and equipment. There is bathroom with floor heating, separate central system for acclimatization, fast capable Internet, LCD TV, electronic safe, mini-bar. Most of rooms have fascinating view on the town and vast Pannonian plain beyond. 8 room gas got its own gardens and excellent view.

Hotel Villa Breg provides excellent opportunities for business meetings, seminars and conferences. A big Congress Hall with 140 seats is equipped with state-of-





Motel Vetrenjača

## ŠARM BANATSKE RAVNICE



Vršac, jedan od najstarijih banatskih gradova, nalazi se u blizini Beograda (83 km), Novog Sada (156) i granice sa Rumunijom (14 km).

Na magistralnom putu Beograd-Temisvar na ulasku u Vršac iz pravca Beograda smestio se motel Vetrenjača\*\*, objekat koji na prvi pogled pleni dušu i odiše šarmom Banatske ravnice.

Motel Vetrenjača\*\* raspolaže sa 25 smeštajnih jedinica koje su opremljene zasebnim regulatorom centralnog

grejanja i klimatizacije, TV-om, telefonom, bežičnim internetom.

Motel Vetrenjača raspolaže i restoranom sa nacionalnom i internacionalnom kuhinjom, vinskim podrumom, salama za održavanje seminara, prezentacija, proslava i sl., zatim teniskim terenom, balon halama za mali fudbal i tenis sa svim pratećim sadržajima (svlačionice, sauna, teretana, kafić), sopstvenim parkingom i nadasve profesionalnim i ljubaznim osobljem koji

se trude da svaki Vaš boravak učine još prijatnijim.

- Restoran u dve odvojene sale poseduje kapacitet od 200 mesta
- Vinski podrum raspolaže sa 50 mesta. Otvorena terasa raspolaže kapacitetom od 50 mesta, pruža izvanredan pogled na banatsku ravnicu
- Aqua park se prostire na oko 4000 m<sup>2</sup> od kojih je oko 1000 m<sup>2</sup> vodene površine.



Motel Vetrenjaca

## CHARM OF THE BANAT PLAIN

Vrsac, one of the oldest town in Banat, located near Belgrade - 83 km, Novi Sad - 156 km, and border with Romania.

There, on the main road from Belgrade to Temisvar in the entrance in Vrsac laying motel Vetrenjaca, the building which is one first site beautiful

and reaching our soul with charm of the Banat plain.

Motel Vetrenjaca possesses 25 rooms which are equipped with separate

tennis and football, it's own parking and most important of all, very kindly staff who will make your presence even more pleasant.



regulation for central heating, climatization, TV, telephone, wireless internet.

Motel Vetrenjaca has available also restaurant with national and international kitchen, wine cellar, halls for seminars, celebrations, presentations etc., tennis court, balloon halls for

- Restaurant - two separated areas with capacity of 200 places
- Wine cellar has 50 places. The open terrace disposes capacity of 50 places and offers a wonderful view of the Banat plain
- Aqua park witch covers 4000 m<sup>2</sup> from which 1000 m<sup>2</sup> is water space.

Prof. dr Aleksandar Ljubić, predsednik Srpskog Udruženja za ultrazvuk u ginekologiji i akušerstvu i direktor Instituta za ginekologiju i akušerstvo KCS

## KONGRES PERINATALNE MEDICINE 2010

Ovogodišnji Kongres po prvi put kod nas predstavlja integraciju svih oblasti reprodukcije i perinatalne medicine. Ovo je rezultiralo većom mogućnošću za izbor strateški važnih tema iz međunarodne stručne prakse, visokim kvalitetom predavanja i ostalih prezentacija i velikim interesovanjem stručne javnosti sa prisustvom preko 400 stručnjaka iz zemlje i regiona. Povezivanje sa ostalim zemljama jugoistočne Evrope je neophodan model razmene stručnih znanja i iskustava kao i standardizacije perinatološke doktrine i prakse i ovaj Kongres je učinio prve korake u tom smeru.



U organizaciji Srpskog udruženja za ultrazvuk i ginekologiju i akušerstvo i Sekcije za perinatalnu medicinu Srpskog lekarskog društva, u Beogradu, u Sava Centru, od 11. do 13. marta 2010. godine održan je Kongres Perinatalne medicine i Beogradski dani reprodukcije 2010. Menadžment

direktorom Instituta za ginekologiju i akušerstvo Kliničkog Centra Srbije.

**1. U martu mesecu 2010. godine održan je Prvi Kongres Perinatalne medicine i Beogradski dani reprodukcije. Kakvi su utisci Udruženja, da li ste zadovoljni samom organizacijom i postignutim rezultatima?**

Ovogodišnji Kongres po prvi put kod nas predstavlja integraciju svih oblasti reprodukcije i perinatalne medicine. Ovo je rezultiralo većom mogućnošću za izbor strateški važnih tema iz međunarodne stručne prakse, visokim kvalitetom predavanja i ostalih prezentacija i velikim interesovanjem stručne javnosti sa prisustvom preko 400 stručnjaka iz zemlje i regiona. U organizaciji događaja koristili smo aktivan pristup informisanju svih potencijalno zainteresovanih kolega u periodu od najmanje šest meseci pre održavanja događaja u cilju veće mogućnosti planiranja njihovog vremena. Saradnja sa ARIA Conference & Events traje već dugu niz godina, na obostrano zadovoljstvo i nas organizatora i učesnika na našim događajima.

**2. Jedan od ciljeva Kongresa je bio usmeren na povezivanje sa ostalim zemljama jugoistočne Evrope. Možete li nam reći nešto više o tome?**

Ova aktivnost je neophodan model razmene stručnih znanja i iskustava kao i standardizacije perinatološke doktrine i prakse i ovaj Kongres je učinio prve korake u tom smeru.

Treba imati u vidu da je ovo dugotrajan proces u kome moraju biti uzeti u obzir sličnosti i razlike organizacije i načina finansiranja u zemljama u regionu.

U tom smislu će Udruženje u saradnji sa kolegijalnim udruženjima preduzimati dalje neophodne korake.

**3. Savremeni vidovi prezentacije i komunikacije su između ostalog, socijalne društvene mreže, video konferencije, kao i telemedicina. Prof Dr Kypros Nicolaides iz Londona je održao kurs prezentaciju putem telemedicinskih tehnika. Kakvo je Vaše mišljenje o tome i na koji način će se ovakav način komunikacije odraziti na buduću stručnu edukaciju u medicini?**

Svi nabrojani modeli neosporno predstavljaju budućnost procesa stručne edukacije u medicini, a u cilju još boljeg iskorišćavanja njihovih mogućnosti potrebno ih je formirati i redovno koristiti i u domaćoj stručnoj praksi u procesu obuke između univerzitetskih ustanova sa jedne i ustanova primarnog i sekundarnog nivoa sa druge strane.

**4. Planovi za sledeći Kongres?**

Trenutno je u pripremi IV međunarodna škola medicinskog ultrazvuka - IAN Donald, 26. Simpozijum Sekcije za perinatalnu medicinu SLD i Beogradski dani reprodukcije sa međunarodnim učesćem koji će se održati u Beogradu, od 03. do 04. decembra 2010. godine u Hotelu Continental u Beogradu. Za sledeću godinu planiramo Drugi Kongres perinatalne medicine.



koordinator Kongresa je bila agencija ARIA Conference & Events iz Beograda. Manifestacija je obuhvatila širu populaciju doktora različitih specijalnosti koji se bave ultrazvukom, ginekologijom i perinatalnom i reproduktivnom medicinom. Tim povodom, imamo čast da razgovaramo sa Prof. Dr Aleksandrom Ljubićem, Predsednikom Srpskog Udruženja za ultrazvuk u ginekologiji i akušerstvu i



Prof. Dr Aleksandar Ljubic, the Chairman of the Serbian Association of Ultrasound in Gynaecology & Obstetrics and Director of Institute of Gynaecology and Obstetrics with the SCC

## 2010 PERINATAL MEDICINE CONGRESS

This year's Congress for the first time represents the integration of all areas in reproduction and perinatal medicine here. This has resulted in higher possibilities for selecting strategically important topics in the international professional practice, high-quality lectures and other presentations and the major interest of the professionals with the participation of over 400 local and international specialists. The connection with other SEE countries is a necessary model of exchanging expertise and experience and this Congress has made the first steps in that direction.



Organized by the Serbian Association of Ultrasound in Gynaecology & Obstetrics and the Perinatal Medicine Section with the Serbian Medical Society, in Belgrade's Sava Centre, from 11-13<sup>th</sup> March, 2010 Perinatal Medicine Congress and Belgrade Days of Reproduction took place.

The Congress Management Coordinator was ARIA Conference & Events Agency from Belgrade. The event gathered a wide population of physicians in various expertises dealing with ultrasound, gynaecology, and perinatal and reproductive medicine. Therefore, we are honoured to talk to Prof. Dr Aleksandar Ljubić, the Chair of the Serbian Association of Ultrasound in Gynaecology & Obstetrics and Director of Institute of Gynaecology and Obstetrics with the Serbian Clinical Centre.

**1. In March 2010, the First Perinatal Medicine Congress and Belgrade Days of Reproduction were held. What are the impressions within the Association, are you happy with the organization and results achieved?**

This year's Congress for the first time represents the integration of all areas in reproduction and perinatal medicine here. This has resulted in higher possibilities for selecting strategically important topics in the international professional

practice, high-quality lectures and other presentations and the major interest of the professionals with the participation of over 400 local and international specialists. In organizing the event we used an active communication approach to all potentially interested colleagues within at least six months before the event was supposed to take place aimed at a better way to plan their time. Our cooperation with ARIA Conference & Events has been going on for many years now, at the satisfaction of all, the organizers (i.e. ourselves) and the participants at our events.

**2. One of the aims of the Congress addressed the connection with other SEE countries. Can you tell us more about it?**

This activity is a necessary model of exchanging expertise and experience as well as standardizing perinatal doctrine and practice and this Congress has made the first steps in that direction. We should bear in mind that this is a long-term process where we should take into account the similarities and differences in the organization and type of funding in the regional countries. In that respect, the Association is going to cooperate with its peer associations in taking further steps as necessary.

**3. The modern forms of presentation and communication are, among other, social networks, video conferences, and telemedicine.**

**Prof Dr Kypros Nicolaides held a course presentation via telemedicine equipment from London. What is your opinion on that and as to what kind of effect such means of communication will have on the future professional medical education?**

All mentioned models are without any doubt the future processes of professional medical education, and to have an even better utilization of their possibilities they need to be put in place for regular use in the local professional practice of training between university institutions on the one hand, and primary or secondary institutions on the other.

**4. Plans for the next Congress?**

Preparations for the 4th International School of Medical Ultrasound - IAN Donald are underway, followed by



26th Symposium of the Perinatal Medicine Section with the SMA and the Belgrade Days of Reproduction with international participation to be held in Belgrade, 3-4 December 2010 at Hotel Continental in Belgrade. Our plan for the next year is 2nd Perinatal Medicine Congress.



ARIA - vazduh, vetar, melodija  
ARIA ... vazduh ... kao prostor, kao poznato i kao novo  
ARIA ... vetar ... kao kretanje, kao sloboda, kao hrabrost  
ARIA ... melodija ... kao radost, kao susret, kao sreća

ARIA ... partner za svaki novi posao



## Professional Congress Organizer

Preko **130 konferencijskih i kongresnih događaja** za prethodnih **12 godina**

Preko **160 stranih gostiju**

Više od **7000** zadovoljnih **učesnika**

### PREDKONGRESNE AKTIVNOSTI

- Osmišljavanje STRATEGIJE
- TOTAL DESIGN, Priprema i štampa različitih vrsta materijala
- Komunikacija, priprema dolaska, transport i smeštaj gostiju
- Informisanje i komunikacija sa svim ciljnim grupama
- Organizacija ukupnih marketing i PR aktivnosti
- Komunikacija i realizacija poslovnih aranžmana sa sponzorima
- Realizacija finansijskih aranžmana
- Osmišljavanje, izbor i realizacija prostorne infrastrukture
- Izbor i realizacija tehnološke i audio-vizuelne infrastrukture

### KONGRESNE AKTIVNOSTI

- Sekretarijat kongresa, Registracija učesnika, On - site menadžment
- PROTOKOL Svečanog otvaranja, Protokol VIP sastanaka i VIP večera
- Organizacija štandova firmi
- Prevođenje
- Kompletan catering projekta
- Kulturno-umetnički program
- Socijalni program za prateće osobe

### POSTKONGRESNE AKTIVNOSTI

- Završna korespodencija sa svim učesnicima Kongresa
- Postprojektne aktivnosti

Želimo da zajedno sa Vama kreiramo **STRATEGIJU** svakog budućeg projekta, zato što verujemo da u ovom poslu nema gotovih rešenja.

**KOMUNIKACIJA** između Vas i nas je prva stepenica budućeg uspeha, uspeha za sve.

Vaše **ŽELJE, POTREBE** Vaših klijenata i naše **ISKUSTVO** podjednako su važni elementi uspeha.

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Le Meridien Lav, Split

## PRETVARANJE VAŠE VIZIJE U STVARNOST

S najvećim kongresnim kapacitetima u Dalmaciji te blagim klimatskim uvjetima tijekom cijele godine, Le Meridien Lav Split Vam nudi usluge koje će Vaše korporativno okupljanje učiniti još ugodnijim, sastanke još dojmlijivijima, a specijalne evente još izuzetnijima.



Smješten na samoj obali, Le Meridien Lav svojim dizajnom naglašava autohtone vrijednosti Dalmacije, stvarajući jedinstven i uravnotežen odnos s okruženjem u kojem se nalazi. Namijenjen gostima s istančanim ukusom za umjetnost i kulturu, Le Meridien Lav odmah po otvaranju predstavio se kao pravo osvježanje u hotelijerskoj ponudi hrvatske posebnosti svoje koncepcije koja objedinjuje hotel s 381 sobom i apartmanom, Diocletian SPA, impresivne kongresne kapacitete, dvije plaže, zaštićenu marinu za brodove do 40 metara, casino, noćni klub, Penguin club za najmlađe goste, sportske sadržaje i širok izbor restorana i barova.

### Kongresni centar

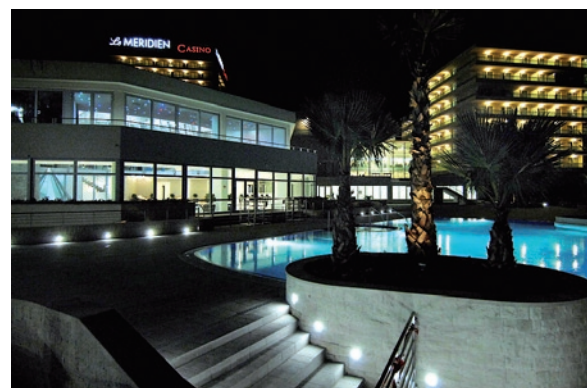
Impresivnih 2,500 kvadratnih metara izdvojenih kongresnih prostora smještenih na istom nivou koji uključuju veliku kongresnu dvoranu od 750 m<sup>2</sup> s prirodnim osvjetljenjem i jednako velikom vanjskom terasom, 8 dodatnih soba za sastanke i kongresnih sala, poslovni centar opremljen najsuvremenijom opremom i kongresni bar prirodan su odabir za vaše slijedeće poslovno događanje.

Le Meridien Lav posjeduje „know-how“ priznatog svjetskog hotelskog branda te znalačko i kreativno osoblje koje Vam savjetima može pomoći pri organizaciji svakog eventa, od intimnih koktel druženja do team buildinga, velikih kongresa i gala večera. S najvećim kongresnim kapacitetima u Dalmaciji te blagim klimatskim uvjetima tijekom cijele godine, Le Meridien Lav Split Vam nudi usluge koje će Vaše korporativno okupljanje učiniti još ugodnijim, sastanke još dojmlijivijima, a specijalne evente još izuzetnijima. Zemljopisna lokacija hotela čini Le Meridien izuzetno dobro povezanim sa svim većim gradovima Europe, bilo da dolazite zrakoplovom ili vlastitim automobilom.

### Starwood Preferred Planner – Olakšajte organizaciju korporativnog događanja i osvojite nagrade

Kao dio Starwood grupacije hotela i resorta, i Le Meridien Lav vam pruža širok spektar inovativnih usluga i alata u sklopu programa STARWOOD PREFERRED PLANNER, najfleksibilnijeg frequent guest programa u hotelskoj industriji koji u mnogočemu pojednostavljuje i unapređuje proces planiranja poslovnih događanja. Članstvom u

Starwood Preferred Planner programu postajete i član ekskluzivnog Starwood Preferred Guest programa pomoću kojeg možete kupiti povoljna privatna ili poslovna noćenja u bilo kojem od preko 800 Starwood hotela na svijetu – od Splita do New Yorka i Balijsa. Više informacija možete potražiti na [www.preferredplanner.com](http://www.preferredplanner.com).



U konačnici možemo zaključiti da znalačkim spajanjem umjetnosti, dizajna, mode i kulinarstva Le Méridien Lav Split stvara stimulatívno, interaktivno iskustvo koje gostu omogućuje da destinaciju doživi iz sasvim nove perspektive. Ako se i sami želite uvjeriti u ponudu, više informacija potražite na:

**[www.lemeridienlavsplit.com](http://www.lemeridienlavsplit.com)**  
ili nazovite +385 21 500 500.



Le Meridien Lav, Split

## TRANSFORMING YOUR VISION INTO REALITY

With the largest conference facilities in Dalmatia and mild weather all year round, Le Meridien Lav Split offers everything you need to make your business pleasurable, meetings memorable and special events even more special.



Set on the beachfront, Le Meridien Lav hotel was designed to accentuate qualities indigenous to the Dalmatian region, creating a unique and balanced relationship with the surrounding seaside environment and culture. This fe-

one level including a 750 m<sup>2</sup> Grand Ballroom and large exhibition area with natural lighting, views over the Adriatic Sea and an outdoor terrace of equal size. With eight additional meeting rooms, 24hr Business Centre and state of the art technology ranging from projectors, screens to Wi-Fi, resort is the natural choice for your next corporate event. Le Meridien Lav has the expertise and creativity to engage all of your attendees. From full scale congresses and expos to intimate cocktail parties and sit-down dinners & weddings, our event and catering staff will provide a memorable experience.

With the largest conference facilities in Dalmatia and mild weather all year round, Le Meridien Lav Split offers everything you need to make your business pleasurable, meetings memorable and special events even more special. Geographical location of the hotel makes it

easily accessible from all major European cities either by car or by plane.

### Starwood Preferred Planner

As part of the Starwood Family of hotels & resorts, Le Meridien offers a variety of innovative tools to simplify and enhance your planning process. Book a single-day meeting for up to 50 guests by following the Starwood Meetings in a Moment SM. Create a customised Website for your event with StarGroups. Designed with your meeting planner in mind, our personalised service allows you to effortlessly create a memorable experience for each and every invitee. Enjoy the rewards and recognitions of a Starwood Preferred Planner. Meeting planners are automatically enrolled in the Starwood Preferred Guest Programme, the most flexible and rewarding frequent guest programme in the industry. Your guests can also enrol in the programme and earn Starpoints during their stay. Starpoints can be redeemed for free stays or upgrades with us at 820+ worldwide locations, with no blackout dates on Free night Awards.

It's all about endless possibilities. Wherever there is floor space or even beach space, we can create an event for you. So take your next event to the Seaside – take it to Le Meridien Lav.



eling has been extended to every part of the hotel. 381 guest rooms and suites frame panoramic views of crystal seas overlooking Split and the surrounding idyllic islands. 7 restaurants and bars allow you to explore innovative pairings of flavours and aromas. With 2,500 m<sup>2</sup> of state of the art meeting space, an exclusive and private Marina with 80 berths for yachts from 8 -40 metres, the facilities at Le Meridien Lav are a true example of understated luxury.

### Conference

With a wide range of services and subtle gestures, Le Meridien Lav will help you discover the pleasure of doing business on the seaside, on the Croatian coast. The hotel offers approximately 2,500 m<sup>2</sup> of dedicated conference space on





Izveštaj

## IMEX 2010 – VEĆI BROJ KUPACA SA DALEKIH DESTINACIJA (LONG-HAUL BUYERS)

Brojke obrađene po završetku sajma i objavljene danas pokazuju da je IMEX 2010 koji predstavlja vodeći svetski sajam u oblasti kongresne industrije zabeležio povećan broj prisutnih kupaca sa dalekih destinacija, uz značajan broj kupaca sa kongresnih tržišta u razvoju.



