

see business travel & meetings

magazine

Specijalizovani časopis za poslovna putovanja i kongresni turizam Jugoistočne Evrope

Specialized magazine for business travel and meetings industry of South East Europe

Broj 6 / jun 2011 / No. 6 / June 2011

www.SEEbtm.com

TEMA BROJA

NEOBIČNI PROSTORI

COVER STORY

SPECIAL VENUES

AKTUELNE TEME:

**13. EVROPSKA KONFERENCIJA
O AIDS-U U BEOGRADU**

DISNEYLAND® PARIS:

**JEDINSTVENI KOMPLEKS ZA
NEZABORAVNO ISKUSTVO**

HOT TOPICS:

**13th EUROPEAN
AIDS CONFERENCE IN BELGRADE**

DISNEYLAND® PARIS:

**UNIQUE VENUE FOR
UNFORGETTABLE EXPERIENCE**

THE ULTIMATE IN LUXURY SURPRISINGLY AFFORDABLE.

A hotel of distinction, of glamour, of style, of tradition.
Beautifully designed rooms with the delicate combination of art
deco heritage and contemporary touches. A long history of first
class service, spectacular facilities and amazing food. But at a
price you can afford. Book online at www.theregentzagreb.com

Photo by: Hrvoje Serdar

THE
Regent
ESPLANADE ZAGREB

BEIJING SINGAPORE TAIPEI BERLIN BORDEAUX ZAGREB TURKS AND CAICOS

I M P R E S S U M

Izdavač, produkcija i marketing:

The Best Solutions

Ljube Šercera 13/12

11000 Beograd, Serbia

Tel/fax: +381 11 3960 388

Tel: +381 11 3098 468

Web: www.SEEbtm.com

www.kongresnitureizam.com, www.SEEmice.net

E-mail: office@kongresnitureizam.com

Direktor:

Ivan Milić

Glavni i odgovorni urednik:

Miona Šljivančanin

Urednički tim:

Svetlana Gavrić, Sanja Jović

Lektura:

Lexica prevodilačka agencija

Dizajn i priprema za štampu:

Dizajn Studio Nemet

Štampa:

Štamparija Stojkov

Tiraž: 3.000

Periodičnost: kvartalno

Datum izdavanja: jun 2011.

Broj 6

Godišnja pretplata za SEEbtm sa PDV-om i

dostavom na adresu (4 izdanja) za:

- Srbiju iznosi 2160,00 dinara

- inostranstvo 35,10 eura

Zahtev za pretplatu dostaviti na e-mail:

pretplata@SEEbtm.com

Copyright © The Best Solutions;

sva prava zadržana

Iako su veliki napori učinjeni kako bi se osigurala tačnost svih informacija uključenih u ovoj publikaciji, The Best Solutions ne može biti odgovoran za eventualne greške i nepreciznosti nastale u njoj. Za korišćenje bilo kojih sadržaja iz publikacije potrebna je pismena dozvola.

CIP - Каталогизација у публикацији
Народна библиотека Србије, Београд

640.4 (497) (036)
338.48 - 6: 65 (497)

SEEbtm : Southeast Europe business travel
and meetings magazine : 2011 / [editor in
chief Miona Šljivančanin]. - 6th ed. - Belgrade :
The Best Solutions, 2011 (Belgrade : Stojkov). -
116 str. : fotogr. ; 30 cm

Tiraž 3.000.

ISBN 978-86-87655-00-3

1. Šljivančanin, Miona [главни и одговорни
уредник]а) Угоститељски објекти - Балканске државе
- Водичи

COBISS.SR-ID 152412940

Legende i mitovi su oduvek zaokupljivali pažnju čoveka.

Od kada smo bili mali, bez daha smo slušali priče o vitezovima, urbanim legendama, narodnim junacima, u kojima ljubav, hrabrost, upornost i mudrost pobeđuju zlo i sve ono negativno što nas okružuje.

Nije čudno što bismo svi mi, bar potajno, i na trenutak, želeli da uskočimo u neku bajku, daleko od realnosti i svakodnevnice; da se vratimo u vreme balova i kraljeva, ili pak da probudimo istraživački i avanturistički duh u nekoj mističnoj pećini ili na arheološkom nalazištu. To je nešto što bismo svakako zapamtili sa ushićenjem i osmehom.

Pri organizaciji događaja u kojima je cilj da se kreira jedinstven i nepovljiviji doživljaj učesnika, potreban je neobičan i poseban prostor ili smeštaj koji će dočarati vreme i okruženje van stvarnosti u kojoj se trenutno nalazimo. Bilo da je to putovanje u prošlost ili budućnost, ili jednostavno ruralno okruženje koje nas vraća prirodi i istinskim vrednostima.

Kompanijama i organizacijama je sve neophodnije zadovoljstvo i motivisanost zaposlenih kako bi napredovale i ostale konkurentne. Zato i raste potreba i potražnja za neobičnim prostorima kako bi se kreirali događaji za pamćenje, posle kojih će zaposleni danima da prepričavaju utiske i anegdote.

U ovom broju SEEbtm magazina, dajemo Vam neke ideje gde se u našem regionu mogu realizovati događaji za pamćenje u nestandardnim prostorima, primere nekih neobičnih smeštaja i objekata u svetu, i još dosta toga što će sigurno probuditi Vašu maštu i kreativnost.

Mašta je važnija od znanja.**Albert Ajnštajn**

Miona Šljivančanin,
glavni i odgovorni urednik

**18.**

Aktuelne teme:

**13. EVROPSKA
KONFERENCIJA
O AIDS-U****23.**

Uloga neobičnih prostora:

**DOGAĐAJI
KOJI SE PAMTE****43.**

Disneyland® Paris:

**JEDINSTVENI
KOMPLEKS
KOJI OBEĆAVA
NEZABORAVNO
ISKUSTVO****75.**

Destinacija:

**ZAGREB -
GRAD
MILIJUN
SRCA****78.**Intervju: Zlatan Muftić, direktor
Kongresnog biroa Turističke
zajednice grada Zagreba**SREDNJOEUROPSKI I
MEDITERANSKI NAČIN
ŽIVOTA - ODLIČAN SPOJ
ZA DOGAĐAJE KOJI
SE IZDVAJAJU****98.**

Zanimljivost:

**VRAĆANJE
PRIRODI -
KAMP
TURIZAM**

Novosti i događaji.....	5	Tema broja: Veličanstvene dvorane u Hrvatskoj kao pečat istorije.....	55	Hotel Regent Esplanade Zagreb: Mjesto vrhunске usluge i profinjenog luksuza.....	80
Novo i renovirano.....	14	Tema broja: Crna Gora - mala zemlja puna raznolikosti.....	59	Hotel „Dubrovnik“ u Zagrebu: U srcu metropole...	82
Aktuelne teme:		Tema broja: Ukrštene kulture i religije obebeđuju događaje za pamćenje u BiH.....	62	Hotel Aristos, Zagreb: Hotel s dušom i stilom, hotel u koji se želite vratiti.....	84
13. Evropska konferencija o AIDS-u.....	18	Tema broja: Zamkovi i neobični prostori u Sloveniji nisu retkost.....	65	Primer iz prakse: Agencija Eures tim – Povjerenje za uspješnu suradnju.....	87
Uloga neobičnih prostora: Događaji koji se pamte.....	23	Tema broja: Antička tradicija na makedonskim prostorima učiniće vaš događaj nezaboravnim.....	68	Industrija: Kongresna industrija u Japanu nastavlja svojim tokom.....	89
Radisson Blu Resort & Spa Dubrovnik Sun Gardens: Idealno mjesto za Vaš poslovni skup.....	27	Tema broja: Mistični zamkovi u Rumuniji za hrabre delegate.....	70	Restoran Prova u Tivtu: Luksuzni restoran u „utrobi broda“.....	91
Rob Davidson: Networking (umrežavanje) na konferencijama.....	29	Tema broja: DMC Vekol: Motivacija menadžmenta i timova za ostvarivanje što boljih rezultata kompanije.....	72	Statistika: Industrija i trendovi – Stvari se polako pokreću.....	93
Korbin Bol: Vrednost mobilnih aplikacija za poslovne sastanke.....	32	Destinacija: Zagreb - Grad milijun srca.....	75	IFT Međunarodni sajam turizma u Beogradu: Planovi za leto uveliko počeli.....	95
Beogradska tvrđava sa parkom Kalemegdan: Spoj avanture i istorije.....	38	Intervju: Zlatan Muftić, direktor Kongresnog biroa Turističke zajednice grada Zagreba.....	78	Zanimljivost: Vraćanje prirodi - kamp turizam....	98
Disneyland® Paris: Jedinestveni kompleks koji obećava nezaboravno iskustvo.....	43			Kamp turizam: Kampovi u regionu.....	103
Hotel Olympia, Vodic: Uspješna kongresna sezona se nastavlja.....	49			Rečnik pojmova.....	111
Tema broja: Doživeti Srbiju kroz neobične prostore.....	51			Zanimljivosti.....	113

I M P R E S S U M

Publisher, production and marketing:

The Best Solutions

Ljube Sercera No 13/12 Street

11000 Belgrade, Serbia

Phone/fax: +381 11 3960 388

Phone: +381 11 3098 468

Web: www.SEEbtm.com

www.kongresniturizam.com, www.SEEmice.net

E-mail: office@kongresniturizam.com

Director:

Ivan Milic

Editor-in-Chief:

Miona Sljivancanin

Editorial team:

Svetlana Gavric, Sanja Jovic

Lecture:

Lexica Translation Agency

Design & Layout:

Dizajn Studio Nemet

Printing office:

Štamparija Stojkov

Circulation: 3.000

Periodicity: quarterly

Issue date: June 2011.

No 6

Annual subscription for SEEbtm magazine, VAT and shipment included (4 issues) for:

- Serbia 2160,00 RSD

- abroad (4 issues) 35,10 EUR

Request for subscription please send to an

e-mail: subscription@SEEbtm.com

Copyright © The Best Solutions

All rights reserved

Although every effort is made to ensure that accuracy of information contained in this publication, The Best Solutions cannot be held responsible for any errors or inaccuracies contained within it. For the content reproduction it is required to get the written editorial consignment.

CIP - Каталогизacija у публикацији
Народна библиотека Србије, Београд

640.4 (497) (036)
338.48 - 6: 65 (497)

SEEbtm : Southeast Europe business travel
and meetings magazine : 2011 / [editor in
chief Miona Sljivancanin]. - 6th ed. - Belgrade :
The Best Solutions, 2011 (Belgrade : Stojkov). -
116 str. : fotogr. ; 30 cm

Tiraž 3.000.

ISBN 978-86-87655-00-3

1. Sljivancanin, Miona [главни и одговорни
уредник]

а) Угоститељски објекти - Балканске државе
- Водичи

COBISS.SR-ID 152412940

Legends and myths have intrigued man since time immemorial.

Ever since we were young we pricked our ears breathlessly to listen to the stories of knights, urban legends, national heroes, in which love, courage, persistence, and wisdom triumphs over evil and all the bad things around us.

No wonder then that we all had a wish, at least secretly and just for a moment, to plunge into a fairy tale, far from reality and our everyday life; to return to the times of balls and kings; or to enkindle explorer's adventurous spirit in a mystic cave or an archaeological site. That is an experience we would certainly remember with excitement and a smile.

When organizing an event with the aim to create a unique and incomparable experience for the participants, an unusual and special venue or accommodation is required to invoke times and settings beyond reality we find ourselves in at that time, whether it be a journey into the past or the future, or just a simple rural environment which brings us back to nature and true values.

Companies and organizations require more and more distraction and motivation for their employees in order to progress and remain competitive. That is why requests are growing in search of unusual venues, so that events to remember could be created, and then the employees would recount their impressions and anecdotes over and over again for days.

In this issue of SEEbtm magazine we propose to you some ideas as to where you could realize in this region events to remember at unconventional venues, we also give you examples of some exceptional accommodations and facilities around the world, and much more to incite your imagination and creativity.

Imagination precedes knowledge.


Albert Einstein

Miona Sljivancanin,
Editor-in-Chief






20.
Hot topics:
13th EUROPEAN AIDS CONFERENCE



25.
Unusual venues and their role:
EVENTS ONE REMEMBERS



46.
Disneyland® Paris:
UNIQUE VENUE WHICH PROMISES UNFORGETTABLE EXPERIENCE



76.
Destination:
ZAGREB - THE CITY OF MILLION HEARTS



79.
Interview: Zlatan Muftic, general manager, Zagreb Convention Bureau
MID-EUROPEAN AND MEDITERRANEAN WAY OF LIFE – EXCELLENT BLEND FOR EXCEPTIONAL EVENTS



100.
Interesting:
RETURN TO NATURE - CAMPING TOURISM

News and events	9	Cover story: Magnificent halls in Croatia as hallmarks of history	56	Hotel „Dubrovnik“ in Zagreb: In the very heart of capital	83
New and improved	16	Cover story: Montenegro - A Small Country of Great Variety	60	Hotel Aristos, Zagreb: Top Quality Services with Unique Charm and Style	85
Hot topics: 13 th European AIDS Conference	20	Cover story: Crossed cultures and religions provide unforgettable experiences in BiH	63	Example from practice: Eures tim agency - Trust is the key for succesful cooperation	88
Unusual venues and their role: Events One Remembers	25	Cover story: Castles and unusual places no rarity in Slovenia	66	Industry: Meeting industry continues as normal in Japan	90
The Radisson Blu Resort & Spa Dubrovnik Sun Gardens: Ideal place for your business meeting	28	Cover story: Ancient tradition in Macedonian venues will make your events memorable	69	Restaurant Prova in Tivat: Luxury restaurant inside “the ship’s belly”	92
Rob Davidson: Networking at conferences	30	Cover story: Scary castles in Romania for the brave delegates	71	Statistics: Industry and trends - Things slowly pick up	94
Corbin Ball: The Business Value of Mobile Apps for Meetings	35	Cover story: DMC Vekol: Management and team motivation to realize even better company results	73	IFT International Fair of Tourism in Belgrade: Plans for summer well under way	96
Belgrade Fortress with Kalemegdan Park: Adventure and history combined	40	Destination: Zagreb - The city of million hearts ...	76	Interesting: Return To Nature - Camping tourism	100
Disneyland® Paris: Unique venue which promises unforgettable experience	46	Interview: Zlatan Muftic, Director of Zagreb Convention Bureau	79	Camping tourism: Camp sites in the region	107
Hotel Olympia, Vodice: Successful conference season continues.....	50	The Regent Esplanade Zagreb: Venue with impeccable service and refined luxury	81	Term dictionary	112
Cover story: Experience Serbia via special venues	52			Interesting news	115