IMEX u Frankfurtu predstavlja ključni svetski sajam kongresnog turizma. U 2010. godini predstavljeno je 3.500 izlagača iz 157 zemalja preko nacionalnih i regionalnih turističkih predstavništava, vodećih lanaca hotela, aviokompanija, kompanija za upravljanje destinacijama (DMC), pružaoca usluga, trgovačkih udruženja i drugo. Preko 3.800 gostujućih kupaca (hosted buyers) sa više od 60 svetskih destinacija je posetilo IMEX 2010, dajući doprinos ukupnom broju od približno 9.000 posetilaca u toku tri najposećenija dana u istoriji ovog sajma. Brojke obrađene po završetku sajma i objavljene danas pokazuju da je IMEX 2010 koji predstavlja vodeći svetski sajam u oblasti kongresne industrije zabeležio povećan broj prisutnih kupaca sa dalekih destinacija, uz značajan broj kupaca sa kongresnih tržišta u razvoju. Ove brojke nam ukazuju da kupci sa dalekih destinacija čine približno 25% ukupnog miksa kupaca na IMEX-u, što predstavlja rast od 10% u poređenju sa 2009. godinom. Broj kupaca iz istočne Evrope se takođe povećao sa 11,5% na 14% od ukupnog broja. Tek preko 60% kupaca je prisustvovalo iz

tradicionalnih i razvijenih evropskih tržišta. Ukupan broj posetilaca, uzimajući u obzir i gostujuće kupce i posetioce, iznosi 8.905.

Ovogodišnjim sajmom su delom dominirale „zelene priče“, a mnogi izlagači su uveli načela održivosti kao sastavni deo marketinškog pristupa. Međutim, iste te principe su promovisali i organizatori ali nisu uspeali da ih sprovedu u praksi sem što su se udružili sa „Zelenim“ savetom kongresne industrije (The Green Meeting Industry Council) i dodelili „zelene“ nagrade.

Ukupno 3.870 gostujućih kupaca je prisustvovalo IMEX-u 2010. iz 63 zemlje uključujući i daleke destinacije kao što su Argentina, Australija, Kanada, Egipat, Hong Kong, Indonezija, Izrael, Japan, Jordan, Liban, Malezija, Meksiko, Filipini, Katar, Saudijska Arabija, Singapur, Južna Afrika, Sirija, Tajland, Urugvaj, Ujedinjeni Arapski Emirati i Venecuela između ostalih. Sa razvijenijih evropskih tržišta kupci iz Nemačke čine 17 procenata ukupnog broja, UK 11 procenata, Francuska 6 procenata, Italija 5,5 procenata, Švajcarska 4 procenta, Španija i Belgija po 3,5 procenata i Holandija 3 procenta.

### Statistika IMEX-a 2010.

#### \*Izlagači

**Ukupan broj kompanija izlagača 3.500**

Ukupan broj zemalja 157

Ukupna površina izlaganja (m<sup>2</sup>) 17.500

#### \*Kupci

**Ukupan broj gostujućih kupaca i posetilaca 8.905**

Gostujući kupci

**Ukupan broj gostujućih kupaca 3.870**

Ukupan broj zemalja 63

#### Gostujući kupci po zemljama

Nemačka	17%
UK	11%
SAD	9,5%
Rusija	7,5%
Francuska	6%
Italija	5,5%
Švajcarska	4%
Španija	3,5%
Belgija	3,5%
Holandija	3%
Poljska	3%
Brazil	3%
Švedska	2,5%
Austrija	2,5%
Kina	2%
Indija	1,5%
Ostalo	15%

#### Posetioci 5.035

Ukupan broj zemalja 90

Udeo kupaca-Asocijacija je i dalje izražen, a zabeležio je i blag rast sa 12 procenata 2009. godine na 13 procenata ove godine. Od preostalog broja kupaca, agencije čine 70 procenata, a korporativni klijenti 17 procenata.



Posetioci (negostujući kupci) u ovoj godini su zabeležili ukupan broj od 5.035, a predstavili su 90 različitih zemalja. Posetioci iz Nemačke su opet dominirali, čineći 68 procenata, dok ukupan broj negostujućih kupaca iz UK iznosi 4,5 procenata.

#### Utisci izlagača sa IMEX-a 2010.

**Kongresni biro Srbije**, G-din Mlađan Mišeljin:

Na IMEX 2010 Srbija se predstavila na standu od 52 m<sup>2</sup> sa 12 izlagača. Pre samog sajma na štandu Srbije zakazano

nje događaja, infrastrukturi kao i o lokalnim pružaocima usluga. Iako je ova vrsta sastanaka činila većinu, sajam je pružio i odličnu priliku da se produbi saradnja u vidu konkretnih upita sa internacionalnim klijentima sa kojima je već postojala komunikacija sa prethodnih međunarodnih događaja.

Za nas kao kongresni biro najinteresantiji sastanci su bili sa predstavnicima 9 međunarodnih asocijacija koji su izrazili spremnost da neki od svojih narednih događaja održe u Srbiji.

**Gulliver travel**, G-đa Vera Drobnić:

Gulliver travel se već godinama predstavlja na IMEX-u, sa pozitivnim pogledima prema budućim sezonama, ove godine smo imali više ugovorenih sastanaka i više većih klijenata koji su zainteresirani za Hrvatsku kao destinaciju. Što veseli iz razloga da, u nekim zemljama kriza ako nije u potpunosti gotova nazire se kraj, i kompanije sve više planiraju putovanja. Mogu reći da sam ovogodišnjim nastupom na sajmu zadovoljna, vjerujem da će sledeće godine biti još bolje i mi ćemo nastaviti da izlazimo kao i do sada.

Naravno, što se tiče Hrvatske, najviše se traži Dubrovnik jer je on definitivno brend, a i za ovaj segment turizma ima najviše kapaciteta - ima 9 hotela sa 5 zvezdica od ukupno 14 koliko se nalazi u Hrvatskoj, osim toga ima izvrsne kongresne mogućnosti u hotelskim objektima, na žalost još uvek nemamo kongresnu dvoranu ali se nadamo da će se to uskoro promeniti. Nakon Dubrovnika, dosta se traži

Splitska regija, pa čak i Hvar, bez obzira što je on više za leisure turizam. Međutim upravo zato što je u tom segmentu ostvario nekakav svoj imidž traži se i za MICE.

**The Regent Esplanade Zagreb**, G-din Roko Palmić:

Mi smo imali više sastanaka sa hosted buyer-ima nego godinu prije koji baš ciljano žele da dođu u Zagreb. Imali smo sastanke sa Amerikancima, Englezima, Njemcima, Francuzima... Imamo pet upita koji su jako ozbiljni. Što se tiče Hrvatske uvek se traži Dubrovnik, ali i Zagreb kao destinacija, ali koliko vidim one svetske destinacije poput Beča, Lisabona, Praga, Budimpešte su već mnogo puta viđene pa se traže nove, neistražene destinacije, a tu se Hrvatska dobro pozicionirala. Traži se i Opatija. Zagreb je u prednosti u odnosu na Dubrovnik zbog bolje razvijenog avio saobraćaja. Što se kongresa u našem hotelu tiče, prošle godine smo imali oko 2000 MICE posetilaca a na veliko interesovanje je naišao i pokazao se kao odličan "daily delegate package".

**Spektar Holidays**, G-din Stjepan Zovko:

Što se tiče izlagača, ispunjena su mi očekivanja, uglavnom su svi tu, pojavili su se, to je baš lepo što gaje tu tradiciju IMEX-a, međutim, ja sam razočaran a mislim da je i većina drugih, sa hosted buyer-ima, jer nema konkretnih upita, nema konkretnih razgovora. Posjete ima, brojka je tu, ali kvalitetnih buyer-a nije bilo. Buyeri nisu ni upoznati sa destinacijom, nisu to pravi buyeri.

**Radisson Blu Dubrovnik**, G-din Matija Radovčić:

Za razliku od EIBTM-a, gdje se većina sastanaka svodila samo na razgovor te čisto informiranje o Resortu, na IMEX-u se ipak pričalo o konkretnom poslu. Iskreno se nadam da je ovo dobar predznak kako za Radisson BLU Resort & Spa, Dubrovačke Vrtove Sunca, tako i za cijelu Destinaciju te Regiju - da je tržište opet živnulo, te da su pred nama uspješne MICE sezone.



je 168 individualnih Pre Schedule sastanaka kao i 7 grupnih prezentacija destinacije ili ukupno 175 sastanaka, što je blago povećanje u odnosu na prošlu godinu kada je bilo ukupno 154 sastanaka. Od ovog broja najveći broj sastanaka zakazan je sa kongresnim biroima i agencijama što je u skladu sa očekivanjima s obzirom da smo "nova" destinacija na međunarodnom tržištu pa je i najviše upita došlo od strane inostranih agencija i odnosili su se na opšte informacije o dostupnosti/pristupačnosti destinacije, mestima pogodnim za održava-



Report

# IMEX 2010 – INCREASE IN THE NUMBER OF LONG-HAUL BUYERS

Post-show figures issued today about IMEX 2010 show that the leading worldwide exhibition for the meetings, incentive travel and events industry achieved an increase in the number of long-haul buyers attending, including a significant number from emerging meetings markets.



IMEX in Frankfurt is the essential worldwide exhibition for meetings and incentive travel. In 2010 3,500 exhibitors from 157 countries representing national and regional tourist offices, major hotel groups, airlines, destination management companies, service providers, trade associations and more. Over 3,800 hosted buyers from more than 60 world markets visited IMEX 2010, contributing to a total of nearly 9,000 visitors for the show's busiest three days ever.

Post-show figures issued today about IMEX 2010 show that the leading worldwide exhibition for the meetings, incentive travel and events industry achieved an increase in the number of long-haul buyers attending, including a significant number from emerging meetings markets. The figures reveal that long-haul buyers made up nearly 25% of the overall buyer mix at IMEX, a rise of 10% compared to 2009. Eastern European buyers also rose from 11.5 per cent to 14 per cent of the total. Just over 60% of the buyers attended from the traditional and established European markets. The total number

of visitors, which takes into account both hosted buyers and trade visitors, was 8,905.

This year's exhibition was in part dominated by green stories, many exhibitors included sustainability principles as part of their marketing approach. Nevertheless, this was promoted also by the organizers, which failed to follow the principles in practice, other than partnering with The Green Meeting Industry Council and giving out green awards.

In total 3870 hosted buyers attended IMEX 2010 from 63 countries including long-haul destinations such as Argentina, Australia, Canada, Egypt, Hong Kong, Indonesia, Israel, Japan, Jordan, Lebanon, Malaysia, Mexico, Philippines, Qatar, Saudi Arabia, Singapore, South Africa, Syria, Thailand, Uruguay, United Arab Emirates and Venezuela among others. From the more established European markets German buyers accounted for 17 per cent of the total; UK 11 per cent; France 6 per cent; Italy 5.5 per cent; Switzerland 4 per cent; Spain and Belgium 3.5 per cent and the Netherlands 3 per cent.

### IMEX 2010 Statistics

**\*Exhibitors**

Total exhibiting companies 3,500  
 Total countries 157  
 Total exhibition space (sqm) 17,500

**\*Buyers**

Total hosted buyers & trade visitors 8,905  
 Hosted Buyers  
 Total hosted buyers 3,870  
 Total countries 63

### Hosted Buyers by Country

Germany	17%
UK	11%
USA	9,5%
Russia	7,5%
France	6%
Italy	5,5%
Switzerland	4%
Spain	3,5%
Belgium	3,5%
Netherlands	3%
Poland	3%
Brazil	3%
Sweden	2,5%
Austria	2,5%
China	2%
India	1,5%
Other	15%

**Trade visitors 5,035**  
 Total countries 90

The proportion of association meeting buyers also remained strong and rose slightly from 12 per cent in 2009 to 13 per cent this year. Of the remaining buyers, agencies accounted for 70 per cent and corporate clients 17 per cent.



Trade visitors (non-hosted) this year totalled 5,035 and represented 90 different countries. German visitors again dominated, accounting for 68 per cent whilst non-hosted UK visitors totalled 4.5 per cent.

**Impressions of exhibitors from IMEX 2010**

**Serbia Convention Bureau, Mr Mladen Miškeljin:**

IMEX 2010 featured Serbia on a 52 sqm stand and 12 exhibitors. Before the exhibition, the Serbian stand had 168 individual pre-schedule meetings and 7 group presentations of the destination or a total of 175 meetings, which is a mild growth versus the last year with a total of 154 meetings. Out of this number, most meetings were scheduled with convention bureaus and agencies as expected since we are a 'new' destination in the international market. For that reason, most enquiries came from the international agencies relating to the general information on the availability/accessibility of the destination, locations suitable for events, infrastructure and the local service providers. Although such meetings were the most frequent ones, the exhibition also provided an extraordinary opportunity to deepen the cooperation through specific enquiries with such international clients the communication with whom had already been established in some previous events.

For us as a convention bureau, the most interesting meetings were held

with the representatives of 9 international associations who expressed their readiness to host some of their upcoming events in Serbia.

**Gulliver travel, Mrs Vera Drobnic:**

For many years now, Gulliver travel has been present at IMEX, looking positively at the upcoming seasons. This year, we have had numerous meetings scheduled and numerous buyers interested in the destination Croatia. That makes us happy since even if some countries still haven't overcome the crisis, the end is, nonetheless, near resulting in companies' planning more and more travels. All I can say is that I'm most pleased with this year's presentation at the exhibition, and I believe that next year will be even better and we will go on exhibiting as we have done so far. Of course, as for Croatia, the most sought-after destination is Dubrovnik since it has definitely become a brand, and for this tourism segment it owns the highest capacity – 9 five-star hotels out of a total of 14 such hotels located in the entire Croatia. Besides, it features outstanding convention opportunities within the hotel facilities, but unfortunately we still don't have a congress hall, and we hope that it'll change soon. Dubrovnik is followed by the region of Split, even Hvar, regardless of the fact that it is oriented towards leisure tourism rather than the meetings industry. However, due to the very fact that it has built up its own image in that segment it is in demand for MICE too.

The Regent Esplanade Zagreb, **Mr Roko Palmić:**

We had more meetings with hosted buyers than last year and they specifically targeted Zagreb. We held meetings with Americans, English, Germans, French...

There are five most serious enquiries. When it comes to Croatia, Dubrovnik is always in demand, but there is also Zagreb as the destination and as I far as I can see the global destinations such as Vienna, Lisbon, Prague and Budapest have been visited so many times already so that new, undiscovered destinations are sought after, and that is where Croatia is well-positioned. Opatija is sought-after too. Zagreb has an advantage versus Dubrovnik since its air traffic is better developed. As for congresses in our hotel, we had around 2000 MICE visitors last year, and there was a huge interest in the "daily delegate package" yielding tremendous results.

**Spektar Holidays, Mr Stjepan Zovko:**

As far as the exhibitors are concerned, my expectations are met, most of them are here, they have showed up and it is really nice that they cherish the tradition of IMEX.

However, I am disappointed, and many others I believe, with the hosted buyers as there are no specific enquiries or specific discussions. It has been busy, yes, the figures can't lie, but there have been no quality buyers. The buyers are not even familiar with the destination, so they aren't real buyers.

**Radisson Blu Dubrovnik, Mr Matija Radovčić:**

Unlike EIBTM, where most meetings levelled down to nothing but discussions or mere general information about the Resort, IMEX featured negotiations over some specific business. I sincerely hope that this is a good sign both, for BLU Resort & Spa and Dubrovnik Gardens of the Sun (Dubrovački Vrtovi Sunca) and for the entire Destination and Region alike that the market has revived and that successful MICE seasons lie ahead.



## Palić

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**MICE  
TEAM BUILDING**

Komuniciranje sa okruženjem

# ULOGA PR-A U ORGANIZACIJAMA

Osnovni cilj odnosa sa javnošću je da utiču na ponašanje pojedinaca i grupe ljudi, kroz dijalog sa svima čija percepcija, mišljenje i stavovi mogu biti od uticaja i značaja za postizanje uspeha organizacije. U poslednje dve decenije PR se proširio na javni, privatni i neprofitni sektor, i u većini organizacija čini njen neizbežan sastavni deo.

Savremeno tržišno poslovanje kompanija ne može se zamisliti bez komuniciranja sa okruženjem.

Preko komunikacije, organizacija obaveštava javnost o svojim uslugama i proizvodima, novinama koje uvodi, načinu pružanja usluga, o mogućnostima za zadovoljavanje potreba potencijalnih klijenata, pokušavajući da ih pridobije, samim tim stvarajući prostor za poboljšanje finansijske situacije.

Savremena tržišna kretanja, sa diversifikovanom ponudom, sve većom konkurencijom, porastom standarda i kupovne moći, sve boljom informisanošću potrošača, nameću potrebu sve većih napora u stimulisanju tražnje svih vrsta proizvoda i usluga. Veoma je bitno stvoriti odnos poverenja potrošača prema određenoj kompaniji/organizaciji, a taj odnos stvaraju odnosi sa javnošću, čije delovanje utiče na odnos poverenja javnosti u kompaniju, sliku koju o njoj imaju ne samo potrošači, već i njeni stejkholderi, vladine organizacije, investitori, društvene zajednice, dobavljači, distributeri, zaposleni, ali i konkurenti.

Osnovni cilj odnosa sa javnošću je da utiču na ponašanje pojedinaca i grupe ljudi, kroz dijalog sa svima čija percepcija, mišljenje i stavovi mogu biti od uticaja i značaja za postizanje uspeha organizacije. U poslednje dve decenije PR se proširio na javni, privatni i neprofitni sektor, i u većini organizacija čini njen neizbežan sastavni deo.

Jedna od najpoznatijih definicija PR-a je: „Upravljanje komunikacijom između organizacije i njene ciljane javnosti“. Pojam ciljane javnosti se pri tome odnosi na ljude koji su važni organizaciji, i čija pažnja, zatim formirano mišljenje i stavovi, dovode do



odluka i delovanja koji imaju uticaja i idu u prilog poslovanju organizacije. Često citirana definicija Instituta za odnose sa javnošću Velike Britanije glasi: "Planirani i stalni napor da se uspostavi i održi dobar ugled i međusobno razumevanje između organizacije i njene ciljane javnosti". Pri tome, odnosi s javnošću mogu imati 3 pravca delovanja:

- Mogu menjati javno mišljenje
- Mogu kreirati mišljenje tamo gde ga nije bilo
- Učvršćivanje već stvorenog javnog mišljenja.

**Šta znači: To je dobar PR?**

Jednostavan odgovor glasi: *On funkcionise*. Smatramo da je neki PR dobar, zato što ostavlja povoljan utisak na nas, o kompaniji i njenim proizvodima, uslugama, ljudima, mislimo dobro i prihvatamo poruku koja nam se upućuje.

Prihvatamo ga zato što potvrđuje neke naše potrebe, predrasude ili trenutna raspoloženja i želje. PR se opisuje kao suštinski „lepak“ koji drži organiza-

ciju na okupu i povezuje strategije na korporativnom, poslovnom i operativnom nivou. Ovo je moćna, iako često „skrivena“, strateška uloga koja doprinosi kvalitetu organizacije.

**Imidž i identitet su najbitniji za PR**

Za ciljeve kompanije imidž se može opisati kao kombinovana percepcija kompanije, njenih proizvoda i usluga. On je složen skup svih utisaka koje smo stekli bilo onda kada smo videli ime ili posmatrali ponašanje, odnosno slušali ili čitali o nekoj aktivnosti ili se suočili sa nekim drugim materijalnim dokazima. Trenutni imidž je najvažniji svakoj organizaciji, ali odmah iza njega je željeni imidž, način na koji kompanija želi da je drugi vide. To je slično situaciji sa imidžom koji svaki pojedinac gradi o sebi, a koji ima 3 sastavna dela: stvarnost, ideal i očekivanje ili težnje. (Davis, 2005.)

Ako pod identitetom podrazumevamo sledeće komponente: logotip, boje, Internet prezentaciju, vizit kartu,



slogan, poslovne prostorije i izloge, uniforme i ponašanje zaposlenih, pakovanje proizvoda, izgled poslovnog vozila i sl. dolazimo do zaključka da sve one formiraju celokupnu sliku o kompaniji i emituju vrlo snažne poruke o tome kako kompanija vidi sebe i kako želi da je drugi vide. Zato bi ono trebalo da bude odgovornost odnosa sa javnošću. Ljudi iz PR-a imaju, ili bi bar trebalo da imaju, širok pregled poslovanja kompanije, njene misije i vizije, poznavanje korporativne kulture i njenog okruženja, tako da na najbolji način mogu ovaj „ličan“ (sa aspekta kompanije) posao da iznesu kako bi ciljna javnost na najbolji način prihvatila i prepoznala kompaniju kao relevantnu za njihove potrebe, u skladu sa poslom koji obavlja.

Planiranje odnosa s javnošću podrazumeva sledeće faze (Filipović, 2003.):

1. Analiza i dijagnoza situacije;
2. Utvrđivanje ciljeva i strategija;
3. Utvrđivanje potrebnih sredstava (budžeta) za sprovođenje programa odnosa s javnošću;
4. Utvrđivanje programa odnosa s javnošću;
5. Definisanje taktike za realizaciju programa odnosa s javnošću;
6. Procena i praćenje ostvarenih rezultata i merenje postignuća.

Osnovni koraci planiranja kampanje odnosa s javnošću:

1. Identifikacija i analiza ciljnih grupa,
2. Planiranje ciljeva kampanje,
3. Razvijanje strategija,
4. Izrada taktika i programa za sprovođenje kampanje,
5. Izrada plana medija,
6. Kreiranje medijske poruke,
7. Sprovođenje kampanje,
8. Procenjivanje ostvarenih rezultata kampanje.

### Razlika između marketinga i PR-a

Vrlo često dolazi do zabune da je celokupan PR u stvari marketing pod drugim imenom. PR olakšava posao marketingu, kako stvaranje odnosa

razumevanja između organizacije i njene ciljne javnosti od strane PR-a, doprinosi marketing komunikacijama i pravi jako dobru podlogu za marketinške kampanje.

Marketing interesuju samo klijenti, dok se u PR-u radi o stvaranju najpovoljnijih celokupnih uslova za organizaciju; marketing je usredsre-

- Postojanje detaljnog plana šta raditi u svim oblicima utvrđenih mogućih kriza

Kako bi bili svesni mogućih problema i kriza, i bili spremni da na njih reagujemo, potrebno je izbegavati sve koji kažu da do krizne situacije nikada neće doći, da se krizne situa-



đen na prodaju i razvojnu strategiju, dok PR skenira celokupno poslovno okruženje. Ciljne grupe im se potpuno razlikuju, za marketing su: kupci/potrošači/korisnici, posrednici, distributeri i konkurenti. Ciljne grupe kod odnosa s javnošću su: zaposleni (interni odnosi s javnošću), predstavnici medija, društvene zajednice, finansijske institucije i investitori, kao i vladine organizacije.

### Odnosi s javnošću u kriznim situacijama

Cilj PR-a je da spreči da problem preraste u krizu i da razvije pozitivan odnos prema rešavanju kriza. Upravljanje krizom ima zadatak da spreči krizu, ukoliko je moguće. Ili ako se kriza ipak pojavi da je svede na najmanju moguću meru. Upravljanje krizom podrazumeva sledeće korake:

- PR mora da pozitivno prenosi argumentaciju organizacije da ona ne zaslužuje krizu
- Potrebno je da se identifikuju i prepoznaju potencijalne krize, koliko je to moguće

cije događaju samo drugima i sve koji kažu da je planiranje kriznih situacija samo gubljenje vremena.

U slučaju krize, ljudi iz PR-a, moraju da pokažu čvrstinu i staloženost kada svi oko njih „gube glavu“, i na taj način postoji mogućnost da krizu preokrenu u korist. Sustina je da se na jednostavan način objasni šta se dogodilo, šta je povodom toga urađeno i naravno, briga i razumevanje organizacije.

Takođe, bitno je odrediti prioritete. U vreme krize, finansijske posledice treba da su na poslednjem mestu, posle ljudi, zaposlenih, okruženja i tako dalje. Bitno je ako u tom trenutku može da se pridobije koja reč podrške uticajnih ljudi, medijskih ličnosti ili iz industrije kojoj kompanija pripada. Takođe je jako bitno, da se u tom trenutku ne zanemare zaposleni, pogotovo ako su u kriznu situaciju uključeni na različite načine. Oni i njihove porodice trebaju da budu upoznati sa celom situacijom, a ne zapostavljeni. U ovakvim situacijama svaki zaposleni može da postane ambasador kompaniji.

M.Š.

Communication with the environment

## PR ROLE IN ORGANIZATIONS

The main objective of PR is to influence individuals or groups, through a dialogue with all those whose perception, opinion, and attitude may affect or contribute to reaching the organization's success. For the last two decades, PR has spread to the public, private, and non-profit sectors, and most organizations adopt it as its indispensable, integral part.

One cannot imagine a corporate market-oriented business of today without its communication with the environment. Through communication, an organization informs the public about its products and services, the novelties it introduces, how it provides its services, and the possibilities to meet the potential client needs, trying to win them over and create room for improving its financial standing in doing so.

The current market trends, featuring diversified supply, growing competition, higher living standard and purchasing power, and better level of consumer information require that more efforts should be invested in stimulating the demand for all types of products and services.

It is very important to create trustful consumer attitude towards a company/organization, which is done through public relations, influencing the public trust in such company and its image not only in the eyes of consumers, but also its stakeholders, government organizations, investors, social community, suppliers, distributors, employees, and competitors.

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One of the most famous definitions of PR is "the practice of managing the communication between an organization and its target public". The notion of target public in this case means the people who are important for the organization, and whose attention

followed by their opinion and attitudes created result in decisions and actions influencing and benefiting the business of such organization.

Often quoted definition set by the Great Britain's Institute of Public Relations says that PR is "the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics".

In that respect, public relations can go in 3 directions:

- Ability to change the public opinion
- Ability to create an opinion where it lacks
- Ability to reinforce a created public opinion

### What does it mean: This is a good PR?

The simple answer is: *It works.* We feel that a PR is good because it makes a good impression on us about a company and its products, services, and people and we have a positive opinion and accept the delivered message. We accept such PR because it acknowledges some of our needs, prejudice or current mood or wishes. PR is described as fundamental "glue" that holds an organization together and connects the strategies at the corporate, business and operational levels. This is a powerful, often "hidden" though, strategic role adding to the organization's quality.

### Image and identity are the most important for PR

For corporate goals, the image can be described as a mixed perception of a company, its products and services. It is a complex set of all impressions we have gained either by seeing the name, or observing the behaviour, or hearing or reading about some activity or facing some other material evidence. Instant image is the most important for every organization, closely followed by desired image, which is how a company wishes to be perceived. It is similar to the image built by an individual about themselves, containing 3 integral parts: reality, ideal, and expectations or aspirations. (Davis, 2005.)

If the identity is seen to comprise the following components: logo, iconic colours, web presentation, business card, slogan, business premises and windows, uniforms and employee behaviour, product packaging, business car visuals, etc. we come to the conclusion that all of them create the full picture of a company and send some very strong messages on how the company perceives itself and how it wishes to be perceived.

That is why it should be the responsibility of public relations. PR professionals have, or at least should have a comprehensive insight into the company business, its mission and vision, corporate culture and its envi-







ronment to be able to do their best at this (from the company's aspect) "personal" business so that the target public could, as best as possible, accept and recognise the company as relevant for their needs in line with its business.

Public relations planning includes the following stages (Filipović, 2003.):

1. To analyse and diagnose the situation,
2. To define the goals and strategies;
3. To define the assets (budget) required for implementing the public relations programme;
4. To define the public relations programme;
5. To define the tactics for implementing the public relations programme;
6. To assess and monitor the achieved results and measure the achievements.

The core steps for PR campaign planning are:

1. To identify and analyse the target groups,
2. To plan the corporate goals,
3. To develop the strategies,
4. To develop the tactics and pro-

gramme for implementing the campaign,

5. To develop the media plan,
6. To create the media messages,
7. To implement the campaign,
8. To assess the achieved results of the campaign.

### The difference between marketing and PR

There is often the confusion over whether the entire PR is in fact marketing under a different name. PR makes the job easier for marketing as creating the mutual understanding between an organization and its target public through PR contributes to marketing communications and sets a very solid platform for marketing campaigns.

Marketing is interested in clients only, whereas PR is about creating the best overall conditions for the organization; marketing is focused on sales and development strategies, whereas PR scans the entire business environment. Their target groups are entirely different as marketing covers customers/consumers/users, agents, distributors and competitors, and PR targets employees (internal PR), media representatives, social communi-

ties, financial institutions and investors, and government organizations.

### Crisis PR

PR aims to prevent a problem from growing into crisis and to create a positive attitude toward resolving the crisis. Crisis management is tasked to prevent crisis if possible, or if the crisis still hits to minimize it as much as possible. Crisis management includes the following steps:

- PR must send positive arguments of the organization that it does not deserve crisis
- To identify and recognise potential crises, as much as possible
- To have a detailed plan in place as to what to do in all forms of defined potential crises

To be aware of potential problems and crises and ready to react, we need to avoid all those saying that crisis will never hit, that crisis happens only to others and all those saying that crisis management planning is nothing but a waste of time.

In case of crisis, PR people must be tough and composed when all around them are losing their heads and then there is a chance to turn the crisis into their own advantage. It is essential to explain in simple language what has happened, what has been done about it and of course, to show the care and understanding of the organization.

Also, it is important to set the priorities. In times of crisis, the financial consequences should come last, after the people, employees, environment, etc. It is important, if possible, to gain a few words of support from influential people, media people or people in the company's industry. It is also very important that employees are not neglected at those times, in particular if they are involved in crisis in any way. They and their families should be informed of the entire situation instead of being neglected. In such situations, each employee can become the company's ambassador.

M.Š.

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Spa centar Lago di Spa

## SPOJ ISTOKA I ZAPADA

Svakodnevica čoveka, a naročito, poslovnih ljudi, pored postizanja uspeha, realizacije projekata, novih ideja, ćaskanja sa kolegama i drugih lepih trenutaka, jeste, nažalost, i stres. Pred savremenog čoveka, a naročito savremene žene, se stavlja sve više obaveza, odgovornosti i stvari koje je potrebno uskladiti i uraditi.



Nedavno je u Beogradu, nedaleko od samog centra poslovne arene, otvoren ekskluzivni SPA centar Lago di Spa koji se prostire na 600 m<sup>2</sup>, sakriven u raskošnom zelenilu i prijatnom okruženju.

Lago Di Spa otvara svoja vrata svima koji žele da pobegnu od svakodnevnog načina života i oseće lepotu življenja.

Ono što bi ovaj spa centar moglo da izdvoji od drugih jeste raznovrsnost ponude, sa brojnim tretmanima koji se po prvi put pojavljuju na ovim prostorima.



**Slana pećina** sa haloterapijom je autentičnog izgleda, u njoj se nalazi više od 500 kg soli iz Mrtvog mora i iz rudnika soli. Jedan tretman u slanoj pećini zamenjuje 4 dana boravka na moru. Boravak u slanoj pećini preporučuje se kako odraslima, tako i deci, a izuzetno je dobar za opšte psiho-fizičko stanje organizma, respiratorne puteve, alergije, sinuse, astmu, protiv upala i prehlada, hroničnih infekcija, stresa i još mnogo toga.

Pažnju privlači i **veliki izbor masaža**. Osim klasičnih masaža poput relaks i sportske masaže, tu su i havajska masaža, aromaterapija, limfna drenaža, masaža toplim vulkanskim kamenjem i poludragim kamenjem, masaža biljnim pindama, kraljevska masaža, refleksologija, **tradicionalna tajlandska masaža** koju izvode eksperati sa Tajlanda i indijska **"Ayurveda"** koju sprovode doktor i terapeut iz Indije, gde je "Ayurveda" priznata kao zvanična medicina.

Interesantan deo ponude ovog spa centra predstavljaju i kupke. Možete birati između kupanja u cveću, pivu, zelenom čaju, belom ili crnom vinu, a kao najekskluzivniji tretman izdvađa se **kupanje u magarećem mleku** koje obiluje vitaminima A, C, D, E, kalcijumom i fosforom, uklanja mrtve ćelije kože, povećava elastičnost i deluje protiv bora.

**Tretmani lica i tela** za sve tipove kože rade se profesionalnom kozmetikom *Ericson* i *Skeyndor* iz Francuske i Španije, a tim stručnjaka sa svetski priznatim sertifikatima pomoći će Vam pri izboru pravog tretmana za Vas i uputiti na pravilnu kućnu negu.

**Neinvazivna mezoterapija** sa aparatom najnovije tehnologije daje izvanredne rezultate u smanjenju obima, uklanjanju celulita i zatezanju kože lica i tela.

Za pravilnu i kvalitetnu negu Vaših ruku i stopala isprobajte Spa Manikir i Spa Pedikir.

Spa centar Lago di Spa pruža Vam mogućnost da kroz **Spa rituale** iskusite različite vidove relaksacije tela i duha na način na koji to rade narodi drugih zemalja. Masaže, pilinzi, pakovanja i kupke iz Maroka, Izraela, Japana, Švedske, iz Indije, sa Tajlanda i Havaja probudiće sva Vaša čula, vratiti Vam energiju i vitalnost.

U okviru spa centra nalazi se i frizerski **"Atelje Simić & Wella System Professional"** koji već duže vreme privlači pažnju javnosti saradnjom sa modnim magazinima, revijama i show



programima, a i veliki broj dama koje se bave javnim poslom svoje poverenje su ukazale upravo ovom timu profesionalaca.

Posetite Spa sa jedinstvenom ponudom i najbogatijim sadržajem na Balkanu!

### Spa centar Lago di Spa

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Spa Centre Lago di Spa

## EAST - WEST COMBINATION

Everyday life, in particular when it comes to business people, apart from achieving success, implementing projects or new ideas, chit-chat with colleagues and other pleasant moments, sadly enough, includes stress too. The man of today and in particular the woman of today faces more and more duties, responsibilities and things to be done and attuned.



Close to the very centre of the business arena in Belgrade, an exclusive SPA Centre Lago di Spa has recently opened, situated on 600 square meters of luscious greenery and pleasurable surroundings. Lago Di Spa welcomes all those who are eager to find refuge from everyday life and surrender to the beauty of living. What excels this spa centre from others is a diverse offer of numerous treatments coming on the scene for the first time in this region.



**Salt cave with halotherapy** has the authentic features with over 500 kg of salt from the Dead Sea and salt mine. Only one salt cave treatment replaces 4 days at the seaside. It is recommended to both, adults and children, and it is extremely beneficial for the overall mental and physical condition of the body, respiratory

tract, allergies, sinusitis, asthma, as the prevention from inflammations and colds, chronic infections, stress and a lot more than that.

The focus is also on a **diversity of massages**. In addition to classic massages such as relax and sports massages, there are also the Hawaiian massage, aromatherapy massage, lymphatic drainage, hot stone and semi-precious stone massage, massage with herbal pindas, royal massage, reflexology, **traditional Thai massage** performed by the specialists from Thailand and the Indian **"Ayurveda"** performed by a doctor and therapist from India, where "Ayurveda" has been recognized as an official system of medicine. What is also very interesting is the offer of baths. You can pick and choose from bathing in flowers, beer, green tea, white or red wine, while the most exclusive treatment is **donkey milk bathing** rich with vitamin A, C, D, E, calcium and phosphorous, removing dead skin cells, improving elasticity and treating wrinkles.

**Facial and body treatments** for all skin types use the professional cosmetics *Ericson* and *Skeyndor* from France and Spain, and the specialist team with the globally acknowledged certificates will assist you in choosing an adequate treatment and advise you

on the proper care that you should do at home. **Noninvasive mesotherapy** with the up-to-date apparatus yields tremendous results in a slimmer figure, removing cellulite and tightening facial and body skin. For a proper and quality care of your hands and feet, please try our Spa Manicure and Spa Pedicure.

Spa Centre Lago di Spa gives you an opportunity to experience many forms of bodily and spiritual relaxation through **Spa rituals** as it is done by people in other countries. Massages, exfoliations, packs and baths from Morocco, Israel, Japan, Sweden, India, Thailand and Hawaii will awake all your senses, reenergize and revitalize you.



The Spa Centre includes the hairdresser's **"Atelje Simić & Wella System Professional"** attracting the public attention for quite a while now due to its cooperation with fashion magazines, fashion and other shows, and quite a number of ladies in the public eye have given their trust to no other than this professional team.

Visit the Spa with a unique offer and the richest amenities in the Balkans!

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Južna Afrika zna kako se to radi

## ZLATNA PRILIKA ISKORIŠĆENA U POTPUNOSTI

Odluka TTC (The Travel Corporation) da održi Međunarodnu konferenciju prodaje u Južnoj Africi predstavlja neprocenjivu podršku TTC-a izvanrednim mogućnostima koje Južna Afrika nudi putnicima, bilo da dolaze poslovno ili na odmor.



U 2010. godini, Južna Afrika je dobila zlatnu priliku da kao nacija izbori ne samo status domaćina Svetskog kupa u fudbalu 2010., već i da stupi na svetsku turističku scenu. Realno gledano, pak, završetak šampionata 2010. godine ne znači i kraj posla, već njegov početak. A, što se tiče Južne Afrike kao destinacije, turistička industrija je izborila jak produžetak.

Po rečima gđina Džabu Babuze, predsednika Turističke organizacije Južne Afrike: „Ova 2010. godina je godina od ogromnog značaja za Južnu Afriku. Nakon šest godina predanog rada i značajnih ulaganja svih Južnoafrikanaca u cilju uspešnog organizovanja Svetskog kupa u fudbalu 2010. godine, koji ujedno predstavlja i najbolji svetski šampionat ikada po mišljenju FIFA i miliona ljudi koji su uzeli učešća u celoj zemlji a i svetu, Južna Afrika je na delu dokazala koliko samo mogućnosti poseduje ova nacija. Ali, što se tiče Južne Afrike, uspeh u 2010. godini se ne odnosi samo na Šampionat, već i na zaveštanje koje Kup ostavlja u nasleđe. Jedno od najznačajnijih nasleđa nacije jeste i uvođenje i utvrđivanje Južne Afrike kao jedne od najinspirativnijih, najprimamljivijih i najprijetnijih turističkih destinacija na svetu. Naša nacija mora da se pobrine da se Južna Afrika kao destinacija i dalje nalazi u centru pažnje zadobijenim zahvaljujući Svetskom kupu u

fudbalu 2010. godine i dugo nakon završetka Šampionata. To se jedino može postići delotvornom, istrajnom i industrijski aktivnom promocijom destinacije.“ Od kritične važnosti za održanje podstaknutog interesovanja za destinaciju po završetku Kupa jeste dostizanje rekordnog broja poseta lidera turističke industrije iz celog sveta. Kao rezultat svega toga, turistički sektor Južne Afrike ima to zadovoljstvo da najavi da će, po prvi put u istoriji Južne Afrike kao turističke destinacije broj 1, preko 350 svetskih lidera u turističkoj industriji u oktobru posetiti Južnu Afriku kao delegati na najvažnijoj nacionalnoj Međunarodnoj konferenciji prodaje 2010. u organizaciji mega-FAM trip – The Travel Corporation (TTC). TTC, kao jedna od najvećih svetskih privatnih putničkih i turističkih kompanija, obuhvata niz vodećih globalnih krizing i hotelskih brendova kao što su Contiki, Trafalgar, Uniworld, Insight i Bendan Vacations. Specijalne aranžmane za afrički kontinent pokrivaju Lionworld Travel, African Travel, Creative Holidays i New Horizons. Na tlu Južne Afrike, TTC s ponosom predvodi nagrađivane komplekse poput Bushmans Kloof, The Twelve Apostles Hotel i The Oyster Box. Pored toga, kompanija ima u vlasništvu preko 80 procenata Cullinan Holdings sa vodećim južnoafričkim brendovima kao što su Thompsons, Hylton Ross Touring i Pentravel, a i najveći je akcionar u Wilderness Safaris. Konferencija 2010. godine će biti organizovana kao motivacijsko putovanje za preko 350 poslovnih lidera i ključnih donosioca odluka koji se nalaze na A-listi kompanije, a koji donose odluke o destinacijama koje se takmiče da izborne izlaz na svetsku turističku scenu. Konferencija će predstavljati proširenu i sveobuhvatnu prezentaciju Ju-

žne Afrike pogledom „kroz ključaonicu“ na Kejptaun i pokrajinu Zapadni Kejp. Pored poslovnih razgovora i debata sa nekim od najvećih svetskih umova i prodavača u sektoru putovanja i turizma, delegati će biti u prilici i da vide, probaju, dodirnu, čuju i osete destinaciju JUŽNA AFRIKA.

Uz komentare i pohvale predstojećoj konferenciji, predsednik Turističke organizacije Južne Afrike jasno je pružio podršku TTC-u rečima: „Turistička organizacija Južne Afrike (SAT) ima to zadovoljstvo da partnerski saraduje sa The Travel Corporation (TTC) kao domaćin za preko 350 vodećih svetskih lidera i donosioca odluka u sektoru putovanja i turizma na Me-



đunarodnoj konferenciji prodaje TTC koja se održava u oktobru u Kejptaunu, u Južnoj Africi. SAT prepoznaje značaj takvog događaja jer se njime obezbeđuje da se u centru pažnje i investicija nađe izgradnja turističke potražnje za destinacijom Južna Afrika. Odluka TTC da održi Međunarodnu konferenciju prodaje u Južnoj Africi predstavlja neprocenjivu podršku TTC-a izvanrednim mogućnostima koje Južna Afrika nudi putnicima, bilo da dolaze poslovno ili na odmor. S nestrpljenjem iščekujemo saradnju sa TTC kako bi obezbedili da ova 2010. godina zaista postane platforma za snažnu i održivu budućnost destinacije Južna Afrika.“

M.Š.

South Africa knows how it's done

## GOLDEN OPPORTUNITY FULLY USED

The decision of TTC (The Travel Corporation) to host their international Sales Conference in South Africa is an invaluable endorsement by TTC of the exceptional opportunity which South Africa offers travelers, be they visiting for business or leisure.

2010 has created a golden opportunity for South Africa as a nation to win not just as host nation of the 2010 FIFA WORLD CUP, but on the global tourism stage. The reality, however, is that the end of the 2010 Games do not mark the end of the work, they mark the beginning. And for Destination South Africa, the tourism industry is firmly in extra time.