DIREKTNI LETOVI DUBROVNIK - BEOGRAD

Od 20. juna ove godine ponovo se uvode direktni letovi između Dubrovnika i Beograda. Ponovno povezivanje ova dva grada se dešava tačno devetnaest godina nakon prekida



svih redovnih vazduhoplovnih linija između Srbije i Hrvatske. Prvi direktni letovi ove turističke sezone na liniji Dubrovnik - Beograd krenuće već krajem juna ove godine, a trajaće do početka septembra. Letovi će biti svakog ponedjeljka i srede. Sastanak direktora JAT-a i Croatia Airlines-a se očekuje uskoro, a nakon sastanka bi trebalo da se dobiju dodatne informacije vezane za novu vazduhoplovnu liniju Dubrovnik - Beograd - Dubrovnik.

NOVI TERMINAL OTVOREN NA AERODROMU OTOPENI U BUKUREŠTU

Henri Coanda Aerodrom blizu Bukurešta otvorio je novi terminal krajem marta. Druga zgrada terminala nazvana „Prst terminal“ ima 24 bording kapije, 14 bording mostova, 4 VIP salona i 104 prijavna pulta. Sa proširenim kapacitetom Aerodroma Bukurešt



Otopeni, očekuje se da će do 2012. godine biti 6 miliona putnika na aerodromu u Bukureštu, što je porast u odnosu na 4.5 miliona prošle godine.

Nova zgrada terminala u obliku violine sa „prstohvatom“ ideja je i rad italijanskog arhitekta koji je specijalizovan za projektovanje aerodroma.

DRUGO OKUPLJANJE KONGRESNE INDUSTRIJE REGIONA NA JEDNOM MESTU - SEEBTM PARTY 2011.



Drugo regionalno okupljanje kongresne industrije organizovano je 24. februara 2011. godine u PC Ušće u Beogradu. U organizaciji Asocijacije kongresne industrije jugoistočne Evrope, The Best Solutions-a, povodom

uspešne saradnje, a u cilju međusobnog povezivanja učesnika u kongresnoj industriji, ponuđača, kao i organizatora događaja, organizovana je „Žurka kongresne industrije regiona“ - SEEBtm Party. The Best Solutions je po drugi put svoje partnere ugostio na jedinstven i svakako nezaboravan način, čime je pokazao zahvalnost na podršci koju je od njih dobio tokom poslednjih pet godina saradnje. Kako je cilj kompanije razvoj kongresne industrije regiona, tako je i cilj SEEBtm Party-a da napravi odličan networking između učesnika u kongresnom i poslovnom turizmu svih zemalja u regionu - Srbije, Hrvatske, Crne Gore, Bosne i Hercegovine, Slovenije, Makedonije, Rumunije i Bugarske, i postavi platformu za dalju uspešnu saradnju.

SVETI STEFAN PONOVO OTVARA SVOJA VRATA ZA GOSTE

Prema očekivanjima, ovaj grad hotel naredne turističke sezone, nakon petogodišnje pauze zbog rekonstrukcije, treba da počne da radi u punom kapacitetu. Nedostaje još da se završi blok 25, što znači da će od početka naredne letnje turističke sezone biti u punom kapacitetu. Međutim, Sveti Stefan je nakon



višegodišnje rekonstrukcije već primio prve platežne goste. Ostrvo raspolaže sa 50 rekonstruisanih soba i apartmana visokog kvaliteta.

Što se tiče plaža, predsednik singapurske kompanije „Aman Resorts“, izjavio je da razume potrebu lokalnog stanovništva da koristi plaže na Svetom Stefanu, iako na taj način ne mogu biti ispunjena sva očekivanja i standardi na koje gosti računaju od strane Amana, a to je pre svega mir i tišina. Ali ako Vlada odluči da bude tako, poštovaće tu odluku. Predsednik ove singapurske kompanije je takođe saopštio, da će biti potrebne još dve godine da se usluga dovede na zadovoljavajući nivo.

PM PLUS RAZVIO SOFTVER SPECIJALIZOVAN ZA VOĐENJE KONGRESA

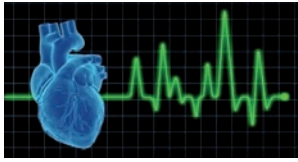


Profesionalni kongresni organizator PM plus je kongresni organizator u Srbiji koji je razvio sopstveni softver specijalizovan za vođenje kongresa, praćen novim sistemom rada i procedura koje su upotunjene korišćenjem savremenih informacionih tehnologija po ugledu na evropske kongresne tu-roperatore. Početkom 2011. godine PM plus je predstavio sistem pod nazivom „CPR System - Congress Planning and Registration System“ na kongresu „Dana defektologa 2011“ za koji je dobio brojne pohvale za inovaciju u oblasti kongresnog turizma. Ovaj projekat predstavlja skup drugačijih, preciznijih i automatizovanih procesa tokom planiranja, organizacije i registracije učesnika koji su ostvareni

korišćenjem bar kod tehnologija, a čime su ostvarene velike uštede u vremenu rada i tačnosti obrade podataka.

Razvoj CPR System-a u narednim fazama imaće prevashodni akcenat na same učesnike kongresa radi ostvarenja što kvalitetnijeg odnosa sa organizatorom, kao i olakšavanju obaveza koje učesnici imaju tokom kongresa. Očekivanja PM plus-a su da će ovim projektom, koji je tek počeo da se razvija, biti znatno podignut nivo usluga koje pružaju kongresni organizatori u Srbiji na nivo rada evropskih kongresnih organizatora i da će uskoro biti u mogućnosti da posredstvom savremenih informacionih tehnologija inostrane kongrese organizuje upravo u Srbiji.

KONGRES EVROPSKE ASOCIJACIJE ZA SRČANU INSUFICIJENCIJU 2012. GODINE U BEOGRADU



U jakoj konkurenciji najvećih evropskih metropola, poput Atine, Ženeve ili Budimpešte, glavnom gradu Srbije pripala je organizacija

prestižnog kongresa Evropske asocijacije za srčanu insuficijenciju, koji će se održati 2012. godine. Time je ukazano veliko priznanje srpskoj kardiologiji. Pored edukativne koristi, ovaj internacionalni sastanak ima i važan ekonomski efekat za Beograd, procenjen na oko pet miliona evra prihoda, a okupiće gotovo 5.000 evropskih i svetskih kardiologa. Za organizaciju ovog kongresa bila je zainteresovana 51 članica evropskog Udruženja kardiologa. Od 17 članova, svi su jednoglasno bili za to da Beograd bude domaćin. Ovo je jedan od najvažnijih kardioloških kongresa na kome se otkrivaju novi vidici, poboljšava stručno i kliničko znanje i saznaju odgovori na najaktuelnija pitanja iz kardiologije. Od posebne važnosti je aktivnost u oblasti proučavanja novih lekova za srčanu slabost, od čega su neke studije znatno poboljšale način lečenja obolelih. Bolesti srca i krvnih sudova u svetu, a posebno u Srbiji, najčešći su uzrok obolevanja i ubica broj jedan. Lečenje ovih bolesti je dugotrajno i skupo jer se radi o veoma teškom stanju.