As stated by Mr. Jabu Babuza, chairman of South African Tourism: "2010 is a year of immense importance for South Africa. Following six years of commitment and significant investment



by all South Africans towards delivery of a successful 2010 FIFA World Cup – the best World Cup ever in the opinion of FIFA and the millions of people who took part across the nation and the world - South Africa has proven how truly alive with possibility this nation is. But for South Africa, success in 2010 is about more than the Games. It is about the legacy, which the Games leave behind. A critical legacy for the nation is establishing and embedding Destination South Africa as one of the most inspiring, inviting, and enjoyable tourist destinations in the world. South Africa must ensure that the 2010 FIFA World Cup's spotlight on Destination South Africa continues to shine long after the Games conclude. This can only be achieved through effective, enduring,

industry-engaging promotion of the destination."

Critical to maintaining momentum of interest in the destination after the Games, is achieving unprecedented levels of exposure by the leaders of the travel trade from across the world.

As a result, the tourism sector of South Africa is excited to announce that, for the first time in the history of South Africa as a premier tourism destination, over 350 of the world's travel trade decision makers will be visiting South Africa this coming October as delegates of the nation's most important mega-FAM trip – The Travel Corporation's (TTC) 2010 International Sales Conference.

TTC, one of the world's largest privately-owned travel and tourism companies, is composed of a number of leading global touring cruising and hotel brands including Contiki, Trafalgar, Uniworld, Insight, and Bendan Vacations. Africa travel specialization includes Lionworld Travel, African Travel, Creative Holidays, and New Horizons. Within South Africa, TTC proudly leads such award-winning properties as Bushmans Kloof, The Twelve Apostles Hotel, and The Oyster Box. In addition, the company own over 80 percent of Cullinan Holdings with leading South African brands like Thompsons, Hylton Ross Touring, and Pentravel, as well as being the largest shareholder in Wilderness Safaris.

The 2010 conference will take the form of an incentive trip for over 350 of the company's A-List business leaders and vital decision makers for destinations seeking to compete and win on the global tourism stage. The conference will act as an extended, extensive exposure of South Africa through the keyhole of Cape Town and the Western Cape. In addition to

business discussion and debate with some of the world's most powerful business thinkers and sellers in the travel and tourism sector, delegates will have several opportunities to see, taste, touch, hear, and feel Destination SOUTH AFRICA.

Commenting and commending on the upcoming conference, the chairman of SA Tourism clearly pledged his support behind TTC by stating: "South African Tourism (SAT) is delighted to partner with The Travel Corporation (TTC) as it hosts over 350 of the world's leading travel and tourism business leaders and decision makers in Cape Town, South Africa, this October at the TTC International Sales Conference. SAT recognizes the importance of such an event in ensuring that momentum of focus and investment is made into building tourism demand for Destination South Africa. The decision of TTC to host their international Sales Conference in South Africa is an invaluable endorsement by TTC of the exceptional opportunity which South Africa offers travelers, be they visiting for business or leisure. We look forward to working with TTC to ensure that 2010 is truly a platform for a strong, sustainable future of Destination South Africa."

M.Š.





Hotel Bunčić

## IDEALAN SPOJ TRADICIONALNOG I MODERNOG

Iskusni djelatnici učinit će sve kako bi Vam svojim savjetima i prijedlozima pomogli u planiranju i najsitnijih detalja. S potpunim povjerenjem možete im prepustiti cjelokupnu organizaciju – bilo da se radi o poslovnom ručku ili eventu od nekoliko stotina zvanica.



Hotel Bunčić smješten je u gotovo samom središtu gradića Vrbovca, na magistralnoj prometnici koja spaja metropolu s Koprivnicom i Bjelovarom. Zagreb je udaljen svega četrdesetak kilometara, a dobru i brzu komunikaciju sa središtem grada ili zračnom lukom Pleso jamči neposredna blizina auto ceste A4 (Zagreb - Sv. Helena - Varaždin). Tražite li lokaciju za održavanje kongresa, seminara, predavanja, sportskih priprema, vjenčanja ili

tek druženja s poslovnim partnerima i suradnicima ovo je mjesto idealno za Vas. Hotel pruža mogućnost organizacije manjih ili većih skupova u dvoranama traženog kapaciteta, već prema Vašim željama i potrebama.

Da bi Vaš boravak bio što ugodniji ovdje Vas očekuju sobe u kategoriji 3\*, opremljene mini barom, televizorom, tvc, bežičnom Internet vezom, klima uređajem. Mlad i vrhunski tim djelatnika u ovom obiteljskom hotelu, maštovito uređen interijer, te bogata kulinarska ponuda, predstavljaju idealan spoj tradicionalnog i modernog. Iskusni djelatnici učinit će sve kako bi Vam svojim savjetima i prijedlozima pomogli u planiranju i najsitnijih detalja.



S potpunim povjerenjem možete im prepustiti cjelokupnu organizaciju – bilo da se radi o poslovnom ručku ili eventu od nekoliko stotina zvanica.

*Gosti nam se uvijek vraćaju. Budite i Vi jedan od njih.*





The Bunčić Hotel

## IDEAL MIXTURE OF THE TRADITIONAL AND THE CONTEMPORARY

With their advice and suggestions our experienced staff will do everything to help you in planning down to the smallest details. You can leave the complete organization to them with full confidence – whether it be for a business lunch or an event with several hundred participants.



The Bunčić Hotel is located practically in the center of the town of Vrbovec, on a major road that connects the capital with Koprivnica and Bjelovar. Zagreb is only 40 kilometers away, and good and fast communication with the city center or with the Pleso airport is guaranteed by the proximity of the A4 highway (Zagreb - Sv. Helena - Varaždin).



depending on your needs and wishes. In order to make your stay here as comfortable as possible, we can offer you 3-star rooms equipped with a mini bar, TV, twc, wireless Internet connection and air-conditioning. The young and professional team in this family hotel, imaginatively decorated interior, and a rich culinary offer represent an ideal mixture of the traditional and the contemporary. With their advice and suggestions our experienced staff will do everything to help you in planning down to the smallest details. You can leave the complete organization to them with

full confidence – whether it be for a business lunch or an event with several hundred participants.

*Our guests always come back to us. Be one of them.*



If you are looking for a venue to organize a congress, seminar, lecture, sports training, wedding, or simply a meeting with business partners and associates, this is the ideal place for you. The hotel offers the possibility of organizing small or large gatherings in halls of required seating capacity,





Umeće uživanja

## ČOKOLADA

Istorija čokolade je duga i opširna, poput svih velikih priča koje su stvorile svet kakav danas poznajemo. Postoje arheološki dokazi da je pre 2600 godina u Olmeci kuvana čokoladna smesa, što čokoladu uvrštava među najstarije napitke poznate čoveku. Pripadnici ove drevne civilizacija verovali su da drvo kakaoca pripada bogovima, a da su njegovi plodovi dar bogova ljudima.

ČOKOLADA je oduvek bila inspiracija mnogim umetnicima, pesnicima, književnicima, asocijacija na detinjstvo, bezbrižnost, ali i strast i ljubav. Film „Čokolada“ (Chocolat) sa glumicom Žilijet Binoš i glumcem Džoni Depom govori o univerzalnom jeziku sporazumevanja putem užitka u ukusu. Muzičkih numera inspirisanih čokoladom ima jako puno, neke od njih, „Čokolada“ (Chocolate), pesma australijske, svetski poznate pevačice, Kajli Minog, ali i beogradske grupe Idoli („Ti Si Moja Čokolada“), zatim hrvatskog pevača Neno Belan & splitskog sastava Đavoli („Jagode i čokolada“), pevujemo skoro svakodnevno i čak i na taj način, čokolada nam se provlači u svakodnevnom životu. Kada želimo za trenutak pobegnemo od stvarnosti i stresa, tu je uvek kockica čokolade, ili u novije vreme popularna, masaža toplom čokoladom. Čokolada kao poklon je uvek aktuelna, i kada želimo da pokažemo prefinjenost i stil, uvek je neobično i ekskluzivno pakovanje čokolade dobar izbor. U poslu, dok sedimo ispred računara, sa gomilom izveštaja i posla koji treba brzo da se završi, ništa nam neće instant podići preko potrebnu koncentraciju, kao štangla čokolade.



**Istorija čokolade** je duga i opširna, poput svih velikih priča koje su stvorile svet kakav danas poznajemo. Postoje arheološki dokazi da je pre 2600 godina u Olmeci kuvana čokoladna smesa, što čokoladu uvrštava među najstarije napitke poznate čoveku. Pripadnici ove drevne civilizacija verovali su da drvo kakaoca pripada bogovima, a da su njegovi plodovi dar bogova ljudima.

Kasnije, u astečkoj kulturi, u magičnom kakaovom piću smelo je da uživa samo sveštenstvo i plemstvo. Po tadašnjem verovanju čokoladni napitak je ulivao mudrost i moć, pa je redovno bio korišćen i u religijskim ritualima. Ratnici su pre bitke takođe pili ovaj napitak, jer su verovali će im dati božansku snagu i izdržljivost. Vekovima kasnije, od božanskog ratničkog pića Evropljani će napraviti slatkiš, koji će promeniti tekovine moderne civilizacije.

Danas, jedno od obaveznih mesta za posetiti pri obilasku nekog grada, je sigurno muzej čokolade. Većina velikih metropola u svojoj turističkoj ponudi

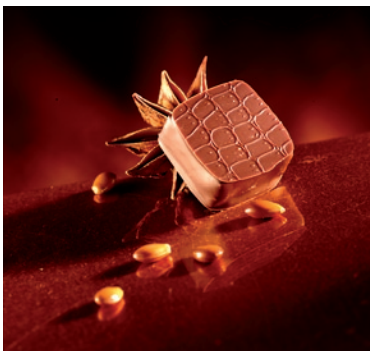
grada nudi i obilazak ovih muzeja. Ovde vam iznosimo listu pet najboljih muzeja čokolade širom sveta, koji će zadovoljiti i one najzahtevnije:

1. The Chocolate Museum, Keln, Nemačka
2. Musee les Secrets du Chocolat, Geispolsheim, Francuska
3. Pannys Amazing World of Chocolate, Viktorija, Kanada
4. Choco-Story Chocolate Museum, Briž, Belgija
5. Museu de la Xocolata, Barselona, Španija

**Proizvodnja čokolade** predstavlja fascinantan proces koji vas vodi preko impresivnih tropskih šuma do savremenih fabrika. Pretvaranje kakao semena u čokoladu zahteva dosta vremena, truda i umetnosti. Plod kakao drveta, oblika jajeta i težine oko 750 gr, sadrži oko 30-40 semenja. Semenje se sakuplja, stavlja na gomile na zemlji i prekriva listovima banane. Ovaj postupak se naziva fragmentacija i traje 2 do 3 dana, tokom čega



se semenje okreće više puta. Potom se semenje odvaja od ljuske i suši u periodu od dve nedelje na suncu. Osušeno semenje se prebira pri čemu ono mora biti perfektno čisto. Zatim se semenje peče na temperaturi između 120 i 130 stepeni u periodu od 15 do 35 minuta. Zrna se dalje drobe, seju kroz sita i sortiraju po veličini a na taj način i odstranjuju ljuske. Izdrobljena zrna kakaoa se melju kroz žrvanj i pretvaraju u gustu masu a dalje putem hidrauličkog presovanja oslobađa od viška masnoće i pretvara u kakao prašak. Količina masnoće u kakao znu je 54% a njenim odvaja-



njem se dobijaju sorte čokolade sa nižim procentom masnoće a takođe i u sam kakao prašak po potrebi dodaje iscedena masnoća poznatija pod imenom kakao puter. Tako pripremljena masa se još jednom čisti od krupnih kakao delova na specijalnom aparatu koji se ogromnom brzinom cilindrično obrće. Nadalje se u kakao prašak dodaju sastojci u zavisnosti od

recepta a najčešće su to šećer, mleko, kakao puter, vanila itd. Dobijena čista masa se zagreva na temperaturi od 32°C a zatim postepeno kontrolisano hladi. U zavisnosti od količine mase kakao praška čokolada može biti tamna i sadrži 60-80% kakao praha, polutamna sa 50% i mlečna sa 30% kakao praha.

Originalnu interaktivnu aplikaciju o načinu pravljenja čokolade koju je razvio The Field Museum iz Čikaga, možete pogledati na sledećem linku:

[www.fieldmuseum.org/Chocolate/manufacture\\_interactive/manufacture.html](http://www.fieldmuseum.org/Chocolate/manufacture_interactive/manufacture.html).

### Medicina i čokolada

Većita dilema ljubitelja čokolade, da li je ona samo uzročnik gojaznosti ili ima i svoje dobre strane. Da li je medicina, u traženju izgovora za konzumiranje ove fantastične poslastice, otišla dovoljno daleko da dokaže da je čokolada zapravo zdrava?

Neka od istraživanja su dokazala da svakodnevno umereno konzumiranje čokolade (7,4 grama dnevno) smanjuje opasnost od moždanih napada za 48 odsto, a infarkta miokarda za 27 odsto. Naime, nemačko istraživanje sprovedeno na 20.000 osoba, sprovedeno osam godina, pokazalo je i da bi efekat mogao da bude veći ukoliko bi se konzumiralo 10 grama, pa čak i 20 grama čokolade dnevno. Naučnici su naveli da se smanjenje opasnosti od srčanih i moždanih udara vezuje za snižavanje krvnog pritiska kod konzumenata čokolade, namirnice bogate veoma korisnim antioksidansima "polifenolima" kojima pre svega obiluje crna čokolada bogata kakaom.

### Slatke Priče

Ovogodišnji, drugi po redu, Beogradski Salon Slatkiša SLATKE PRIČE održaće se u periodu od 26.-28.novembra u beogradskom Sava Centru. Organizator planira raznovrstan izlagački nastup proizvođača slatkih proizvoda iz celog regiona. Konditori, čokolateri, poslastičari, ali i proizvođači mnogih drugih slatkih proizvoda takmičiće se za naklonost potrošača, kao i osvajanje titula kao što je slatki suvenir Beograda i Srbije. Predviđen je bogat program koji obuhvata muzička dešavanja, predstave za decu, čoko modnu reviju, takmičenje slikara u tehnici čoko art, vaujanje čokoladne skulpture, poslastičarsku izložbu, Beograd – slatki grad, i mnogo toga što će biti svojevrsna atrakcija za posetioce, ali i za medije. Više detalja o manifestaciji na oficijelnom sajtu [www.slatkeprice.com](http://www.slatkeprice.com).







Alkaloid teobromin i kafein, sadržani u čokoladi, ne samo da vraćaju dobro raspoloženje, već i zatežu kožu.

U kremama za lice i maskama za negu kriju se ekstrakti čokolade, pre svega zbog antioksidativnog dejstva polipenola koji veže slobodne radikale nastale kao posledica UV zračenja

ili nikotina i tako štiti kožu. Osim toga, jedna studija dokazuje da on poboljšava strukturu kože i može da sačuva hidratantnost.

I u odnosu na konstantnu dilemu za i protiv čokolade, naučnici su ipak došli do sledećeg jednostavnog zaključka: Jedete li čokoladu tri puta mesečno (znači, svaki 10. dan), živećete najmanje jednu godinu duže od onih koji nisu ljubitelji čokolade.

S.G.

Još neka od novih saznanja su da kao sadrži antibakterijske spojeve koji usporavaju kvarenje zuba, da čokolada deluje kao odlično sredstvo za smirenje, da je čokolada posebno bogata mineralima, fosforom, magnezijom, gvožđem, cinkom, a takođe sadrži niz vitamina B grupe, vitamina E i beta karotina.

Čokolada sadrži elemente koji podiču oslobađanje serotonina i dopamina u mozgu, odnosno neurotransmitera koji stvaraju osećaj zadovoljstva.



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The art of joy

## CHOCOLATE

The history of chocolate is long and extensive as all the big stories that have created the world as we know it. There is archaeological evidence that 2600 years ago chocolate was cooked in Olmeca, making chocolate one of the most ancient beverages known to man. The people of this ancient civilization believed that the cocoa tree belonged to gods, and that its fruit is the gods' gift to people.



CHOCOLATE has always been inspiration to numerous artists, poets, and writers evoking not only care-free childhood, but passion and love too. The film *Chocolate* (Chocolat), starring Juliette Binoche and Johnny Depp, deals with the universal language of savouring the sweet tooth. There are so many songs inspired by chocolate such as *Chocolate*, by the world-famous Australian pop-artist Kylie Minogue, then *You Are My Chocolate* (orig. 'Ti Si Moja Čokolada') by a Belgrade band Idoli (Idols), followed by *Strawberries and Chocolate* (orig. 'Jagode i čokolada') by a Croatian singer, Neno Belan & a band from Split Đavoli (Devils) which we hum every day and that's another way we let chocolate in our everyday lives. When we wish to escape reality and stress for a tiny moment, there's always a piece of chocolate, or a recently popular hot chocolate massage. Chocolate is a fine gift at any time and when we want to show our class and style an out-of-ordinary or exclusive wrapping is always a good choice. At work, while we sit at the

computer with heaps of reports and work to be done quickly, nothing is going to boost our so much needed concentration as a chocolate bar.

**The history of chocolate** is long and extensive as all the big stories that have created the world as we know it. There is archaeological evidence that 2600 years ago chocolate was cooked in Olmeca, making chocolate one of the most ancient beverages known to man. The people of this ancient civilization believed that the cocoa tree belonged to gods, and that

its fruit is the gods' gift to people. Later on, in the Aztec culture, the magical cocoa potion could be enjoyed by the priests and nobles only. It was believed then that the chocolate beverage instilled wisdom and power, so it was regularly used in religious rituals too. Before a battle, warriors also drank this beverage as they believed that it would give them the divine power and resilience. Centuries after, the divine warrior potion was turned into a sweet by Europeans, forever changing the achievements of the modern civilization.

Today, a must see venue when visiting a city is for sure a chocolate museum. Most major capitals list in their city tours the visit to such museums. Here is the list of five best museums worldwide, which will meet the strictest criteria:

1. The Chocolate Museum, Cologne, Germany
2. Musee les Secrets du Chocolat, Geispolsheim, France
3. Pannys Amazing World of Chocolate, Victoria, Canada
4. Choco-Story Chocolate Museum, Bruges, Belgium
5. Museu de la Xocolata, Barcelona, Spain

**The production of chocolate** is a fascinating process taking you on a tour from magnificent tropical forests to modern plants. To turn the cocoa bean into chocolate takes a lot of time, effort and art. The cocoa tree fruit, egg-shaped and weighing around 750 grams, contains around 30-40 beans. The beans are collected, piled on the ground and covered





by banana leaves. This procedure is known as fragmentation and lasts 2 to 3 days, when the beans are being turned several times. Then, the beans are cleaned from husks and dried in the sun for two weeks. Such dried beans are picked out and they have to be perfectly clean. After that, they are baked at 120 – 130 degrees for 15 to 35 minutes. The beans are then crushed, sieved and sorted by size, removing the remaining husks in the process. Crushed cocoa beans get ground on the millstone and turned into a thick mass, moving on to hydraulic pressing to be released from excess fat and finally result in cocoa powder. Cocoa bean fat content is 54%, and by its removal we get low-



fat chocolate varieties, but if necessary, the removed fat better-known as cocoa butter may be added to cocoa powder. Such prepared mass is cleaned once again from larger cocoa solids in a special device making cylindrical rotations at an extremely high speed. Then, depending on a recipe, cocoa powder may be commonly added with ingredients such as sugar, milk, cocoa butter, vanilla, etc. The clean mass obtained is heated at 32 C and then cooled gradually under control. Depending on cocoa powder content, chocolate may be dark including 60-80% of cocoa powder, semi-dark with 50% and milk chocolate with 30% of cocoa powder.

For the original interactive application on chocolate making developed by The Field Museum, Chicago, please visit the link below:  
[http://www.fieldmuseum.org/Chocolate/manufacture\\_interactive/manufacture.html](http://www.fieldmuseum.org/Chocolate/manufacture_interactive/manufacture.html)



### Medicine & chocolate

The eternal dilemma bothering the chocolate lovers goes like this: Is it only a cause of overweight or it has benefits too? Has the medicine, seeking the excuse for eating this fantastic sweet, gone far enough to prove that chocolate is in fact healthy?

Some research has showed that moderate daily intake of chocolate (7.4 grams per day) reduces the threat of stroke by 48%, and heart attack

by 27%. Namely, German research conducted on a sample of 20,000 people for 8 years showed that the effect could be higher with the daily intake of 10 or even 20 grams of chocolate daily. The scientists state that reduced threat of heart attack and stroke is pertinent to lowered blood pressure in chocolate eaters, since it is a foodstuff rich in highly beneficial antioxidants, polyphenols, abundantly present in dark chocolate which

### Sweet Stories

This year's, second in a row, Belgrade Sweets Saloon called Sweet Stories, will be held in the period of 26-28 November in Sava Center in Belgrade. The organizers plan to present a variety of products from a multitude of manufacturers of sweet products from the entire region. Manufacturers of sweet products, chocolatiers, confectioners, and many others who produce different kinds of sweets will be competing and trying to win over the consumers, and awards such as the Sweet Souvenir of Belgrade and Serbia. A very rich program is planned. It will consist of music performances, plays for the youngest, a fashion show where all the creations are made of chocolate, the competition of the painters in the technique of choco- art, chocolate sculptures, candy show, Belgrade- the sweet city. There will be many other attractions for the visitors to see, but for the media as well. To find more details about the manifestation visit the official site [www.slatkeprice.com](http://www.slatkeprice.com).



has a high cocoa content. Some of the recent findings show that cocoa contains antibacterial strains slowing down tooth decay, then that chocolate acts as an excellent tranquiliser, that chocolate is particularly rich in minerals such as phosphorus, magnesium, iron, and zinc and it also contains some B-group vitamins, vitamin E and beta-carotene.