KONFERENCIJA O AIDS-U U BEOGRADU



U organizaciji Evropskog kliničkog društva za HIV i sidu, u Beogradu će se od 12. do 15. oktobra 2011. godine održati trinaesta Evropska konferencija o HIV-u i sidi. To je najveća evropska stručna konferencija na kojoj će biti prezentovana istraživanja u oblasti bazičnih nauka kao što su virusologija, imunologija i farmakologija i na kojoj će biti predstavljeni rezultati najnovijih kliničkih istraživanja. Ovaj samit će okupiti između 4.000 i 4.500 doktora i farmakologa.

www.eacs-conference2011.com

KONGRESI I SEMINARI U CRNOJ GORI - BUDVANSKA RIVIJERA



Aktivnosti u prirodi su sjajan način da se razodnodite i pobegnute od svakodnevice na poslu, bar na nekoliko dana, naročito ukoliko tokom meseca aprila krenete na jug. Korporativni tim bilding i zabavne aktivnosti, koje se često organizuju nakon godišnjih sastanaka ili strateških planiranja, postaju sve popularniji.

U prvoj polovini aprila Montenegro Adventures DMC (www.montenegro-adventures.com) je ugostio nekoliko korporativnih grupa na crnogorskoj obali, a jedna od njih se odlučila da za svoje osoblje organizuje dva i po dana tim bilding aktivnosti nakon godišnjeg sastanka.

Program je uključivao poludnevnu turu (Cetinje, Njeguši, Kotor), praćenu „U potrazi za blagom“ - tim bilding aktivnostima koje su se sastojale od šest različitih igara koje su organizovane na nekoliko lokacija u Starom gradu Budva i obližnjim plažama.

Narednog dana, tri tima su provela ceo dan uživajući u velikom broju aktivnosti i takmičenjima koja su organizovana na ostrvu Sveti Nikola, nadomak Budve, gde su gosti imali prilike da nauče ponešto i o nacionalnoj kuhinji, učestvujući u pripremi ukusnih jela koja su poslužena u senci borova pored same plaže na ostrvu.

35. KONGRES EVROPSKE RAČUNOVODSTVENE ASOCIJACIJE

Godišnji kongres Evropske Računovodstvene Asocijacije (EAA) je veliki događaj koji se svake godine tokom proleća održava u drugoj zemlji. Domaćin ovogodišnjeg



EAA kongresa, koji je održan od 9. do 11. maja 2012. godine, bila je prestonica Slovenije. Ovaj događaj nudi jedinstvenu priliku za predstavljanje istraživanja i pronalazačenja onoga što kolege iz oblasti menadžmenta i računovodstva rade. Svake godine više od 1.000 delegata prisustvuje ovom popularnom događaju i predstavlja se oko 800 radova. Osim toga, EAA godišnji kongres pruža prijateljski i društveni kontekst, gde se upoznaju kolege iz različitih zemalja, formulišu zajedničke istraživačke projekte i ostaju u kontaktu sa evropskim trendovima u obrazovanju i istraživanju.



15. MEĐUNARODNI SAJAM MALIH I SREDNJIH PREDUZEĆA, PREDUZETNIŠTVA I FIRMI U OSNIVANJU DOBOJEXPO 2011

DOBOJEXPO je sajam biznisa, preduzetništva i ideja. Učestvuju mala i srednja preduzeća, preduzetnici i firme u osnivanju svih delatnosti iz oblasti proizvodnje, uslužnih delatnosti, zanatstva, trgovine, ugostiteljstva i turizma, kućne radinosti, umetničkog zanatstva i drugih privrednih i intelektualnih delatnosti. Osim malih i srednjih preduzeća, preduzetnika i firmi u osnivanju, na Sajmu učestvuju i veliki privredni sistemi sa specijalizovanom programskom ponudom orijentisanom ka „maloj privredi“. Sajam će se održati od 12. do 15. oktobra 2011. godine u Doboju, Bosna i Hercegovina.

40. EMAC KONFERENCIJA (EVROPSKA MARKETINŠKA AKADEMIJA)



Evropska marketinška akademija - EMAC je profesionalno udruženje čiji su ciljevi širenje informacija i promovisanje međunarodne razmene u oblasti marketinga.

EMAC je s toga organizovao godišnju konferenciju, koju su ugostili glavni univerziteti i naučni instituti širom Evrope. Na konferenciji je bilo prisutno oko 800 delegata. Konferencija se održala od 24. do 27. maja 2011. godine, na Ekonomskom fakultetu u Ljubljani. U vezi sa ovom konferencijom, doktorski kolegijum za studente marketinga se održao iste nedelje na istom mestu. U svetlu trenutnih tržišnih uslova i sa fokusom na bolju budućnost, glavna tema konferencije je bila „Dan Posle“ - Inspiracija, Inovacija, Implementacija. Trenutne klimatske i ekološke promene, društvene i kulturne raznolikosti, kao i finansijska i ekonomska kriza su preoblikovale današnje tržište.

ZDRAVSTVENO, SPORTSKO - TURISTIČKI FORUM I OLIMPIJSKE IGRE JUGOISTOČNE EVROPE U PORTOROŽU



Zdravstveno, sportsko - turistički forum jugoistočne Evrope i Olimpijske igre jugoistočne Evrope, organizuje kompanija „Sportni turizam Portorož“. Ove manifestacije su se održale u periodu od

12. do 15. maja 2011. godine u Portorožu. Cilj održavanja ova dva događaja jeste da se interesi zemalja u regiji čvršće umreže u domenu turizma i obrazovanja za potrebe turističke delatnosti, te da se razviju zdravstveni i sportski sadržaji u ponudi ovih zemalja, kroz uspostavljanje bilateralne i multilateralne saradnje u ovim domenima. S toga su u Portorož na manifestacije pozvani predstavnici nacionalnih turističkih administracija, odnosno resorna ministarstva, nacionalne turističke organizacije, preduzeća zainteresovana za razvoj turizma, zdravstvenih institucija, wellness, fitness i spa centara, srednjih ugostiteljsko - turističkih škola, fakulteta i univerziteta, da kreiraju poslovnu i turističku politiku u Srbiji, Sloveniji, Makedoniji, Hrvatskoj, Crnoj Gori, Albaniji, BiH, Rumuniji, Grčkoj, Turskoj i Bugarskoj, i da uzmu učešće u ovim manifestacijama.