Chocolate contains substances which induce the release of serotonin and dopamine in the brain, that is, the neurotransmitters causing the feeling of joy. Alkaloids, theobromine and



caffeine, contained in chocolate, not only do they restore the good mood but they also tighten the skin. Facial creams and masks conceal chocolate extracts, in the first place due to the antioxidant effect of polyphenol which binds free radicals produced by UV rays or nicotine and so protects the skin. In addition, a study proves that it improves the skin

texture and that it can keep it hydrated. And concerning the permanent dilemma about chocolate pros and cons, scientists have, nonetheless, come to this simple conclusion: If you eat chocolate three times a month (every ten days), you will live at least a year longer than those who are not chocolate lovers.

S.G.

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IAPCO

## MOGUĆNOSTI ZA EDUKACIJU I UMREŽAVANJE U KONGRESNOJ INDUSTRIJI- IAPCO VOLFSBERG SEMINAR

Aktivnosti u kongresnoj i sajamskoj industriji se vrlo brzo razvijaju, kao i aktivnosti profesionalnih organizatora kongresa (PCO): od logistike do konsultantskih usluga, od promocije do marketinga i komunikacije, od prikupljanja podataka do upravljanja podacima, od pružanja usluga do pružanja rešenja, od isporuke do merenja, uloga profesionalnih organizatora kongresa je evoluirala tokom godina, prilagođavajući se novom svetu.

Od prvog IAPCO seminar (Međunarodno udruženje profesionalnih organizatora kongresa) 1975. godine, IAPCO je izgradio ime neprikosnovenog lidera u oblasti međunarodnih obuka iz upravljanja sastancima.

Godišnji seminar IAPCO obuhvata intenzivni petodnevni rezidencijalni kurs koji se održava krajem januara svake godine. Poznat je i pod popularnim nazivom „Wolfsberg Seminar“ pošto mu je domaćin već preko 30 godina Wolfsbergova platforma Centra za razvoj menadžmenta i poslovanja, centra za obuku UBS (Union Bank of Switzerland). Preko 1.600 ljudi širom sveta je dobilo Potvrdu o pohađanju seminaru IAPCO.

Seminar je namenjen menadžerima zaposlenim u kompanijama za profesionalnu organizaciju kongresa, međunarodnim udruženjima, nacionalnim organizacijama, kongresnim centrima, agencijama, kongresnim hotelima, kongresnim biroima, nacionalnim turističkim organima, kompanijskim odeljenjima za kongresno planiranje, fakultetskim odeljenjima za kongresno planiranje, kompanijama za upravljanje sajmovima, kompanijama za upravljanje udruženjima i kompanijama za upravljanje događajima.

Dobrodošao je svako ko se bavi kongresnom industrijom, a program je od koristi za sve učesnike bez obzira na nivo znanja, tj. bilo da su početnici u industriji ili imaju dugogodišnje iskustvo.

Mada je seminar IAPCO priznat kao najsveobuhvatniji kurs za početnike, dokazao se i kao podjednako izazo-

van i koristan za aktere u kongresnoj industriji sa višegodišnjim iskustvom.

Aktivnosti u kongresnoj i sajamskoj industriji se vrlo brzo razvijaju, kao i aktivnosti profesionalnih organizatora kongresa (PCO): od logistike do konsultantskih usluga, od promocije do marketinga i komunikacije, od prikupljanja podataka do upravljanja podacima, od pružanja usluga do pružanja rešenja, od isporuke do merenja, uloga profesionalnih organizatora kongresa je evoluirala tokom godina, prilagođavajući se novom svetu. Skupovi sa direktnim učešćem i dalje ostaju važna komponenta svetske privrede i strateški alat za udruženja i kompanije u marketinškom i komunikacijskom miksu.

Naredni Seminar se održava od 15. do 20. januara 2011. godine u Wolfsbergovoj platformi Centra za razvoj menadžmenta i poslovanja UBS, oko 60 kilometara severoistočno od Ciriha.

[www.wolfsberg.com](http://www.wolfsberg.com)

### Akreditacija i sertifikacija

#### Program za sertifikaciju kongresnih menadžera (CMM - Certified Meeting Manager)

Za prisustvo na Wolfsberg seminaru dobija se 5 poena u delu profesionalne edukacije u okviru sticanja sertifikata za kongresne menadžere (CMM). Program za sertifikaciju kongresnih menadžera (CMM) daje mogućnost intenzivnog učenja i namenjen je iskusnim i veoma uspešnim članovima globalne zajednice kongresne industrije koji teže stručnom usavršavanju i profesionalnim priznanjima. CMM oznaka predstavlja najprestižniju oznaku u kongresnoj industriji.

[www.mpiweb.org](http://www.mpiweb.org)

#### Program za sertifikaciju kongresnih profesionalaca (CMP- Certified Meeting Professional)

Već preko dvadeset godina, Savet kongresne industrije (CIC-Convention Industry Council) identifikuje nove



IAPCO je osnovan 1968. godine od strane profesionalaca za profesionalce koji se bave organizacijom i upravljanjem međunarodnim kongresima, konvencijama i specijalnim događajima: profesionalni organizatori kongresa (PCOs). Njegov cilj je da promoviše profesiju organizatora kongresa i najviše standarde planiranja i administracije događaja. IAPCO igra veliku ulogu u pružanju stručnih obuka za profesionalne organizatore kongresa. Obrazovni program IAPCO reguliše Akademija IAPCO za obuku, a obuhvata i ovaj godišnji IAPCO Wolfsberg seminar o profesionalnoj organizaciji kongresa.

Sa više od 100 članova u preko 35 zemalja, članstvo IAPCO pruža konsultantske i usluge organizacije klijentima u skladu sa najvišim standardima. Članovi IAPCO organizuju svake godine preko 5000 skupova širom sveta koji ukupno obuhvataju preko 2 miliona učesnika i više od 0,5 miliona kvadratih metara izložbenog prostora, što ima za rezultat privredni učinak od preko 3 milijarde evra.

[www.iapco.org](http://www.iapco.org)

nivoa profesionalnosti preko svog programa za certifikaciju kongresnih

profesionalaca (CMP). CIC vrši certifikaciju pojedinaca preko međunarod-

dno priznatog programa certifikacije kojim se procenjuje sposobnost profesionalaca u kongresnoj industriji. CMP je oznaka koja predstavlja standard u kongresnoj i sajamskoj industriji današnjice.

Da bi se prijavio, kandidat mora imati najmanje tri godine iskustva u upravljanju sastancima, najmanje 25 sati kontinuirane edukacije.

Godišnji seminar IAPCO pokriva ukupno 18.40 sati kontinuirane edukacije u cilju prijave za CMP.

Svaki kandidat je odgovoran za vođenje evidencije o pohađanju kontinuirane edukacije.

[www.conventionindustry.org](http://www.conventionindustry.org)

## Industry

# EDUCATION AND NETWORKING OPPORTUNITIES IN MEETINGS INDUSTRY - THE IAPCO WOLFSBERG SEMINAR

Activities in the meetings and exhibitions industry are evolving very quickly, the PCOs too: from logistics to consulting, from promoting to marketing and communicating, from data collecting to data managing, from providing services to providing the solutions, from delivering to measuring, the PCO's role has evolved over the years, adapting to the new world.

Since the first IAPCO Seminar in 1975, IAPCO has built up a reputation second to none in the field of international meetings' management training.

The IAPCO Annual Seminar is an intensive 5-day residential course held at the end of January each year. It is popularly known as the 'Wolfsberg Seminar' because its home for more than 30 years has been the Wolfsberg Platform for Executive and Business Development Center, training centre of the Union Bank of Switzerland. Over 1600 people worldwide have obtained an IAPCO Seminar Certificate of Attendance. The Seminar is designed for executives employed by professional congress organisation companies, international associations, national organisations, congress centres, travel agencies, congress hotels, convention bureaux, national tourist bodies, corporate meeting planning departments, university conference departments, exhibition



management companies, association management companies and event management companies.

Anyone involved in the meetings industry is welcome, and the programme benefits those of all levels of knowledge, whether new to the industry or having many years of experience. Whilst the IAPCO seminar is recognised as the most comprehensive course for beginners, it has proven to be equally challenging and rewarding for those who have been active in the meetings industry for many years.

Activities in the meetings and exhibitions industry are evolving very quickly, the PCOs too: from logistics to consulting, from promoting to marketing and communicating, from data collecting to data managing, from providing services to providing the solutions, from delivering to measuring, the PCO's role has evolved over the years, adapting to the new world. This change is reflected in the presentations given over this week-long course. Face-to-face meetings remain an important component of the world economy and continue to be a strategic tool for associations and companies in the marketing and communication mix.

The Seminar will be held from Saturday 15 January to Thursday 20 January 2011 at the Wolfsberg Platform for Executive and Business Development Centre of the UBS, about 60 kilometres north-east of Zurich.

[www.wolfsberg.com](http://www.wolfsberg.com)



## Accreditation & Certification

### Meeting Management Programme (CMM)

Attendance at the Wolfsberg Seminar earns 5 points for the Professional Education Section of the Certification in Meeting Management Programme (CMM). MPI's CMM is an intensive learning opportunity designed for experienced and highly accomplished members of the global meeting industry community seeking career advancement and professional recognition.

The CMM designation is the most prestigious in the meetings and events industry.

[www.mpiweb.org](http://www.mpiweb.org)

### Certified Meeting Professional Program (CMP)

For more than twenty years, the Convention Industry Council (CIC) has defined new levels of professionalism through its Certified Meeting Professional (CMP) program.

IAPCO was founded in 1968 by professionals for professionals engaged in the organisation and management of international congresses, conventions and special events: professional conference organisers (PCOs). Its aims include promotion of the profession of the congress organiser and the highest standards in event planning and administration. A major part of IAPCO is to provide specialist training for PCOs. IAPCO's education programme is regulated by the IAPCO Training Academy and includes this annual IAPCO Wolfsberg Seminar on Professional Congress Organisation.

With more than 100 members in over 35 countries, IAPCO members provide consulting and organisational services for clients to the highest standard. IAPCO members organise every year in excess of 5000 meetings worldwide totalling over 2 million participants and more than 0.5 million square meters of exhibits, thus representing an economic impact of over 3 billion Euros.

[www.iapco.org](http://www.iapco.org)

CIC certifies individuals through an internationally recognised certification program that evaluates the competency of meeting professionals.

The CMP designation represents the standard of excellence in today's meeting, conventions and exhibitions industry. In order to apply, an applicant must have a minimum of three

years experience in meeting management, completed a minimum of 25 hours of continuing education. The IAPCO Annual Seminar provides a total of 18.40 hours of continuing education towards the CMP Application. Each candidate is responsible for tracking their own continuing education attendance.

[www.conventionindustry.org](http://www.conventionindustry.org)



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Event menadžment

## 8. KONGRES HRVATSKOG KARDIOLOŠKOG DRUŠTVA

Kongres ima dva glavna zadatka: omogućiti hrvatskim kardiolozima i srodnim stručnjacima interaktivno predstavljanje najnovijih, originalnih vlastitih naučnih i stručnih dostignuća. Drugi je predstavljanje hrvatske kardiologije svetu i obrnuto, dovođenje vodećih evropskih i svetskih kardiologa u Hrvatsku. Tehnički organizator Kongresa (Professional Congress Organizer) je agencija SPEKTAR PUTOVANJA d.o.o. koja je osnovana 1989.godine u Hrvatskoj. Danas je jedna od najpoznatijih i najznačajnijih turističkih agencija u Hrvatskoj, sa 3 poslovnice u Zagrebu i 25 stalno zaposlenih radnika.



U Opatiji, u Hotelu Ambasador, održaće se 8. Kongres Hrvatskog kardiološkog društva od 21-24.10.2010.

Prema broju do sada prijavljenih učesnika, njih skoro 900, ovaj će Kongres biti do sada najveće okupljanje stručnjaka iz kardiovaskularne medicine u Hrvatskoj.

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Drugi je predstavljanje hrvatske kardiologije svetu i obrnuto, dovođenje vodećih evropskih i svetskih kardiologa u Hrvatsku.

Tehnički organizator Kongresa (Professional Congress Organizer) je agencija SPEKTAR PUTOVANJA d.o.o. koja je osnovana 1989. godine u Hrvatskoj. Danas je jedna od najpoznatijih i najznačajnijih turističkih agencija u Hrvatskoj, sa 3 poslovnice u Zagrebu i 25 stalno zaposlenih radnika. Specijalizovano odeljenje agencije SPEKTAR PUTOVANJA, u

svojevremenu PCO (Professional Congress Organizer), za organizaciju kongresa, simpozijuma, konvencija, events-a i svih ostalih vrsta skupova, svojim dugogodišnjim iskustvom i znanjem osigurava stručnu podršku i profesionalne usluge u svim segmentima organizacije stručnog skupa. Koordinacija između organizacijskih odbora i stručnog tima, kroz sekretarijat konferencije, izuzetno je važan segment kako bi se postigli istaknuti rezultati.

Svoja iskustva u organizaciji ovako značajnih i zahtevnih skupova, podelila je sa nama, G-đa Sanja Vukov-Colić iz Kongresnog i incentive odeljenja SPEKTAR PUTOVANJA.

G-đa Sanja Vukov-Colić ističe da organizacija velikih međunarodnih stručnih skupova, a posebno kongresa predstavlja sublimaciju svih aktivnosti turističke industrije i povezuje ih u jednu celinu.

„Osim smeštaja, prijevoza, organizacije posebnih event-a koji su dio programa kongresa, organizacije stručnog djela,

tehničke opreme, društvenih programa, protokolarnih događanja, mjera osiguranja zaštite od nepredviđenih okolnosti, rješavanja viznih procesa, design-a i tiskanja potrebnih materijala, transporta potrebne opreme, obilježavanje prostora pripadajućom signalizacijom, organizacija registracije i podjela materija za sudionike, VIP tretmani za najvažnije sudionike i još mnoštvo najsitnijih detalja koji su nužni za odvijanje i uspjeh kongresa, čini organizaciju kongresa najsloženijom i najdelikatnijom djelatnosti turističke industrije“, kaže ona.

„Posebno bih izdvojila potrebne pripreme koje prethode uspješnoj organizaciji kongresa, koje koji puta traju i po nekoliko godina unaprijed. Korištenje odlično razvijenog software programa za registraciju i smještaj s bazama podataka, sofisticiranog programa za primanje radova koji će biti prezentirani, kako bi znanstveni odbori u svakom momentu mogli pregledavati i kontrolirati sve zaprimljene radove, koji su odmah spremni za tisak, design, izrada i ažuriranje web stranica, automatizirano slanje podsjetnika i potvrda na adrese iz baza podataka, praćenje prijave i naplata troškova on-line bankovnim karticama, marketinške aktivnosti i komunikacija sa sponzorima, vođenje kompletnog menadžmenta skupa, a naročito praćenje troškova i prihoda, te usluge na mjestu odvijanja kongresa, su neophodni koraci u realizaciji i koordinaciji Kongresa, koji čine Spektar putovanja vodećom turističkom agencijom na tržištu kongresne industrije Hrvatske.“

„Najveći skup koji smo organizirali tijekom našeg višegodišnjeg djelovanja na MICE tržištu, bio je EADV SPRING



SYMPOSIUM (EUROPEAN ACADEMY OF DERMATOVENEROLOGY), odnosno Proljetni simpozij Europske akademije za dermatovenerologiju, a u suradnji s Hrvatskim dermatovenerološkim društvom.

Održao se od 13 - 16. maja 2010. god. i bilo je prisutno oko 2000 sudionika, što ga stavlja u sam vrh najvećih skupova te vrste održanih u Hrvatskoj", kaže Sanja Vukov-Colić.

G-đa Vukov-Colić se priseća problematike organizacije tako velikog skupa: "lako su nam kongresni kapaciteti bili ograničeni, uspjeli smo organizirati stručni dio koji se održavao u 9 paralelnih dvorana, sa mnoštvom satelitskih simpozija europskih, svjetskih i domaćih farmaceutskih kompanija, work-shopova, velikom izložbom prateće farmaceutske industrije, te industrije opreme koja se koristi u dermatovenerologiji sa preko 40 štandova, velikih dimenzija koji su bili raspoređeni po čitavom hotelu Croatia, Cavtat u Dubrovniku. Bilo je preko 400 postera za koje je trebao biti uređen poseban prostor u podrumu hotela. Sudionici su bili smješteni, osim u hotelu Croatia i okolnim cavtatskim hotelima, u preko 20 dubrovačkih hotela, a koje smo svakodnevno dva puta povezivali autobusnim transferima s kongresnim centrom u Cavtatu.

Organizovali smo dolazak za više od 80% od ukupnog broja sudionika avionima iz svih europskih gradova, njihove transfere do hotela pri dolasku i odlasku, kao i mnoštvo jednodnevnih izleta i razgleda, kao i pred i post-kongresne ture po Hrvatskoj."

„Iz referentne liste kongresa koje smo do sada organizirali (samo unatrag ne-

koliko godina), može se zaključiti da se bavimo najvećim dijelom organizacijom medicinskih kongresa.

Razlog tome leži i u činjenici da je medicina struka koja se izuzetno brzo razvija, a farmaceutska industrija neprestano proizvodi nove lijekove, pa su kongresi idealno mjesto za prezentaciju takvih dostignuća" kaže Sanja Vukov-Colić.

SPEKTAR PUTOVANJA sarađuju sa brojnim zdravstvenim društvima u Hrvatskoj, kao što su: Hrvatsko psihijatrijsko društvo, Hrvatsko dermatološko društvo, Hrvatsko društvo za ginekološku onkologiju, Hrvatsko traumatološko društvo, Hrvatsko društvo za hipertenziju, Hrvatsko toksikološko društvo, Hrvatska liječnička komora, Hrvatska udruga kardioloških medicinskih sestara, a od 2003. godine su partneri Hrvatskom kardiološkom društvu i prate ga u organizaciji gotovo svih skupova pod njegovom ingerencijom.

I ove godine, od 21.-24.10. tradicionalno u Opatiji, Hrvatska će se održati 8. kongres Hrvatskog kardiološkog društva, na čelu s prof. dr. sc. Davorom Miličićem, u svojstvu Predsednika Hrvatskog kardiološkog društva i Predsednika Organizacijskog odbora Kongresa.

Paralelno će se održati 2. kongres Hrvatske udruge kardioloških medicinskih sestara, na čelu s gospođom Anom Ljubas, bacc. m. s., u svojstvu Predsednice Udruge i Predsednice Kongresa.

Kongresu su prethodile opsežne pripreme, kao i prezentacije krajem 8. meseca 2009. i 2010. godine u Barceloni i Stokholmu, tokom Evropskog kardiološkog kongresa, na izložbenom prostoru Hrvatskog kardiološkog društva.

M.Š.

### Neki od Kongresa u 2010 u organizaciji Spektar Putovanja d.o.o.:

#### IBM FORUM 2010 (400 učesnika)

Hotel Le Meriden Lav, Split  
05.-07.10.2010.

#### 5. hrvatski psihijatrijski kongres s međunarodnim sudjelovanjem (400 učesnika)

Hotel Solaris hotels resort, Šibenik, Hrvatska  
29.09.- 03. 10. 2010.

#### CROZ- Kvalitet u razvoju preduzeća

Primošten, Hrvatska  
12.-14.09.2010.

#### COMBIS KONFERENCIJA (250 učesnika)

Novi Vinodolski, Hrvatska  
16.-17.09.2010.

#### 4. Simpozijum Hrvatske lekarske komore (300 učesnika)

Hotel Adriatic, Opatija  
19.-21.03.2010.

#### 7. Hrvatska psihijatrijska konferencija (300 učesnika)

Hotel Ambasador, Opatija  
25.-28.03.2010.

#### EADV 7. Prolećni simpozijum (2000 učesnika)

Hotel Croatia, Cavtat  
13.-16.05.2010.



## Event management

## 8<sup>th</sup> CONGRESS OF THE CROATIAN SOCIETY OF CARDIOLOGY

The Congress has two main tasks: to enable Croatian cardiologists and experts from related domains to present, in an interactive manner, their own latest and original scientific and expert achievements. The second task is to present the Croatian cardiology to the world and vice versa, as well as to bring the leading European and world cardiologists to Croatia. The Professional Congress Organizer is the Agency SPEKTAR PUTOVANJA d.o.o., established 1989 in Croatia. Today it is one of the best known and most significant travel agencies in Croatia, with three branch offices in Zagreb and 25 full employees.