4. MEĐUNARODNA KONFERENCIJA O PREDUZETNIŠTVU, INOVACIJAMA I REGIONALNOM RAZVOJU (ICEIRD), 2011



Četvrta Međunarodna Konferencija o preduzetništvu, inovacijama i regionalnom razvoju (ICEIRD) održala se od 5.

do 7. maja 2011. godine na Ohridu, u Makedoniji. Konferenciju je organizovao Nacionalni centar za inovacije i preduzetničko obrazovanje. Konzorcijum ICEIRD zvanično je ustanovljen 2008. godine. To je multidisciplinarna međusektorska mreža koja pokriva nekoliko tokova teorije i prakse, naime preduzetništvo, inovacije, regionalni ekonomski razvoj i informacione sisteme. Naziv Konferencije je bio „Inovacije i regionalni razvoj kroz preduzetničko obrazovanje“. Cilj Konferencije je bio da okupi na jednom mestu donosiocima odluka (vlada, ministri, državne agencije), stručnjake za inovacije (univerziteti, istraživački i razvojni centri, centri za tehnološki transfer, osnivački centri), kao i praktičare (mala i srednja preduzeća, poslovni inkubatori i organizacije za poslovnu podršku), kako bi došlo do diskusije i razmene mišljenja o potencijalima preduzetničke promocije i inovacija za nacionalnu i regionalnu konkurenciju.

ADRIA MUSIC CONFERENCE 2011 I UMAGINATION 2011

Adria Music Conference je prva regionalna muzička konferencija na području jugoistočne Evrope. Održala se u periodu od 02. do 05.



juna 2011. godine, a okupila je više od 30 eminentnih imena koja će učestvovati na različitim diskusijama, panelima ili predavanjima. U tri dana Umag je bio mesto okupljanja muzičke industrije, diskografa, medija, izvođača, izlagača, predavača, DJ-a i producenata, muzičkih kritičara, ali i mesto na kome će se okupiti poznata lica svetske muzičke scene. Naglasak konferencije je bio na sve prisutnijoj digitalnoj industriji. Mesto susreta je bio Kempinski Hotel Adriatic i ceo Stella Maris pod šatorima. Kao deo AMC u Umagu, drugu godinu za redom, održao se Umagination događaj, koji je prošle godine ugostio najpoznatijeg producenta i DJ-a današnjice, Fat Boy Slim-a. Umagination je nastupom Fat Boy Slim-a rasprodao stadion Stella Maris čak mesec dana unapred!



PRVA REGIONALNA KONFERENCIJA O SIGURNOSTI U TURIZMU U VODICAMA, HRVATSKA

Prva konferencija Turizam i sigurnost održana je u periodu od 07. do 08. aprila 2011. godine u Vodicama, pod organizacijom Udruge hrvatskih menadžera sigurnosti i turističke agencije Atlas. Cilj konferencije je bio početak međusobne komunikacije velikog broja stručnjaka iz područja turističke industrije i kompetentnih menadžera sigurnosti. Dati su odgovori na pitanje kako kontrolisati ovaj važan segment

organizacije, a sa ciljem ostvarenja zadatih rezultata i dostizanja maksimalnih standarda zaštite i sigurnosti unutar jedne turističke ponude.

17. SAJAM EKOLOGIJE I 6. SAJAM VODE U BUDVI



Očuvanje životne sredine nije više samo u zoni interesa ljubitelja prirode već je postao i predušlov održivog ekonomskog razvoja društva.

S toga je i potreba za proizvodima i uslugama koje podstiču razvoj u skladu sa savremenim standardima brige o životnom okruženju postala sve veća. Zemlje Jugoistočne Evrope značajnu pažnju usmeravaju na kreiranje strategija održivog razvoja čime se šanse za tržišnu valorizaciju ekoloških proizvoda umnogome uvećavaju. Sajam je namenjen prezentaciji i komercijalizaciji opreme, uređaja i sredstava za reciklažu i zaštitu životne sredine, alternativnih izvora energije, obnovljive energije, opreme i sredstava za zaštitu i uređenje urbanih naselja, prirodnih retkosti, graditeljske i kulturne baštine. Na Sajmu ekologije predstavile su se domaće i strane institucije koje se bave zaštitom životne sredine, preduzetnici, nevladine organizacije i brojna preduzeća iz ove oblasti. Proizvode i usluge predstavilo je 153 učesnika iz 18 zemalja.

Turistička organizacija Budve je nizom ekoloških akcija počela obeležavanje Dana planete Zemlje. Program je započet akcijom sadnje zelenila u dečijem vrtiću u Petrovcu. Na „Cvetnoj pijaci“ su sestre iz manastira Duljevo izložile prirodne proizvode, pravljenе po tradicionalnoj recepturi.

DEVETI MEĐUNARODNI SAJAM KONGRESNOG TURIZMA - IMEX 2011



U periodu od 24. do 26. maja 2011. godine održan je jedan od najvećih sajмова kongresnog turizma u nemačkom gradu Frankfurtu. Prestižni svetski sajam specijalizovan za kongresnu industriju - IMEX je od velikog značaja za poslovne sastanke i poslovna putovanja.

Na frankfurtskom sajmu IMEX se svake godine predstavi više od 150 zemalja, kao i veliki hotelski lanci, avio kompanije, trgovačke asocijacije, donosno kompletna kongresna turistička ponuda. Na devetom po redu, međunarodnom sajmu kongresne i poslovne branše IMEX 2011, svoju ponudu u okviru kongresnog poslovanja u Srbiji i na području jugoistočne Evrope predstavila je i Asocijacija kongresne industrije, kompanija The Best Solutions.

Uz svoju celokupnu ponudu sa preko 250 partnera u regionu, The Best Solutions je predstavio još jedno uspešno izdanje kataloga kongresne industrije - SEEmice 2011.



PRILIKA ZA POSLOVNO UMREŽAVANJE I PROFESIONALNO OBRAZOVANJE - BTC POSLOVNI SAJAM U ITALIJI

BTC - sajam kongresnog turizma u Italiji je održan u četvrtak 30. juna i u petak 1. jula, 2011. godine u Riminiju u Italiji.

BTC je međunarodni sajam koji pruža niz prilika koje su posebno posvećene umrežavanju i profesionalnom obrazovanju na području kongresne industrije. Na ovom sajmu je ponuđen bogat program seminara, konferencija, diskusija za okruglim stolovima, kao i praktične radionice koje su izlagačima, posetiocima i kupcima obezbedile alate da unaprede sopstveni profesionalni rast, razviju poslovanje i steknu stratešku viziju tržišta. BTC izlagačima pruža bogat obrazovni program za razvitak profesionalnih veština, sticanje poslovnog i strateškog poznavanja tržišta, kao i seriju prilika za umrežavanje s namerom da se ostvare novi kontakti i poboljša lični odnos sa kupcima. Ovaj događaj promovise nove rezultate istraživanja tržišta koji su predstavljeni na sajmu poslednjeg dana juna i prvog dana jula meseca.



IMEX AMERICA - NOVI SVETSKI SAJAM U AMERICI ZA INSENTIV PUTOVANJA, SASTANKE I DOGAĐAJE, LAS VEGAS



U periodu od 11. do 13. oktobra 2011. godine, održaće se novi veliki sajam kongresne industrije - IMEX Amerika. Ovaj sajam će biti održan u Sands Expo kongresnom centru u Venetian /

Palazzo u Las Vegasu. To je takođe i prvi IMEX u Americi.

Po rečima predsednika IMEX-a, Ray Bloom-a, ovo će biti sajam za celu industriju. Izjavio je da je tržište u potrazi za novim mogućnostima. Osnova vizije IMEX-a jeste poslovni svet, kao i podizanje profila industrije među političkim liderima. IMEX Amerika će biti deo IMEX grupacije, koju odlikuju fokus na poslovanje, međunarodni programi usmereni ka gostujućim grupama kupaca (hosted buyers) kao i međusobna saradnja u svetskoj kongresnoj industriji. IMEX Amerika će predstaviti program usmeren ka gostujućim grupama kupaca, uz pomoć koga će kupci širom Sjedinjenih Država i sveta putovati i besplatno boraviti kao gosti IMEX-a. „Imaćemo najveći hosted buyer program ikada održan u Severnoj Americi“, naglasio je Bloom. Kao i IMEX u Frankfurtu i IMEX u Americi je sajam za celokupnu kongresnu i poslovnu turističku industriju.



DIRECT FLIGHTS DUBROVNIK - BEOGRAD



From 20 June this year direct flights from Belgrade to Dubrovnik will be reintroduced. Reconnecting the two cities will be done nineteen years after all regular air links were severed between Serbia and

Croatia. The first flights this summer season between Dubrovnik and Belgrade will start by the end of June this year, lasting until the beginning of September. The flights will be scheduled on Mondays and Wednesdays. A meeting between JAT and Croatia Airlines directors is expected to be organized soon, and new additional information regarding the new airline Dubrovnik - Belgrade - Dubrovnik will be available after the meeting.

NEW TERMINAL OPENS AT BUCHAREST AIRPORT OTOPENI

Henri Coanda Airport near Bucharest opened a new terminal at the end of the March. The second terminal building called "The Finger Terminal" has 24 boarding gates, 14 boarding bridges, 4 VIP lounges and 104 check-in desks. As the capacity of the Airport Bucharest Otopeni has increased, it is expected 6 million passengers at the Bucharest Airport until 2012, up from 4.5 million last year.



The violin - shaped new terminal building "with finger - board" is the idea and work of an Italian architect specialised in airport design.

SECOND GATHERING OF MEETING INDUSTRY OF THE REGION IN ONE PLACE - SEEBTM PARTY 2011



The second regional gathering of the meeting industry was organized on 24 February 2011 in the PC Ušće in Belgrade. Organized by the South East Europe Meetings Industry Association, The Best Solutions, in

the aim of the successful business cooperation. "Party of the Meeting Industry of the Region" - SEEBtm Party, was organized with the aim of establishing interpersonal connections among the congress industry participants - bidders, and event organizers. The Best Solutions hosted the partners for the second time in a unique and unforgettable way, expressing gratitude for their cooperation and support received in the last five years. As the goal of the company is the development of the meeting industry in the region, so the objective of the SEEBtm Party was to create excellent networking among the associates of the congress and business tourism in all the countries of the region - Serbia, Croatia, Montenegro, Bosnia and Herzegovina, Slovenia, Macedonia, Romania and Bulgaria, and to set up a platform for further successful cooperation.

SVETI STEFAN REOPENS ITS DOORS TO GUESTS

As expected, this city-hotel is supposed to begin operating in its full capacity during the next tourist season. Only the bloc 25 is left to be completed, which means it will be



in full operational capacity as of next summer tourist season. St. Stefan, however, after being under reconstruction for several years, admitted its first paying guests. The island has 50 reconstructed rooms and suites with high quality at disposal. As for the beaches, president of the Singapore company "Aman Resorts" stated that he understood the intention of the local inhabitants to use the beaches around St. Stefan, even though not all the expectations and standards as relied upon by the guests from the Aman company can be met and fulfilled in that way, which is peace and quiet most of all. But, if the government should decide so, he would respect such a decision. President of the Singapore company also announced that it will take another two years to bring services to a satisfactory level.



PM PLUS DEVELOPED SPECIALISED SOFTWARE FOR CONGRESSES

Professional Conference Organizer PM Plus is the conference organizer in Serbia to develop its own specialized software for conference handling. The system goes along with the new working methods and procedures complemented by using state-of-the-art information technologies thus following the trend of European tour operators. In the beginning of 2011, PM Plus has inaugurated the system called "CPR System - Congress Planning and Registration System" during "Defectology Days 2011", thus gaining various acknowledgements for innovations in congress tourism. The project compiles newly developed, more precise and automatic procedures through the

course of planning and organization of an event. The registration process of participants through the use of bar code technology resulted significant time savings and accuracy in processing of the conference data. The development of CPR System throughout its next phases will be focused mostly on the conference participants themselves, in order to create more successful relationship with the organizer, as well as to facilitate the procedures participants have to follow during the conference. By implementing this new methodology, whose development has just been started, PM Plus expects the level of services rendered by conference organizers in Serbia to be raised to the standards set by the European conference organizers and that soon it will be possible to organize international conferences in Serbia by using modern information technologies.

EUROPEAN ASSOCIATION FOR CARDIAC INSUFFICIENCY CONGRESS 2012 IN BELGRADE



Competing with strong opponents among the largest metropolises in Europe, such as Athens, Geneva and Budapest, the capital of Serbia was conferred the organization of the prestigious congress of the European Association for Cardiac Insufficiency to be held in 2012. The cardiology in Serbia was given a great honour. Beside its educational value, the international meeting will also have an important economic effect on Belgrade, estimated at about five million Euros of profit, convening almost 5,000 European and world renowned cardiologists. 51 members of the European Association of Cardiologists were interested in organizing this Congress. Out of 17 members, all unanimously agreed that Belgrade should be the host. This is one of the most important cardiology congresses where new frontiers are opened, expert and clinical knowledge is improved, and answers to some of the most current issues in cardiology are discovered. Extremely important too is the activity in the field of studying new drugs for heart failure, with some of the studies that have greatly improved the treatment procedures for the diseased. Heart and blood vessel sicknesses around the world, and in Serbia in particular, are the most frequent cause of illness and it is the killer No. 1. The treatment of such an illness is long and expensive, as it is a grave state.

AIDS CONFERENCE IN BELGRADE

The 13th European AIDS Conference will be held in Belgrade from 12th to 15th October 2011, organized by the European AIDS Clinical Society.



It is the largest European expert conference, and it will present research in the field of basic sciences, such as virology, immunology and pharmacology. It will also review the latest clinical research results.

This summit will assemble from 4,000 to 4,500 doctors and pharmacologists.

www.eacs-conference2011.com

35TH CONGRESS OF THE EUROPEAN ACCOUNTING ASSOCIATION - EAA

The Annual Congress of the European Accounting Association is a major event that took place in a different country during springtime each year. Host this year EAA



congress, hold from 9th to 11th May 2012, was the capital of Slovenia. The EAA Annual Congress offers a unique opportunity for presenting research and finding out what colleagues in the fields of management and accounting are doing. Every year over 1,000 delegates attend this popular event and close to 800 papers. In addition, the EAA Annual Congress provides a friendly and sociable context in which to meet colleagues from other countries, to formulate joint research projects, and generally to keep in touch with European trends in education and research.

MEET IN MONTENEGRO - BUDVA RIVIERA

Outdoor events are a fantastic way to unwind and get out of the office for a couple of days, especially if you head south in early April. Corporate team-building events and fun activities after the Annual General Meeting or strategic planning are becoming increasingly popular. In the first half of April, Montenegro Adventures DMC (www.montenegro-adventures.com) hosted several corporate meetings on the Montenegrin coast, and one of the groups enjoyed two and a half days of team building events and fun activities. The programme included an excursion to Cetinje, Njegoski and Kotor, followed by a day of treasure hunting consisting of six different games organized in the Old Town of Budva and the nearby beaches. The three teams spent one more day enjoying a variety of outdoor activities, competing in different exercises on the island of St Nicholas, learning about national cuisine and helping with the preparation of a delicious meal organized among pine trees and on the island's beach.