The 8<sup>th</sup> Congress of the Croatian Society of Cardiology will be held in Opatija, Hotel Ambassador, in the period October 21-24, 2010. According to the number of participants registered so far, almost 900, this congress shall be the largest gathering of experts from the domain of cardiovascular medicine in Croatia until now.

The Congress has two main tasks: to enable Croatian cardiologists and experts from related domains to present,



in an interactive manner, their own latest and original scientific and expert achievements. The second task is to present the Croatian cardiology to the world and vice versa, as well as to bring the leading European and world cardiologists to Croatia. The Professional Congress Organizer is the Agency SPEKTAR PUTOVANJA d.o.o., established 1989 in Croatia. Today it is one of the

best known and most significant travel agencies in Croatia, with three branch offices in Zagreb and 25 full employees. A specialized division of the agency SPEKTAR PUTOVANJA, in the capacity of PCO (Professional Congress Organizer), specializes in the organisation of congresses, symposiums, conventions, events and all other kinds of meetings, securing with its longstanding experience and knowledge support, expertise and professional services in all segments of the organization of expert meetings. The coordination between organizational boards and the expert team, via the conference secretariat, is an extremely important segment with the help of which one can achieve remarkable results.

Mrs. Sanja Vukov-Colić, from the Congress and Incentive Division of SPEKTAR-PUTOVANJA, has shared her experience with us related to the organization of such important and demanding congresses.

Mrs. Sanja Vukov-Colić emphasizes that the organization of large international expert meetings, especially of congresses, represents a sublimation of all activities of the travel industry and unites them into one whole. As she explains, "apart from organising accommodation and transportation, as well as special

events that form part of the programme of the congress, the organisation of the expert part, necessary for the successful flow of the congress, makes the whole organisation of a congress the most complex and delicate activity in the travel industry. This includes the organisation of technical equipment, socialising programmes, protocol events, protection measures against unforeseen conditions, solving visa-related processes, design and print of necessary materials, transportation of necessary equipment, space signalling with needed signalling marks, organising the registration of participants and distribution of materials to the same, VIP treatment for the most important participants and a lot more tiny details'.

„In particular, I would like to point out the necessary preparations that must be executed in order to secure the successful organisation of a congress. These preparations can last even up to a couple of years before the event. The usage of excellently developed software programmes for the registration and accommodation with data bases, a sophisticated programme for the receipt of papers that will be presented, so that the scientific boards can at any moment check and control all received papers, which must always be ready for print, design, further the development and updating of web pages, the automated sending of reminders and confirmations to addresses from the data bases, tracking registrations and collection of charges online via bank cards, marketing activities and communication with sponsors, the complete management of the event, especially monitoring of expenses and revenues, and services on site, are necessary steps in the realization and coordination of





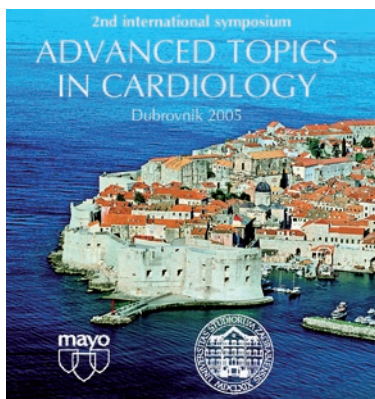
the Congress. These make Spektar putovanja the largest travel agency in the meetings industry market in Croatia.

„The largest event that we organised during our longstanding work on the MICE market was the EADV SPRING SYMPOSIUM (EUROPEAN ACADEMY OF DERMATOVENEROLOGY), i.e. the Spring Symposium of the European Academy of Dermatovenerology, in cooperation with the Croatian Society of Dermatovenerology. This one was held from 13-16<sup>th</sup> May, 2010 with around 2000 participants, which ranges this event into the very top of the largest events of that kind held in Croatia“, says Sanja Vukov-Colić.

Mrs. Vukov-Colić recalls the issues involved in the organisation of such a large meeting: “Although our congress capacities were limited, we managed to organise the expert part, which took place in 9 parallel halls, with a multitude of satellite-transferred symposiums of pharmaceutical companies from Croatia, Europe and the whole world, with workshops, a large exhibition of companies related to the pharmaceutical industry, as well as from the industry of equipment used in dermatovenerology with more than 40 stands with large dimensions distributed over the whole hotel Croatia, Cavtat, in Dubrovnik. There were more than 400 posters for which we needed a special well-arranged space in the basement of the hotel. The participants were accommodated in the Hotel Croatia, the surrounding Cavtat hotels, as well as in more than 20 hotels in Dubrovnik. We organized bus transfers for them two times daily every day from their hotels to the Congress Centre in Cavtat. We organized the arrival for more than 80% of the to-

tal number of participants that came by plane from all European cities, as well as their transfers from the airports when arriving and departing, but also a multitude of one day trips and excursions, as well as sightseeing tours in Croatia before and after the Congress.”

„From the reference list of the congresses we have organised so far (only in the last couple of years), one can conclude that most of the congresses we organized were from the domain of medicine. The reason for this lies in the fact that medicine is a science that is developing extremely quickly, and the pharmaceutical industry continuously produces new medications, so that these congresses are the ideal place for the presentation of such achievements“, says Sanja Vukov-Colić. SPEKTAR PUTOVANJA cooperates with a large number of medical societies in Croatia, such as: the Croatian Society of Psychiatry, the Croatian Society of Dermatology, the Croatian Society of Gynecologic Oncology, the Croatian Society of Traumatology, the Croatian Society for Hypertension, the Croatian Society of Toxicology, the Croatian Medical Association, the Croatian Association of Nurses in Cardiology, and since 2003 we are partners with



**Some of the Congresses in 2010 in the organisation of Spektar Putovanja d.o.o.:**

**IBM FORUM 2010 (400 pax)**  
Hotel Le Meriden Lav, Split  
05.-07.10.2010.

**5<sup>th</sup> CROATIAN CONGRESS ON PSYCHIATRIC with international participation (400 pax)**  
Hotel Solaris hotels resort, Šibenik, Croatia, 29.09.- 03. 10. 2010.

**CROZ- Quality in Enterprise Development**  
Primošten, Croatia, 12.-14.09.2010.

**COMBIS CONFERENCE (250 pax)**  
Novi Vinodolski, Croatia  
16.-17.09.2010.

**4<sup>th</sup> Symposium of Croatian Doctors' Chamber (300 participants)**  
Hotel Adriatic, Opatija  
19.-21.03.2010.

**7<sup>th</sup> Croatian Conference of Psychiatry (300 participants)**  
Hotel Ambassador, Opatija  
25.-28.03.2010.

**EADV 7<sup>th</sup> Spring Symposium (2000 participants)**  
Hotel Croatia, Cavtat  
13.-16.05.2010.

the Croatian Society of Cardiology and follow it in the organization of almost all events under its authority. This year again, from October 21-24, Croatia shall organize the 8<sup>th</sup> Congress of the Croatian Society of Cardiology, traditionally held in Opatija, with Prof. Dr. Sc. Davor Miličić heading it, in the capacity of President of the Croatian Society of Cardiology and President of the Organisational Board of the Congress. At the same time, we shall have the 2<sup>nd</sup> Congress of the Croatian Association of Nurses in Cardiology, led by Mrs. Ana Ljubas, Bacc. M. S., in the capacity of President of the Association and President of the Congress. The Congress was preceded by vast preparations, as well as presentations of it at the end of August 2009 and 2010 in Barcelona and Stockholm, during the European Congress of Cardiology, within the exhibition space of the Croatian Society of Cardiology.

M.Š.

Prof. dr. sc. Davor Miličić, Predsednik Hrvatskog kardiološkog društva

## KONGRES MORA BITI SNAŽNA VEZA HRVATSKE KARDIOLOGIJE S VRHUNCIMA EVROPSKE I SVETSKE KARDIOLOGIJE

Kardiologija je struka koja je silno vezana uz nove tehnologije i elektroniku, što joj otvara do nedavno neslućene dijagnostičke mogućnosti, ali i nove terapijske postupke, npr. ugradnju sofisticiranih elektrostimulatora koji mogu prepoznavati i prekidati smrtonosne aritmije ili pak resinkronizirati rad dekompenziranoga srca.



Prof. dr. sc. Davor Miličić je rođen 1962. u Zagrebu, gde je 1986. diplomirao na Medicinskom fakultetu. Od 1993. radi na Klinici za bolesti srca i krvnih žila, a 1995. je bio stipendist u Sveučilišnoj bolnici u Hamburgu. Uprkos ponudi da ostane u Nemačkoj, vratio se u Zagreb gde je 2003. postao predsednik Hrvatskog kardiološkog društva, na koju je funkciju uzastopno biran tri puta tajnim glasanjem.

Redovan je profesor interne medicine i kardiologije na Medicinskom fakultetu Sveučilišta u Zagrebu i predstojnik Klinike za bolesti srca i krvnih sudova Medicinskog fakulteta – vodeće kardiološke ustanove u Hrvatskoj. U kardiologiji uže se bavi intenzivnim lečenjem kardioloških bolesnika i vodi program lečenja terminalnog zatajivanja srca i transplantacije u KBC-u Zagreb.

Od početka akademske godine 2009/2010 obavlja i dužnost dekana Medicinskog fakulteta Sveučilišta

Zagrebu, na koju je takođe izabran tajnim glasanjem članova Fakultetskog veća za mandat 2009-2012. Osnivač je i direktor fondacije „Hrvatska kuća srca“ osnovane pre nedelju dana, kojom se Hrvatska pridružuje mreži kardioloških fondacija Evrope i sveta. Prof. Miličić nikada nije pripadao niti jednoj političkoj stranci, a poznato je da je svojevremeno odbio ponudu bivšeg premijera dr. Ive Sanadera da postane ministar zdravstva.

Bio je predsednik četiri velika nacionalna kongresa s međunarodnim učesćem, predsednik Kardiološkog kongresa Alpe Adria 2006 i predsednik Mediteranskog kongresa kardiologa i kardiohirurga 2007. Pored još nekih uglednih međunarodnih skupova kojima je predsedavao, treba istaknuti da je od Evropskog kardiološkog društva proglašen glavnim direktorom Dubrovnik Cardiology Highlights – An Update Programme in Cardiology. Radi se o sastancima Evropskog kardiološkog društva koji se održavaju

svake 2 godine, a prvi takav simpozijum prof. Miličić organizovao je u Dubrovniku 2009.

Autor je brojnih publikacija u međunarodnim časopisima kao i autor nekoliko poglavlja u uglednim međunarodnim udžbenicima kardiologije i intenzivne medicine.

Dobitnik je nekoliko nagrada od kojih treba istaknuti nagradu „International league of Humanists“ za 2008. i nagradu Hrvatske akademije znanosti i umjetnosti „za najviše postignuća u medicinskoj znanosti“, koja mu je dodijeljena 2010. god.

Pozvani je predavač na nizu međunarodnih skupova, koistraživač na većem broju međunarodnih projekata i aktivan u Evropskom kardiološkom društvu, od čega pak treba istaknuti dva mandata u Congress Programme Committee (Kongresnom programskog odboru najvećeg kardiološkog kongresa u svetu) te člana Edukacijskog komiteta.

Član je odbora za licenciranje u ehokardiografiji Evropske asocijacije za ehokardiografiju i konsultant Evropske asocijacije za kardiovaskularnu prevenciju i rehabilitaciju.

**1. Stres je danas svakodnevnica svakog čoveka. Određeni stručnjaci smatraju da se preuveličava njegov uticaj. Koliko je on uzrok infarkta?**

Prije 50-ak godina kada se primijetilo da infarkt miokarda postaje vodeći uzrok smrtnosti u razvijenim, industrijaliziranim zemljama, vrlo logično



bilo je povezati da je moderan životni stil koji podrazumijeva povećanu izloženost stresu, bitan rizični faktor nastanka srčanoga infarkta.

Usljedila su velika epidemiološka istraživanja mogućih uzroka infarkta miokarda i ona su na neki način potisnula ranije pretpostavljeno značenje stresa u nastanku infarkta, te dala prednost ostalim dobro poznatim rizicima i bolestima kao što je pušenje, sesilni način života, debljina i nezdrava prehrana, te arterijska hipertenzija, poremećaj metabolizma glukoze odnosno dijabetes kao i poremećaj metabolizma lipida.

Međutim, posljednjih godina sve je više radova koji ukazuju na važnost stresa u nastanku kardiovaskularnih bolesti. Rezultati istraživanja koje sam nedavno proveo sa svojim timom također ukazuju i na neke druge važne psihičke osobine koje su bitno izraženije u bolesnika s infarktom miokarda u odnosu na zdrave ispitanike iste dobi i istoga spola, kao što je anksioznost, depresija i tip ličnosti.

Zbog važnosti ove teme na predstojećem 8. Kongresu Hrvatskoga kardiološkog društva održat će se i zasebna sekcija s naslovom „Psihokardiologija.“

## 2. Koji su budući trendovi u razvoju kardiologije i kardiokirurgije?

Kardiologija je struka koja je silno vezana uz nove tehnologije i elektroniku, što joj otvara do nedavno neslućene dijagnostičke mogućnosti, ali i nove terapijske postupke, npr. ugradnju sofisticiranih elektrostimulatora koji mogu prepoznavati i prekidati smrtonosne aritmije ili pak resinkronizirati rad dekompenziranoga srca.

Isto tako stalno nadolaze novi djelotvorni lijekovi za niz bolesti i stanja, nove metode intervencija na koronarnim arterijama, novi stentovi, mehaničke srčane pumpe sve manjih dimenzija i sve duljeg predviđenog vremena trajanja. Kardiokirurgija pak

kreće prema tzv. minimalno invazivnim zahvatima izbjegavajući klasičnu, „veliku kirurgiju“ gdje god je moguće, razvija se i robotska kirurgija koja omogućuje veliku preciznost zahvata koji se odvijaju tako da operater sjedi za upravljačkom konzolom nekoliko metara udaljen od bolesnika na operacijskom stolu.

Granica između kardiologije i kardiokirurgije se polako briše i vjerujem da će kroz 10-ak godina postojati jedinstvena specijalizacija iz kardiovaskularne medicine, u kojoj će se opet razviti nove subspecijalizacije: od dijagnostike preko endovaskularnih zahvata sve do modernih kirurških zahvata koji će stremiti što manjem mutiliranju bolesnika, uz široku uporabu dostignuća moderne elektronike, robotike, bioinženjeringa, genetike i sveukupnog napretka biologije i tehnologije.

## 3. Kongres Hrvatskog kardiološkog društva, čiji ste Vi predsjednik, spada u najvažniji i najveći kardiološki skup u Hrvatskoj. Koliko ovaj kongres ima uticaja u razvoju Hrvatske, kao zemlje sa naprednom kardiologijom i kardiokirurgijom?

Kongres je prilika na svake dvije godine rekapituliramo naša vlastita znanstvena i stručna dostignuća u kardiologiji i interaktivno diskutiramo o svim relevantnim temama.

Međutim, oduvijek sam inzistirao da Kongres mora biti i snažna poveznica hrvatske kardiologije s vrhuncima europske i svjetske kardiologije, a posebice s našom krovnom međunarodnom institucijom – Europskim kardiološkim društvom.

## 4. Kongres Hrvatskog kardiološkog društva se održava uz pokroviteljstvo Evropskog kardiološkog društva. Koliko je bilo teško obezbediti njegovu podršku?

Budući da nikada nisam tražio pokrovitelje u politici nego uvijek u znanosti i struci i budući da imam vrlo dobre,

prijateljske odnose s trenutnim Predsjednikom i brojnim drugim čelnicima Europskoga kardiološkog društva, prikazao sam im Program Kongresa, dobio za njega laskave ocjene i tada se dosjetio da ih zamolim za pokroviteljstvo.

U roku od 24 sata stigli su topli pozdravi i pozitivan odgovor. Dakle, nije bilo teško dobiti samo pokroviteljstvo, teško je bilo poticati i neprekidnim radom sudjelovati u napretku hrvatske kardiologije u uvjetima koji nisu bili lagani i uvjeriti naše prijatelje iz Europe da je u jednoj maloj i relativno siromašnoj zemlji kardiologija na visokoj razini i da zavrjeđuje međunarodnu prepoznatljivost.

## 5. Obzirom da je Kongres sa međunarodnim učešćem, da li postoji tendencija u povezivanju Medicinskih fakulteta između zemalja u regionu?

Ako govorimo o povezivanju Medicinskih fakulteta treba reći da Hrvatska postaje punopravni član programa Erasmus, koji implicira široku međunarodnu suradnju tj. razmjenu studenata, asistenata, docenata i profesora, kao i nenastavnog osoblja.

Fakultet u Zagrebu intenzivirao je svoje aktivnosti na planu međunarodne suradnje i nju smatramo vrlo važnom za ugled i kvalitetu našega Fakulteta. Ugovori o suradnji mogu se, naravno, sklapati s medicinskim fakultetima u Hrvatskoj i u nama susjednim zemljama, ali jednako tako s uglednim medicinskim fakultetima u cijelome svijetu, što ovakvome konceptu i daje na punoj atraktivnosti – medicina bez granica.

Ako me pitate o Kongresu, nastojim se voditi jednakim načelom kao i na Fakultetu – svakako treba razvijati regionalnu suradnju, ali međunarodna suradnja treba biti bitno šira i uključivati različite Europske zemlje, kao i poznate kardiologe iz SAD-a i ostalih dijelova svijeta.

M. Š.

Prof. dr. sc. Davor Miličić, President of the Croatian Society of Cardiology

## THE CONGRESS MUST REPRESENT A STRONG BOND OF THE CROATIAN CARDIOLOGY WITH THE TOP ACHIEVEMENTS IN EUROPEAN AND WORLD CARDIOLOGY

Cardiology is a science closely connected with new technologies and electronics, which opens up undreamed diagnostic possibilities, but also new therapeutic procedures, e.g. the implantation of sophisticated electro-stimulators that can recognize and stop arrhythmia or resynchronize the work of the decompensated heart.



Prof. dr. sc. Davor Miličić was born in 1962 in Zagreb, where he graduated in 1986 from the Faculty of Medicine. Since 1993 he has been working at the Clinic for Heart and Vein Diseases. In 1995 he was scholarship holder at the University Clinic in Hamburg. Although he received offers to stay in Germany, he came back to Zagreb, where he became president of the Croatian Society of Cardiology in 2003. He was elected president three times successively by means of secret ballot. He works also as full professor for internal medicine and cardiology at the Faculty of Medicine at Zagreb University and as Medical Director at the Clinic for Heart and Vein Diseases of the Faculty of Medicine – the leading institution for cardiology in Croatia. Within cardiology, he specializes in intensive treatment of cardiology patients and administers the program for the treatment of terminal cardiac decompensation and transplantation

in the Clinical and Hospital Centre in Zagreb. From the beginning of the academic year 2009/2010, he also performs the function of Faculty Director of the Faculty of Medicine at the Zagreb University, for which he was also elected by means of secret ballot by the members of the Faculty Council for the mandate 2009-2012. He is the Founder and Director of the Foundation „Croatian House of Heart“, established a week ago, which will enable Croatia to join the network of Cardiology foundations in Europe and worldwide. Prof. Miličić has never been a member of any political party, and it is known that he refused the offer of the Ex-Premier Dr. Ivo Sanader, at that time, to become the health minister.

He was the president of four large national congresses with international participation, the president of the Cardiology Congress Alpe Adria 2006 and the president of the Mediterranean Congress of Cardiologists and Cardiac Surgeons 2007. Apart from some other renowned international meetings which he presided, one should emphasize here that the European Society of Cardiology chose him to be the main director of the Dubrovnik Cardiology Highlights – An Update Programme in Cardiology. These are meetings of the European Society of Cardiology that take place biennially, and the first such symposium was organised by Prof. Miličić in Dubrovnik in 2009. He is author of numerous publications in internatio-

nal magazines and also wrote several chapters in renowned international textbooks of cardiology and intensive medical care. He received several awards, among which one should mention the award „International league of Humanists“ for 2008 and the award of the Croatian Academy of Science and Art „for the highest achievements in medical science“, awarded to him in 2010. He was invited as lecturer in a whole range of international meetings, participated as researcher in a considerable number of international projects. He is also active in the European Society of Cardiology. Within this context, one must mention two mandates in the Congress Programme Committee of the largest Congress of Cardiology worldwide, and his membership in the Education Committee. He is member of the Licensing Board in Echocardiography of the European Association of Echocardiography and consultant to the European Association for Cardiovascular Prevention and Rehabilitation.