15TH INTERNATIONAL SMALL AND MEDIUM ENTERPRISES, ENTREPRENEURSHIP AND START-UPS FAIR DOBOJ EXPO 2011

DOBOJ EXPO is a fair of business, entrepreneurship and ideas. Participants are the enterprises, craftsmen and entrepreneurs and start-ups of all activities in manufacturing, services, crafts, handicrafts, catering industry and trade, tourism, home business, art handicrafts and other business and intellectual activities. Except subjects of small - scale industry, participants are large industry systems with production offer especially oriented to small - scale industry, too.

The fair will be held from 12th to 15th October 2011, in Doboj, Bosnia and Herzegovina.

40TH EMAC CONFERENCE (THE EUROPEAN MARKETING ACADEMY)



The European Marketing Academy - EMAC is a professional society for people involved or interested in marketing theory and research.

Its aims are to serve as the core of a communication network for disseminating information and promoting

international exchange in the field of marketing. EMAC is organized an Annual Conference, hosted by major universities and scientific institutes all over Europe. On conference was attended by about 800 delegates. The Conference was held from 24th to 27th May 2011, at the Faculty of Economics in Ljubljana. In conjunction with this conference, a Doctoral Collegium for students of marketing held the same week at the same place. In light of the current market conditions and with a focus on a better future the main topic of the conference was "The Day After" - Inspiration, Innovation, Implementation. The current climate and environmental changes, social and cultural diversity, and the financial and economic crisis are all reshaping the market.

HEALTH-SPORT-TOURIST FORUM AND OLYMPIC GAMES OF THE SOUTH-EAST EUROPE IN PORTOROŽ

Health - Sport - Tourist Forum of the South-East Europe and Olympic Games of the South-East Europe are organized by the "Športni turizem Portorož" Company.



These events were held from 12th to 15th of May 2011 in Portorož. The goal of these two events was to network more strongly the interest of the countries in the region in the field of tourism and education for tourist activities, and also to develop health and sporting contents as part of the offer in these countries through instituting bilateral and multi-lateral cooperation in these domains.

So they invited representatives of national tourist organizations to take part in the events in Portorož, the delegates from competent ministries, national tourist organizations, companies involved in tourist development, health institutions, wellness, fitness and spa centres, catering-tourist secondary schools, colleges and universities, so that they could create a business and tourist policy of Serbia, Slovenia, Macedonia, Croatia, Montenegro, Albania, B&H, Romania, Greece, Turkey, and Bulgaria.

4TH INTERNATIONAL CONFERENCE FOR ENTREPRENEURSHIP, INNOVATION AND REGIONAL DEVELOPMENT (ICEIRD), 2011



The 4th International Conference for Entrepreneurship, Innovations and Regional Development (ICEIRD) took place between 5th and 7th May 2011 in Ohrid, Republic of

Macedonia. Conference is organized by the National Centre for Innovation and Entrepreneurial Learning. ICEIRD Consortium was formally established in 2008. It is a multi - disciplinary and cross - sectoral network crossing several streams of theory and practice, namely entrepreneurship, innovation, regional economic development and information systems. The Conference title was "Through Entrepreneurial Learning to Innovations and Regional Development". The objective of the conference is to gather together decision makers (government, ministries and state agencies), innovation experts (universities, research and development centres, technology transfer centers, start-up centres) and practitioners (small and medium enterprises, business incubators and business support organisations) to generate discussion and exchange on the potential of entrepreneurship promotion and innovation to national and regional competitiveness.

ADRIA MUSIC CONFERENCE 2011 AND UMAGINATION 2011

Adria Music Conference is the first regional music conference in the region of Southeast Europe. It was held from 2nd to 5th of June 2011, assembling more than 30 distinguished



names to take part in various discussions, panels or lectures. In those three days Umag was the place where music industry, record companies, media, performers, exhibitors, lecturers, DJs, producers, and music critics convened, and it was also the spot where the world music scene celebrities assembled. Emphasis of the conference was on the ubiquitous digital industry.

The venue was the Kempinski Hotel Adriatic, and the whole Stella Maris under marquees. As part of the AMC in Umag, the Umagination event was held for the second year in a row, which last year hosted the most famous producer and DJ today, Fat Boy Slim. With the performance by Fat Boy Slim, the Umagination sold out the Stella Maris stadium one month in advance!

FIRST REGIONAL CONFERENCE ON SAFETY IN TOURISM IN VODICE, CROATIA



The first conference Tourism and Safety was held on 7th and 8th of April 2011 in Vodice, organized by the Association of Croatian Safety Managers and by the tourist agency Atlas. The objective of the conference was to initiate interpersonal communication between a large number of experts in the field of tourist industry and competent safety managers. Solutions were reached in regard to the issue of controlling this important organizational segment, with the aim of realizing the set tasks and attaining the maximum standards in protection and safety in a single tourist offer.

THE 17TH ECOLOGY FAIR AND THE 6TH WATER FAIR IN BUDVA



Environmental conservation is no more in the interest of nature lovers only, but it has also become a prerequisite for a sustainable economic development of a society. Thus the

need for products and services that stimulate development in accordance with modern standards of environmental concern has also become ever greater. Southeast European countries focus a considerable part of their attention to creating strategies for sustainable development, hence making far greater opportunities for market evaluation of ecological products. The fair is dedicated to the presentation and commerce of equipment, devices, and means for recycling and environmental conservation, of alternative energy sources, renewable energy, equipment and devices for the protection and planning of urban settlements, natural rarities, building and cultural heritage. The Ecology Fair presented domestic and foreign institutions operating in the sphere of natural environment conservation, entrepreneurs, non-governmental organizations, and numerous companies operating in this field. Products and services were presented by 153 participants from 18 countries. The Tourist Organization of Budva started celebrating the Planet Earth Day by a number of ecological drives. The programme started with the initiative for planting greenery in a kindergarten in Petrovac. The nuns of the Duljevo Monastery, on the "Flower market" (Cvetna pijaca), exhibited their natural products made by the traditional recipe.

9TH INTERNATIONAL EXHIBITION FOR MEETINGS AND INCENTIVE TRAVEL - IMEX 2011



The essential worldwide exhibition for meetings and incentive travel IMEX took place from 24th to 26th May 2011, in Frankfurt, Germany.

This prestigious world fair specialized in congress tourism

is of great importance for business meetings and business travels. At Frankfurt fair - IMEX, each year represents more than 150 countries, as well as large hotel chains, airlines, trade associations, and complete congress tourist offer.

At the 9th International exhibition of meeting industry IMEX 2011, its offer in the congress business in Serbia and in Southeast Europe also presented Meetings Industry Association, The Best Solutions. With its entire offer with over 250 partners in the region, The Best Solutions has introduced another successful edition of the Meeting industry catalogue - SEEmice 2011.



OPPORTUNITIES FOR BUSINESS NETWORKING AND PROFESSIONAL EDUCATION - BTC TRADE SHOW IN ITALY

Italy's events exhibition - BTC, was held on Thursday, 30th June and on Friday, 01st July 2011 in Rimini, Italy.