**1. Stress is nowadays part of the everyday life of every man. Some experts maintain that its influence is overrated. To what extent can we claim that stress is the cause of heart attacks?**

Approximately 50 years ago, when one noticed that the myocardial infarction was becoming the leading cause of death in developed, industrialized countries, it sounded very logical to link modern lifestyle with it, which includes an increased exposure to



stress, a significant risk factor for the origination of heart attack. There followed large epidemiologic research for possible causes of the myocardial infarction and this conducted research has in some way suppressed the assumed impact of stress on the origination of heart attack and emphasized other well known risks and diseases like smoking, sessile way of life, overweight and unhealthy diets, further arterial hypertension, disorder of the metabolism of glucose, i.e. diabetes, as well as disorder in the metabolism of lipids. However, in the recent years there have been more and more papers that indicate the importance of stress for the development of cardiovascular diseases. The results of the research I have recently conducted with my team also point to some other important psychical features that are significantly more conspicuous in patients with myocardial infarction than in healthy intervees of the same age and sex, such as anxiety, depression and personality type. Due to the significance of this topic, the pending 8th Congress of the Croatian Society of Cardiology shall have a separate section entitled „Psychocardiology.“

## 2. What are the future trends in the development of cardiology and cardiac surgery?

Cardiology is a science closely connected with new technologies and electronics, which opens up undreamed diagnostic possibilities, but also new therapeutic procedures, e.g. the implantation of sophisticated electrostimulators that can recognize and stop arrhythmia or resynchronize the work of the decompensated heart. In the same way, new efficient medications for a range of diseases and conditions are continuously being developed, new intervention methods for coronary arteries, new stents, mechanical heart pumps with ever smaller dimensions and ever longer foreseen useful life. Cardiac surgery is moving towards the so called minimally invasive interventions evading

the classical „big surgery“ wherever possible; also robotic surgery develops, enabling higher precision of the intervention with the operator seating in front of the managing console several meters away from the patient on the surgical bed. The borderline between cardiology and cardiac surgery is gradually disappearing and I believe that in some ten years from now there will exist a unique specialization in the domain of cardiovascular medicine, in which also new sub-specializations will be developed: from diagnostics via endovascular interventions up to modern chirurgical interventions with the aim to cause as little patient mutilation as possible, with a wide use of the achievements of modern electronics, robotics, bio-engineering, genetics and the overall progress of biology and technology.

## 3. The Congress of the Croatian Society of Cardiology, whose president you are, is the most important and largest cardiology congress in Croatia. How much influence does this Congress have on the development of Croatia as a country with advanced cardiology and cardiac surgery?

The congress is an opportunity for us to recapitulate every two years our own scientific and expert achievements in cardiology and to discuss all relevant topics. However, I have always been adamant that the Congress must serve as a strong link between Croatian cardiology and the top achievements of cardiology in Europe and worldwide, especially as the link to our umbrella international institution – the European Society of Cardiology.

## 4. The Congress of the Croatian Society of Cardiology takes place under the patronage of the European Society of Cardiology. How difficult was it to secure its support?

I never looked for patrons from the field of politics, but from the field of science and from my own expert field. It happens that I am well befriended with the current President and with

numerous other head officials of the European society of Cardiology, so I showed them the Programme of the Congress and obtained for it complimentary assessments. It was then that it occurred to me that I could ask them for patronage. Within 24 hours they sent me warm greetings and a positive answer. So, it was not difficult to obtain the patronage itself, it was more difficult to promote it and to participate in it with continuous work to urge the progress of Croatian cardiology in not so easy conditions, as well as to convince our friends from Europe that one small and relatively poor country has developed a high standard in cardiology and deserves international recognition.

## 5. Bearing in mind that the Congress has international participants, is there a tendency to use it to connect Medical Faculties between the countries in the region?

If we talk about connecting Medical Faculties one must mention the fact that Croatia is becoming a full member of the Erasmus program, which implies a wide international cooperation, i.e. exchange of students, assistants, professors, as well as of non-teaching personnel. The faculty in Zagreb has intensified its activities in the field of international cooperation and we deem it important for the reputation and quality of our Faculty. Cooperation agreements can of course be concluded with medical faculties in Croatia and with faculties in neighbouring countries, but also with reputable medical faculties worldwide, which makes such a concept fully attractive – medicine without borders. If you ask me about the Congress, I intend to be hold to the same principle as I do at the Faculty – one should certainly develop regional cooperation, but the international cooperation should be significantly wider and include different European countries, as well as renowned cardiologists from the USA and from other parts of the world.

M. Š.

*Congresses, meetings, incentives...*

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# Monte Casa

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## Konferencijska sala Hotela "Monte Casa SPA&Wellness"

Hotel "Monte Casa SPA&Wellness" od sada nudi i mogućnost iznajmljivanja konferencijske sale. Hotel se nalazi u Crnoj Gori, na samoj obali Jadranskog mora, u tihom i prijatnom gradiću Petrovcu, jedinstvenom po ljepoti koju mu je priroda nesebično podarila. Savremena oprema, planska osmišljenost sale, prirodna osvjetljenost i dodatne konferencijske mogućnosti čine realnom organizaciju događaja u konferencijskoj sali hotela "Monte Casa SPA&Wellness" na visokom nivou.

## Kapacitet konferencijske sale do 130 ljudi

Maksimalan broj ljudi, za koje je moguće organizovati događaj u konferencijskoj sali, jeste 130. Sa zadovoljstvom predlažemo i organizaciju događaja sa daleko manjim brojem učesnika. Moguće varijante organizacije mjesta unutar sale dozvoljavaju komforno organizovanje događaja koji broje od 10 do 20 i od 30 do 50 učesnika.

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Edukacija i industrija zajedno

## EIAT - JEDAN OD NAJBOLJIH EDUKATIVNIH DOGAĐAJA U INDUSTRIJI TURIZMA U REGIONU

Bilo je zadovoljstvo biti deo Konferencije koju su i ove godine podržali Ministarstvo ekonomije i regionalnog razvoja i Grad Beograd i na kojoj je bilo 15 predavača koji važe za istinske profesionalce i globalno priznate lidere u industriji.



Ponovo je svet došao u Beograd. Ovaj put od 24. do 26. Septembra, po drugi put u Beogradu i po treći put u Srbiji, održana je EIAT Konferencija. Koncept je ostao isti, ideja stvaranja platforme najboljih mladih lidera turističke i hotelske industrije ostala je ista, mada je bilo dosta novih stvari. Ništa novo za očekivati kada znamo da je EIAT i ove godine bio u organizaciji Centra za istraživanja i studije turizma i ništa novo kada saznamo da je broj delegata ove godine bio ograničen na 230 s obzirom da EIAT želi kvalitet događaja da osigura na prvom mestu pa tek onda da broj delegata bude još veći. Bilo je zadovoljstvo biti deo Konferencije koju su i ove godine podržali Ministarstvo ekonomije i regionalnog razvoja i Grad Beograd i na kojoj je bilo 15 predavača koji važe za istinske profesionalce i globalno priznate lidere u industriji. Po treći put bio je Rik Tejlor, član borda savetnika za turizam Francuskog Predsednika Sarkozija, bila je treći put i Medi Keup, šef katedre za kongresni turizam na Skema poslovnoj školi na Azurnoj obali ali neki su prvi put bili u Beogradu i u Srbiji i prosto su, kako su nam rekli, bili oduševljeni ne samo predivnim Gradom i slikom koju pruža Srbija već energijom koju su osetili tokom svog

boravka. Bio je Profesor Kej Čon, direktor Fakulteta za turizam i hotelski menadžment na Univerzitetu Hong Kong i čovek koji se nalazi u svetskoj knjizi "Ko je ko". Bio je i Markos Tores, direktor prodaje Kempinski Palace hotela kao i mnogi drugi koji su za tri dana u Beogradu pokušali i, kako su svi delegati rekli i potvrdili, uspeli da prenesu što više znanja i veština na najbolje studente 21 strukovnog fakulteta iz regiona Jugoistočne Evrope i na ključne predstavnike turističke i hotelske privrede ali i javnog sektora. Najveći svetski sajam u domenu kongresne industrije IMEX i najveća svetska asocijacija u domenu kongresne industrije MPI i ove godine su napravili u partnerstvu sa EIAT Konferencijom Forum budućih lidera Jugoistočne

Evrope gde je bilo 48 studenata iz 8 zemalja u regionu. Zaista je sve bilo savršeno i ne samo to jer perfektan događaj se očekuje od organizatora ovakvog događaja već ono što nas je iznenadilo jeste energija koja se tri dana mogla osetiti u Beogradu među ovim delegatima, od svečanog otvaranja u Jugoslovenskom dramskom pozorištu, preko programskog dela u IN hotelu pa do večeri umrežavanja svih delegata u restoranu "Dva jelena" u Skadarliji.

„Postaće EIAT najveći edukativni događaj u regionu, u to smo sigurni, a ono što nas posebno raduje jesu nove stvari koje su prepoznate kao potreba industrije i koje će sa partnerima biti realizovane već sledeće godine. Može Beograd još više i 27 septembra, na Svetski dan turizma, postali smo sigurni da je nebo granica a mladi lideri ove industrije sa 21 strukovnog fakulteta piloti koji će nebo osvojiti i od ovog regiona napraviti sjajnu destinaciju. To su nam mnogi ponovili a mi se radujemo sledećoj godini i iskreno priželjkujemo da ovaj događaj postane tradicionalan i da svake godine Beograd bude domaćin ovog prestižnog skupa izvrsnih profesionalaca“, navodi Milan Čulić, ispred Centra za istraživanja i studije turizma.





Education and Industry together

## EIAT – ONE OF THE BEST EDUCATION EVENTS IN THE REGIONAL TOURISM INDUSTRY

It was real pleasure to be part of the Conference backed this year by the Ministry of Economy and Regional Development and the City of Belgrade, and featured by 15 speakers and lecturers widely held as true professionals and globally recognized industry leaders.



The world has come to Belgrade once again. This time from 24-26<sup>th</sup> September, for the second time in a row in Belgrade and for the third time in a row in Serbia, EIAT Conference took place. Its concept remained the same – the idea to create the platform for the best young leaders in tourism and hotel industries did not change – although there were so many novelties too. It's no surprise as we are aware that this year's EIAT was also organized by the Tourism Research & Study Centre and it's no surprise as we learn that this year's number of delegates was limited to 230 as EIAT seeks that the event quality should be secured and only then that number of delegates should be on the rise.

It was real pleasure to be part of the Conference backed this year by the Ministry of Economy and Regional Development and the City of Belgrade, and featured by 15 speakers and lecturers widely held as true professionals and globally recognized industry leaders.

For the third time in a row there was Rick Taylor, a Tourism Advisory Board member of the French President Sarkozy, as well as Mady Keup, Events and Meetings Management Course

Director at SKEMA Business School in the French Riviera, but there were also some people for the first time in Belgrade and Serbia and they were, as they themselves witnessed, simply thrilled not only with the magnificent city and the impression of Serbia but also with the energy they felt during their stay. There was also Kaye Chon, Chair Professor of Hotel and Tourism Management and Director of School at the Hong Kong Polytechnic University, one of the people described in the world-wide book Who's Who. There was also Marcos Torres, Sales Director with Kempinski Palace Hotel as well as many others who spend three days in Belgrade trying and, as all delegates said and acknowledged, succeeding in conveying as much knowledge and skills as possible to the best students from 21 professional universities in SEE region and to the key representatives of tourism and hotel industries, and public sector as well.

The biggest world exhibition in MICE industry, IMEX, and the major global MICE association, MPI, were also this year's partners with EIAT Conference in organizing Future SEE Leaders Forum gathering 48 students from 8

countries in the region. Everything was really perfect, and more than that since a perfect event is expected by such event organizers, but what surprised us all was the energy felt in Belgrade among these delegates, from the official opening in the Yugoslav Drama Theatre, through programme in Hotel IN all the way to all delegate evening in the restaurant "Dva jelena" (Two Deers) in Skadarlija.

„EIAT will come to be the major education event in this region, we are sure of that, and what we are most happy about are the new things recognized as the industry need and they will be realized with the partners next year already. Belgrade can do even more on 27th September, on the World Tourism Day, as we are sure now that the sky is the limit and the young industry leaders from 21 professional



universities are the pilots conquering that sky and making this region a star destination. That's what we have heard from many and we are looking forward to the next year and sincerely hope that this event will become traditional and that Belgrade will be the host of such prestigious meeting of excellent professionals every year on", says Milan Culic, on behalf of the Tourism Research & Study Centre.

### Svetsko lekarsko udruženje (World Medical Association)

**Svetsko lekarsko udruženje** je međunarodna organizacija koja zastupa lekare. Osnovana je 17. septembra 1947. godine, kada su se lekari iz 27 različitih zemalja sastali na Prvoj generalnoj skupštini Svetskog lekarskog udruženja u Parizu. Organizacija je formirana u cilju obezbeđenja nezavisnosti lekara i rada u skladu sa najvišim mogućim standardima etičkog odnosa i brige lekara u svakom trenutku, što se pokazalo kao veoma bitno za lekare nakon II svetskog rata, pa je zato Svetsko lekarsko udruženje oduvek predstavljalo nezavisni savez slobodnih profesionalnih udruženja. Finansiranje se vrši preko godišnje članarine, a članstvo je dosad dostiglo broj od 95 nacionalnih lekarskih duštava. [www.wma.net](http://www.wma.net)

### Svetska zdravstvena organizacija (World Health Organization)

**Svetska zdravstvena organizacija** je telo koje upravlja i koordinira zdravstvom u okviru sistema Ujedinjenih nacija i odgovorno je za funkciju lidera u vezi sa globalnim zdravstvenim pitanjima, definisanjem plana zdravstvenih istraživanja, postavljanjem normi i standarda, definisanjem mogućih politika na osnovu dokaza, pružanjem tehničke podrške zemljama i praćenjem i ocenom zdravstvenih kretanja. [www.who.int](http://www.who.int)

### Međunarodno udruženje kongresnih profesionalaca u sektoru medicine (The International Medical Meeting Professionals Association)

**Međunarodno udruženje kongresnih profesionalaca u sektoru medicine** se bavi unapređenjem profesionalnosti kroz jačanje svesti, edukaciju, istraživanje i usluge. Cilj ovog Udruženja jeste da obezbedi jednoobraznost obrazovanja, obuke, akreditacije i umrežavanja kongresnih profesionalaca u sektoru medicine. Udruženje podržava i promovise industriju zasnovanu na naukama o živim organizmima kroz jedinstveno upravljanje i sprovođenje usluga, jačanja svesti, stručnog usavršavanja i globalnog povezivanja. [www.immpa-med.com](http://www.immpa-med.com)

Udruženje teži da ispuni potrebu globalnih i nezavisnih kongresnih profesionalaca iz sektora medicine da se sastaju na jednom mestu i razmatraju koncepte za unapređenje industrije, razmenjuju informacije od zajedničkog interesa i da vrše akreditaciju kvalifikovanih kongresnih profesionalaca.

### Udruženje za informisanje o lekovima (Drug Information Association)

**Udruženje za informisanje o lekovima** predstavlja neutralno, neprofitno, globalno, profesionalno udruženje od blizu 18.000 članova koji rade u svakom aspektu istraživanja, razvoja i ciklusa upravljanja farmaceutskim proizvodima, medicinskim uređajima i srodnim proizvodima. Udruženje se bavi sveobuhvatnom distribucijom informacija članstvu sa ciljem stalnog unapređenja profesionalne prakse. Udruženje funkcioniše kao finansijski nezavisna i neprofitna organizacija koja se finansira iz kotizacija i članarina. Na dobrovoljnoj osnovi, članovi Udruženja i predavači omogućavaju Udruženju da dostavlja progame i publikacije članovima po prihvatljivim konkurentnim cenama. Svake godine, Udruženje održa preko 50 konferencija, odnosno skupova, širom sveta koji obuhvataju izložbene hale, postavke panoa, kao i predavanja. Svrha ovih konferencija, odnosno skupova jeste obaveštavanje o najnovijim inovacijama i informacijama koje utiču na obavljanje posla. [www.diahome.org](http://www.diahome.org)

### Međunarodno udruženje za medicinsko obrazovanje u Evropi (An International Association for Medical Education in Europe)

**Međunarodno udruženje za medicinsko obrazovanje u Evropi** je svetska organizacija koja okuplja članove iz 90 zemalja sa pet kontinenta. Članstvo obuhvata prosvetne radnike, istraživače, administratore, uređivače nastavnog plana i programa, ocenjivače i studente medicine i zdravstvenih disciplina.

Udruženje organizuje godišnju konferenciju i održava tečajeve o podučavanju, ocenjivanju i istraživačkim veštinama za nastavni kadar u oblasti medicine i zdravstva. Udruženje izdaje i časopis „Profesor medicine“ (Medical Teacher), kao i niz obrazovnih priručnika, periodične radove i priručnike „Medicinsko obrazovanje sa najčvršćim dokazima“ (Best Evidence Medical Education). [www.amee.org](http://www.amee.org)

### Udruženje za proučavanje medicinskog obrazovanja (Association for the Study of Medical Education)

**Udruženje za proučavanje medicinskog obrazovanja** je organizacija zasnovana na članstvu i jedinstvena je po tome što okuplja članove sa svih nivoa medicinskog obrazovanja –redovne studente, postdiplomce i dalje stepene – i iz svih oblasti. Ima funkciju svojevrsnog foruma za diskusiju i razmenu informacija i temelji se na sopstvenim kontaktima u medicini i prosveti u UK i drugim mrežama, a u cilju unapređenja znanja i stručnosti u oblasti medicinskog obrazovanja. Ovo Udruženje, u saradnji sa izdavačem „Vajli-Blekel“ (Wiley-Blackwell), objavljuje vodeći mesečnik u ovoj oblasti, „Medicinsko obrazovanje“ (Medical Education), kao i kvartalni časopis „Klinički vodič“ (The Clinical Teacher). U saradnji sa izdavačem „Vajli-Blekel“, objavili su i medicinski udžbenik: „Razumevanje medicinskog obrazovanja: dokazi, teorija i praksa“ (Understanding Medical Education: Evidence, Theory and Practice). [www.asme.org.uk](http://www.asme.org.uk)

### Savet za akreditaciju kontinuirane medicinske edukacije (Accreditation Council for Continuing Medical Education)

**Misija Saveta za akreditaciju kontinuirane medicinske edukacije** jeste identifikacija, razvoj i unapređenje standarda kvaliteta kontinuirane medicinske edukacije (KME) koji važe za lekare u smislu negovanja stečenih sposobnosti i sticanja novih znanja u cilju unapređenja kvaliteta medicinske nege pacijenata i njihovih zajednica. [www.accme.org](http://www.accme.org)

### Kontinuirana medicinska edukacija (Continuing Medical Education)

**Kontinuirana medicinska edukacija** se sastoji od obrazovnih aktivnosti koje služe za negovanje, unapređenje i proširenje znanja, veština, stručnosti i odnosa zdravstvenih radnika pri pružanju usluga pacijentima, javnosti i kolegama.



**WMA (World Medical Association)**

**The World Medical Association** is an international organization representing physicians. It was founded on 17th September 1947, when physicians from 27 different countries met at the First General Assembly of the WMA in Paris. The organization was created to ensure the independence of physicians, and to work for the highest possible standards of ethical behaviour and care by physicians, at all times.

This was particularly important to physicians after the Second World War, and therefore the WMA has always been an independent confederation of free professional associations. Funding has been by the annual contributions of its members, which has now grown to 95 National Medical Associations. [www.wma.net](http://www.wma.net)

**WHO (World Health Organization)**

**The World Health Organization** is the directing and coordinating authority for health within the United Nations system. It is responsible for providing leadership on global health matters, shaping the health research agenda, setting norms and standards, articulating evidence-based policy options, providing technical support to countries and monitoring and assessing health trends. [www.who.int](http://www.who.int)

**IMMPA (The International Medical Meeting Professionals Association)**

**The International Medical Meeting Professionals Association**, IMMPA is dedicated to promoting professionalism through advocacy, education, research and service. IMMPA's purpose is to provide conformity of medical meeting professional's education, training, certification and networking. IMMPA supports and promotes the life sciences industry through peer directed and operated services, advocacy, career development, and global connections. [www.immpa-med.com](http://www.immpa-med.com)

IMMPA's strives to meet the need for global, medical and independent meeting professionals to come together to discuss concepts for improvement within their industry, to exchange information of common interest, and to offer an accredited certification for qualified medical meeting professionals.

**DIA (Drug Information Association)**

**The Drug Information Association** is a neutral, nonprofit, global, professional association of nearly 18,000 members who work in every facet of the discovery, development, and life cycle management of pharmaceuticals, medical devices, and related products. DIA is committed to the broad dissemination of information among our members, with continuously improved professional practice as the goal. DIA operates as a financially independent nonprofit organization that funds itself from meeting and membership fees.

The voluntary efforts of DIA members and speakers allow DIA to provide programs and publications to members at a reasonable, competitive cost. Each year, DIA conducts more than 50 conferences/meetings around the world that feature exhibit halls, poster sessions, and tutorials.

These conferences/meetings are designed to provide updates on the latest innovations and information that affect how you do your job. [www.diahome.org](http://www.diahome.org)

**AMEE (An International Association for Medical Education in Europe)**

**The Association for Medical Education in Europe** is a worldwide organisation with members in 90 countries on five continents. Members include educators, researchers, administrators, curriculum developers, assessors and students in medicine and the healthcare professions.

AMEE organises an annual conference and delivers courses on teaching, assessment and research skills for teachers in medicine and the healthcare professions. AMEE produces the journal *Medical Teacher*, a series of education guides, occasional papers and Best Evidence Medical Education guides. [www.amee.org](http://www.amee.org)

**ASME (Association for the Study of Medical Education)**

**The Association for the Study of Medical Education** is a membership organization and is unique in that it draws its members from all areas of medical education - undergraduate, postgraduate and continuing - and from all specialties.

It has a function as a forum for debate and exchange of information, and is building on its contacts in medicine and teaching in the UK and among other networks, to promote knowledge and expertise in medical education.

ASME, in association with Wiley-Blackwell, publish the leading monthly journal in the field, *Medical Education*. They also publish the quarterly journal *The Clinical Teacher*. In conjunction with the publishers Wiley-Blackwell, they have also produced the medical education text book: *Understanding Medical Education: Evidence, Theory and Practice*. [www.asme.org.uk](http://www.asme.org.uk)

**ACCME (Accreditation Council for Continuing Medical Education)**

**The ACCME's** Mission is the identification, development, and promotion of standards for quality continuing medical education (CME) utilized by physicians in their maintenance of competence and incorporation of new knowledge to improve quality medical care for patients and their communities. [www.accme.org](http://www.accme.org)

**CME (Continuing Medical Education)**

**The Continuing Medical Education** consists of educational activities which serve to maintain, develop, or increase the knowledge, skills, professional performance and relationships that health professionals use to provide services to patients, the public, or the profession.

## VANDALIZAM SVE VEĆI PROBLEM ZA VEČNI GRAD



Voda fontane Trevi postala crvena pošto je nepoznati muškarac bacio boju u fontanu. RIM – Oni lome noseve statuama u parku koji je jednom bio omiljeno pribežište pesnika Džona Kitsa i bacaju boju u čuvenu fontanu Trevi. Sve veće horde vandala vreba Večni grad, ali sada su italijanske vlasti rešene da uzvrate udarac slanjem većeg broja policajaca, postavljanjem kamera, pa idu čak i dotle da razmatraju i da angažuju osuđenike da čuvaju spomenike i umetnička dela. Izgrednicima ništa nije sveto, pa su čak ovog meseca vandali ispisali grafite uperene protiv pape na Svetom stepeništu (Scala Santa), jednom od glavnih katoličkih znamenitosti koje dovodi hodočasnike iz celog sveta da na kolenima ispenju 28 mermernih stepenika. Uz zagađenje, nemar i hronični nedostatak sredstava, vandalizam postaje još jedan problem grada u očuvanju jedinstvenog umetničkog nasleđa, što primorava čelnike da izdvoje velika sredstva za vanrednu restauraciju.

## NAJVEĆE IKADA MARKETINŠKO ISTRAŽIVANJE GEJ POPULACIJE PREDSTAVLJENO NA WTM 2010

World Travel Market (WTM), najprestižniji svetski događaj u industriji putovanja će otkriti rezultate najvećeg ikada međunarodnog istraživanja o navikama putovanja i odmora lezbijske, gej, biseksualne i transrodne (LGTB) zajednice na WTM 2010. Analize rezultata, koju su sproveli marketinški stručnjaci iz Out Now, postavice okvir za WTM seminar lezbijske, gej, biseksualne i transrodne zajednice, koji organizuje i vodi Jan Džonson (Ian Johnson), direktor u Out Now. Istraživanje će otkriti informacije o navikama LGBT populacije vezano za putovanja i omiljene destinacije, godišnju turističku potrošnju, preferentne stilove odmora, učestalost putovanja avionom, ukupne turističke rashode, prihode i medeni mesec. "WTM je logičan izbor mesta za prikazivanje rezultata ovog novog istraživanja tržišta Out Now o LGTB zajednici," izjavila je predsednica World Travel Market, Fiona Džefri (Fiona Jeffery). "Out Now i WTM već pet godina saraduju na unapređenju razumevanja razvoja turističkog tržišta lezbijske i gej zajednice." Izvor: [wtmlondon.com](http://wtmlondon.com)



## SONI NAPRAVIO SAVITLJIVI EKLAN



Jedna od najinteresantnijih tehnoloških inovacija ove godine svakako je savitljivi OLED ekran, za čije je razvijanje zaslužna kompanija 'Sony'. Neobični ekran možete da omotate oko olovke, a on neće prestati da prikazuje slike. Ovaj fleksibilni ekran prikazuje sve boje, dijagonala mu je 4.1 inča a debljine je svega 80 mikrometara. Rezolucija je 432x240 piksela, a ovu uzbudljivu napravu lako možete obmotati oko cilindričnog predmeta bez bojazni da će pući ili prestati da radi. Još se ne zna ništa o tome kada bi ovakvi ekrani mogli da se nađu u prodaji, niti u kakvim će se uređajima nalaziti.

## OTVOREN HOTEL SA BAZENOM BEZ OGRADE NA 55. SPRATU

U Singapuru je otvoren hotel 'Marina Bay Sands' koji je privukao pažnju medija širom planete. A kako i ne bi, kada je u pitanju resort od 2560 soba i apartmana, u čijem sastavu se nalaze šoping centri, pozorišta, muzej i kazino. Doduše, ogromni bazen na vrhu zgrade koji se nalazi na samoj ivici bio je glavna atrakcija otvaranja hotela na kom su pevale Dajana Ros i Keli Rouland. „Marina Bay Sands“ će biti centarna tačka oko koje će eksplodirati turizam u Singapuru,“ rekao je Šeldon Adelson, predsednik 'Las Vegas Sands' korporacije koja je izgradila ovaj velelepni hotel, koji je trebalo da bude otvoren još 2009., ali je to odloženo zbog finansijskih problema. Predsednik resorta Tomas Arasi kaže da su očekivanja od Marina Bay-a ogromna: nadaju se da će ih dnevno posetiti 70 hiljada ljudi, odnosno 18 miliona godišnje.



## MUSLIBEGOVIĆA KUĆA IZ MOSTARA MEĐU TOP 10 HOTELA NA SVETU



Anketom jednoga od najpopularnijih svetskih portala za online rezervacije Expedia o najboljim svetskim hotelima, među prvih deset uvrstio se mostarski hotel Muslibegović kuća, i to na osmo mesto. U anketi je učestvovalo oko milion posetioca, a u konkurenciji je bilo čak 110.000 hotela iz celog sveta. Osim najbolje plasiranog hotela iz Bosne, među najbolje su hotele ušli i hoteli iz Crne Gore, Slovenije i Hrvatske.

Muslibegović kuća je nacionalni spomenik BiH i arhitektonsko blago porodice koja datira iz 17. stoleća. Hotel je živi simbol kontinuiteta bosanske istorije i kulture. [www.expedia.com](http://www.expedia.com)



## NE PROPUSTITE CVETANJE TISE U JUNU



Tisa "cveta" sredinom juna. Ovaj prirodni fenomen je najatraktivniji za praćenje između 10. i 23. juna od 17.30 do 19.30 časova, na 150. rečnom kilometru reke Tise, na šumskom šetalištu Tiski cvet (kod šljunkare na izlazu iz Kanjiže prema Horgošu). Reč je, zapravo, o insektu koji živi u ovoj reci i zove se Tiski cvet. Nakon tri godine života u glinenom tlu ovi insekti izleđu iznad površine vode i roje se u ritualu ljubavne igre koja se završava do zalaska sunca kada insekti i uginu.

Nekada su jedinke Tiskog cveta bile rasprostranjene i po drugim većim rekama Evrope, a danas je Tisa skoro jedino utočište ove vrste. Povodom ovog jedinstvenog prirodnog fenomena Turistička

organizacija opštine Kanjiža i Ekološko udruženje "Tisa Klub" iz Kanjiže, je 12. juna u sali Regionalnog Ateljea "Jožef Nađ" organizovala međunarodni eko-turistički skup pod nazivom "Održivi razvoj i njegov značaj u eko-turizmu".

## HOTEL NAPRAVLJEN OD SMEĆA SAKUPLJENOG PO PLAŽAMA

Rim je početkom juna svojim posetiocima ponudio nesvakidašnji doživljaj - mogućnost da prenoće u hotelu koji je sagrađen najvećim delom od smeća. „Save the beach“ hotel (hotel "Spasite plažu") sagradili su aktivisti za očuvanje prirode iz udruženja Save the Beach, a ovaj hotel je samo četiri dana primao goste u svoje sobe. Hotel čini pet soba i recepcija, a za njegovu gradnju potrošeno je 12 tona smeća sakupljenog po plažama širom Evrope. Prva gošća hotela bila je njegova ambasadorica, nekadašnji supermodel Helena Kristensen (Helen Christensen), inače i sama aktivistkinja pokreta za očuvanje životne sredine, koja čudnovatu građevinu smatra pravim umetničkim delom. "U hotelu postoje zidovi kao i u svakoj drugoj kući, samo što su napravljeni od neorganskog otpada. A spolja je sve prekriveno smećem koje bacamo po plaži. Kad prošetate oko hotela, ne možete a da ne primetite gomilu ličnih predmeta koje su ljudi bacili, a zbog kojih se stvarno morate zapitati kakve su to osobe koje bacaju smeće na takav način. Kad biste godinu dana sakupljali smeće po plažama širom Evrope, mogli biste da sagradite grad veličine Njujorka", rekla je Kristensenova. Hotel je dizajnirao nemački umetnik HA Schult, a građevina je smeštena pored rimskog dvorca Sant Angelo. "Mi se nalazimo u dobu smeća. Proizvodimo smeće i smeće ćemo postati. Zato je ovaj hotel samo odraz naše situacije. Moramo da promenimo svet pre nego što on promeni nas", rekao je ovom prilikom njegov dizajner. Hotel je svečano otvoren 4. juna, a odabrani gosti u njemu su imali prilike da noće samo četiri dana. Međutim, on će i posle toga još neko vreme biti podsetnik na nemaran odnos koji ljudi pokazuju prema planeti Zemlji.



## SVETSKI KONGRES PLAVUŠA U BUGARSKOJ



Sofija će od 21. do 23. oktobra biti domaćin svetskog kongresa plavuša, na kome će biti 5.000 plavuša iz celog sveta.

Skup koji će se održati u Sofiji će se boriti za ulazak u Ginisovu knjigu rekorda. Olga Uskovam je u izjavi za bugarske medije naglasila da je Savet direktora asocijacije sastavljen od pametnih, ambicioznih biznis dama, koje su spremne da rade i pomažu svetu "celim srcem plavuša".

## NOV SAOBRAČAJNI ZNAK U RUMUNIJU: "OPREZ, PIJANI!"

U Rumunskom gradu Pecice postavljeni su novi saobraćajni znakovi koji prikazuju čoveka u pužećem položaju sa flašom u ruci ispod koga stoji natpis "Oprez, pijani". Znakovi su postavljeni u delovima grada gde se nalaze barovi, klubovi i restorani, a gradonačelnik Pecice Peter Antal izjavio je da je inicijativa postavljanja ovih znakova pokrenuta zbog niza saobraćajnih nesreća izazvanih u alkoholisanom stanju ljudi. Iako je optužen da je ovim potezom svoje stanovnike grada nazvao pijanicama, Antal smatra da će novi znakovi doneti pozitivne rezultate i smanjiti broj saobraćajnih nesreća.



## MAKEDONSKA PEĆINA DRUGA PO DUBINI U EVROPI



Makedonska podvodna pećina Vrelo u kanjonu reke Matke nedaleko od Skoplja postala je i zvanično druga po dubini u Evropi. Italijanski speleoronilac Luidži Kasati spustio se na dubinu od 212 metara, čime je potvrdio da je makedonska pećina Vrelo druga po dubini u Evropi.

U saopštenju se navodi da je Kasati u Vrelo sišao na dubinu od 212 metara, što je i njegov lični rekord, koji je postigao u pećini u Italiji.

- Dublje nije mogao da ide, budući da se peštera deli na dva kraka. Zbog obilnih padavina tokom proteklih dana vidljivost u pećini bila je veoma loša, a od velikog pritiska pukla je i svetiljka, zbog čega nije mogao da se orijentiše gde da roni, navodi se u saopštenju. Italijan je do dubine od 212 metara stigao za tri časa, a skoro isto toliko vremena bilo mu je potrebno za povratak.

## VANDALISM BECOMES SERIOUS PROBLEM FOR ETERNAL CITY



Waters of Trevi Fountain turn red after man throws paint into the basin ROME – They knock the noses off statues in a park that was a favorite haunt of poet John Keats and throw dye into the iconic Trevi Fountain. Vandals are increasingly on the prowl in the Eternal City — and now Italian authorities are fighting back, sending more police, installing cameras and even considering using convicts to protect monuments and artworks. For the troublemakers nothing is sacred: earlier this month vandals left anti-pope graffiti on the Scala Santa, or Holy Stairs, a major Catholic site that draws pilgrims from around the world who climb its 28 marble steps on their knees.

Compounded by pollution, negligence and a chronic shortage of funding, vandalism adds to the city's difficulties in preserving its unique artistic heritage, forcing officials to use valuable funds in emergency restoration.

## LARGEST EVER GAY MARKETING SURVEY UNVEILED AT WTM 2010

World Travel Market (WTM), the premier global event for the travel industry, will unveil results from the largest ever international survey into the travel and leisure patterns of the lesbian, gay, bisexual, and transgender (LGBT) community at WTM 2010. Analysis of the findings, by gay marketing specialists Out Now, will form the backbone of the WTM lesbian, gay, bisexual, and transgender seminar, organized and moderated by Out Now chief executive Ian Johnson.

The survey will reveal information on LGBT travel habits including preferred destinations, annual tourism spending, lifestyle leisure preferences, frequency of air travel, overall tourism expenditures, income, and gay honeymoons. "WTM is the logical place to release the findings of this new Out Now LGBT market research study," said World Travel Market chairman Fiona Jeffery. "Out Now and WTM have worked together for five years promoting an understanding of the lesbian and gay tourism market development." *Source: wtmlondon.com*



## SONY DEVELOPED ROLLABLE SCREEN

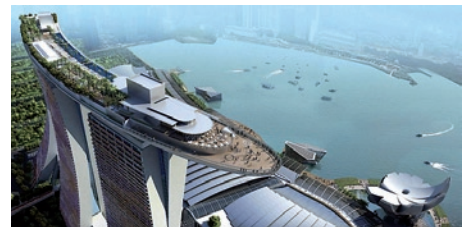


One of the most interesting hi-tech innovations this year is certainly the rollable OLED screen, developed by Sony company.

You can roll this strange screen around your pen, and it will still show images. It is a full-colour screen, with 4.1-inch diagonal, and merely 80 micrometers thick. Its resolution is 432x240 pixels, and you can easily wrap this exciting device around a cylindrical object without fear that it may crack or stop working. There is still no information about when these screens will hit the stores, or what devices will house them.

## HOTEL OPENED WITH A POOL WITH NO FENCE ON 55<sup>TH</sup> FLOOR

Hotel Marina Bay Sands opened in Singapore and attracted the media attention worldwide. And why wouldn't it when it is a resort with 2560 rooms and suites, including shopping malls, theatres, a museum, and casino. However, it was an enormous pool on the top of the building and at the very edge that was the main attraction during the hotel opening featured by singers Diana Ross and Kelly Rowland. "Marina Bay Sands will be the focus of the booming tourism in Singapore," said Sheldon Adelson, CEO of Las Vegas Sands, the corporation having built this magnificent hotel, which was supposed to open in 2009 already, but it was postponed due to financial issues. The resort President, Thomas Arasi, says that the expectations from Marina Bay are enormous: they hope to see a daily visit of 70 thousand people, or 18 million per year.



## MUSLIBEGOVIĆA KUĆA IN MOSTAR AMONG TOP 10 HOTELS IN THE WORLD

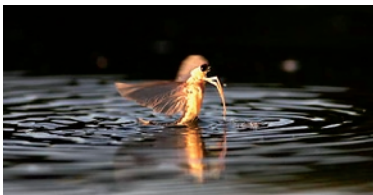


The survey of one of the most popular global online booking portals Expedia about the best hotels worldwide showed that a hotel in Mostar, Muslibegovića kuća, also found its place there at number 8. Over one million visitors participated in the survey choosing 10 out of even 110,000 hotels from around the world. Except the best ranking hotel in Bosnia, there were also hotels in Montenegro, Slovenia and Croatia among the best hotels.

Muslibegovića kuća is the national monument of BiH and an architectural family treasure dating back to 17th century. The hotel is a living symbol the Bosnian history and culture. [www.expedia.com](http://www.expedia.com)



**DON'T MISS OUT RIVER TISA BLOOM IN JUNE**



The river Tisa “blooms” in mid-June. This natural phenomenon is the most attractive to observe from 10th to 23rd June until 7.30 p.m., at 150 km of the river course and along a forest walk named Tisa Flower (Tiski cvet) near the gravel works exiting Kanjiža towards Horgos. It is, in fact, an insect living in this river and it is named Tisa Flower (Tiski cvet). After three years of living in the clay soil, these insects fly out above the water surface and swarm in a love game ritual which ends until the sunset when the insects die. Tisa Flower species used to be present in other bigger European rivers, but now Tisa is almost the only resort of this species. On the occasion of this unique natural

phenomenon, the Tourist Organization of Kanjiža Municipality and Environmental Association “Tisa Klub” from Kanjiža, organized an international eco-tour convention named “Sustainable Growth and its Importance in Ecotourism” in the hall of the Regional Atelier “Jožef Nad” on 12th June.

**HOTEL MADE OF RUBBISH COLLECTED ON BEACHES**



In early June, Rome offered a unique experience to its visitors – a chance to spend the night in a hotel mostly built by rubbish. Save the Beach Hotel was built by the environmental activists with the Save the Beach associations, and this hotel accommodated its guests for only four days. There are five rooms and the reception in the hotel, and its construction took 12 tonnes of waste collected on the beaches throughout Europe. The first guest was its ambassador, once a super model, Helen Christensen, who is an environmental activist herself and who finds this strange structure to be a true artwork. “When you’re inside the house, there are walls as there would be in a normal house, but they are all made of inorganic waste. And then the outside is completely covered in everything

that we throw on beaches. And so you can basically just go around the house, and look at a lot of very personal objects, and some of them make you really wonder what made a human being throw this away on a beach. If you collected waste from the beaches throughout Europe for one year, you could build a city of the size of New York”, Christensen said. The hotel was designed by an artist, HA Schult, and the structure is located next to the Roman castle Sant Angelo. “We are in the trash time. We produce trash and we will be trash. So this hotel is the mirror of the situation. We have to change the world, before the world changes us”, said the designer on this occasion. The hotel officially opened on 4th June, and special guests had a chance to spend only four nights there. However, it will certainly remain there for a while as a reminder of negligence that people show towards the planet Earth.

**THE WORLD CONGRESS OF BLONDES IN BULGARIA**

From 21-23<sup>th</sup> October, Sofia is home to the world congress of blondes, gathering 5,000 blondes from around the world.

The congress to take place in Sofia will fight for the Guinness Book of Records. In her statement for the Bulgarian media, Olga Uskovam stressed that the Association’s Council of Directors consisted of smart and ambitious business ladies, ready to work and help the world from the “bottom of the blonde heart”.



**NEW TRAFFIC SIGN IN ROMANIA: “CAUTION, DRUNKS!”**



In the Romanian town of Pecice, new traffic signs were set up showing a man crawling with a bottle in his hand with an inscription below “Caution, Drunks”.

The signs are set up in parts of town where bars, clubs, and restaurants are located, and the mayor of Pecice, Peter Antal, stated that the initiative to set up these signs was launched due to a series of car accidents caused by alcohol intoxication. Although accused that by doing so he labelled his fellow citizens as drunks, Antal trusts that the new signs will give positive results and decrease the number of accidents.

**THE MACEDONIAN CAVE THE SECOND DEEPEST IN EUROPE**

The Macedonian underwater cave Vrelo in the canyon of the river Matka close to Skopje has officially become the second deepest in Europe. The Italian cave diver, Luigi Casati went down 212 meters, confirming that the Macedonian cave Vrelo is the second deepest in Europe. The statement says that Casati went 212 meters down into Vrelo, which is also his personal record set in an Italian cave.

- He couldn’t go any deeper as the cave forks. Due to heavy precipitation throughout last few days, the visibility in the cave was very poor, and a high pressure made the lamp crack, preventing him from proper orientation, says the statement. The Italian reached 212 meters in three hours, and it took him almost the same time to go back up.







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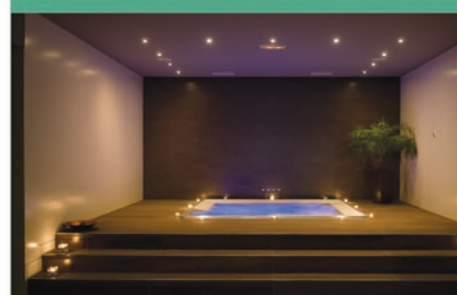
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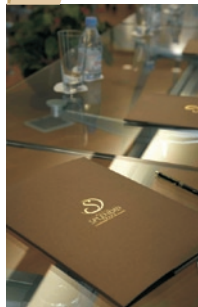


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