BTC is the international marketplace.

Provides a series of opportunities specifically dedicated to networking and professional education for the events industry community. This fair has offered a rich programme of seminars, conferences, round table discussions and practical workshops to provide exhibitors, visitors and hosted buyers with tools to foster professional growth, business development and a strategic vision of the market.

BTC offers exhibitors a rich educational programme to develop professional skills, business and strategic knowledge of the market, as well as a series of networking opportunities intended to generate new contacts and foster personal relationships with buyers.

This event promotes a new market survey presented at the show at the last day of June and the first day of July.

IMEX AMERICA - AMERICA'S NEW WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL, MEETINGS AND EVENTS, LAS VEGAS

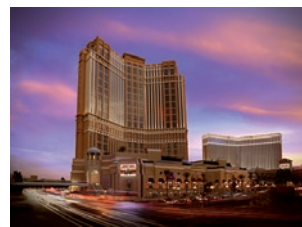


Between 11th and 13th October 2011, will be held a new major meetings, conventions and incentive travel industry exhibition - IMEX America. This exhibition

will take place at the Sands Expo and Convention Center at the Venetian / Palazzo. It is also the first IMEX in America.

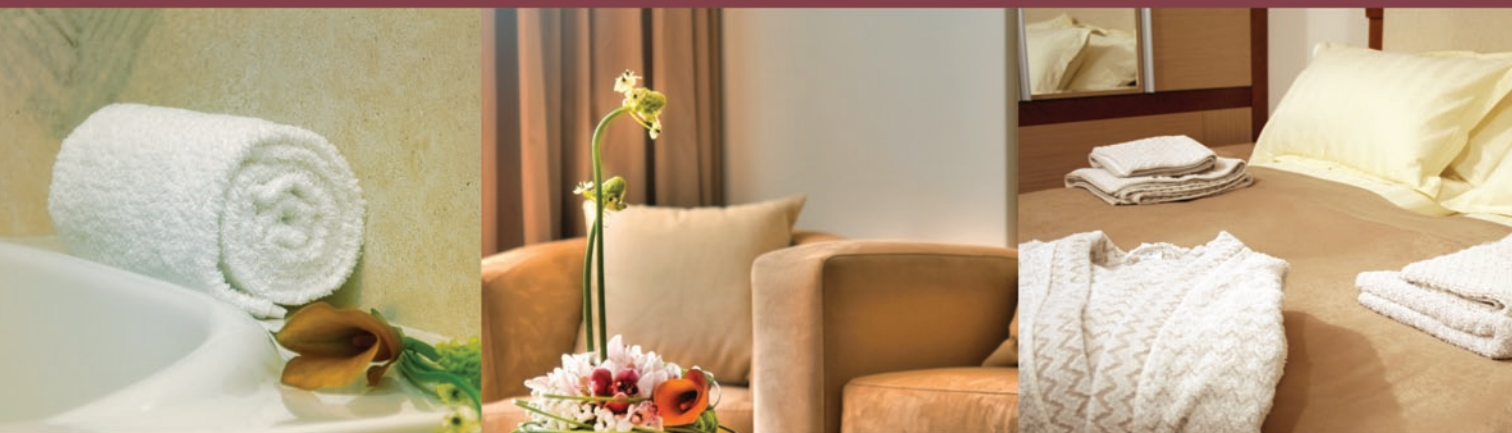
Ray Bloom, chairman of IMEX, said that this will be a show for the entire industry. He said that the market is looking for new opportunities. Fundamental to IMEX's vision has always been business world, as well as raising the profile of the industry among political leaders. IMEX America will be part of the IMEX Group, which is characterized by a focus on business, international hosted buyer programs and cooperation in the global industry. IMEX America will feature a hosted - buyer program, where meetings and incentives buyers across the United States and the world will travel and stay free as IMEX guests. "We will have the largest hosted - buyer program ever held in North America," Bloom said.

Like IMEX in Frankfurt, IMEX America is a show for the entire meetings and incentive travel industry.



Tulip Inn Putnik Belgrade:

Service with smile, comfortable stay



LOCATION • LOKACIJA

Situated between the business hub of New Belgrade and the esplanade near the Danube River, with comfortable rooms and excellent conference venue, Hotel Putnik Belgrade is the perfect place for business people as well for those who come for leisure.

Smešten između poslovne zone Novog Beograda i popularnog šetališta kraj Dunava, sa udobnim sobama i odličnom konferencijskom salom, hotel predstavlja savršeno mesto za poslovne ljude, ali i za one željne uživanja i razonode.

Tulip Inn Putnik Belgrade

Traditionally good service in
modern ambience.

Tulip Inn Putnik Belgrade

Tradicionalno dobra usluga u
modernom okruženju.



FACILITIES • SADRŽAJ

- 97 rooms / 97 soba
- Restaurant Nevski offering local and international cuisine
/ Restoran domaće i internacionalne kuhinje Nevski
- Absolut café and lounge bar
- 1 conference venue for up to 200 people
/ 1 konferencijska sala za do 200 osoba
- Fitness and spa center on 1000m2
/ Fitnes i spa centar na 1000m2
- Free wireless internet access in all areas of the hotel
/ Besplatan pristup bežičnom internetu u celom hotelu


TULIP INN
PUTNIK BELGRADE

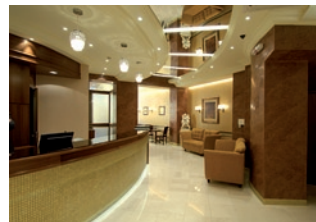
Palmira Toljatija 9
11070 Belgrade
Serbia
Telephone + 381 11 2259999
Fax + 381 11 2259888
info@tulipinnputnikbelgrade.com
www.tulipinnputnikbelgrade.com
www.putnik.com



International standards, local flavours

Novi izgled recepcije i aperitiv bara u hotelu Majestic

Hotel Majestic od marta 2011. godine posluje sa novim izgledom recepcijskog dela hotela i sa novim aperitiv barom, pri čemu su za renoviranje korišćeni materijali najvišeg kvaliteta. U novom aperitiv baru možete uživati u najrazličitijim vrstama pića i koktela. Hotelu je vraćen nekadašnji sjaj i duh prošlih vremena. Osetite se kraljevski dok ulazite u jedan od najstarijih beogradskih hotela gde će Vas dočekati ljubazno osoblje na način kako to dolikuje hotelu sa preko sedam decenija tradicije. U opuštajućem ambijentu kafane i restorana hotela Majestic možete probati paste i razne vrste jela po promotivnim cenama. Takođe, atraktivne plastice zauzimaju posebno mesto u ponudi hotela. Dodite, osetite ili se podsetite čari starog Beograda.



JULIETA - brza i pouzdana „na terenu“ kao i „kod kuće“

JULIETA BANQUET AND CONFERENCE CENTER nalazi se u neposrednoj blizini Savskog jezera - Ada Ciganlija, u jednom od najlepših delova Beograda. Na dovoljnoj je udaljenosti od gradske vreve a opet na lokaciji pogodnoj za prilaz iz svih delova grada. Ukupan kapacitet od 400 (280+120) mesta za sedenje u fine dining postavci za sve vrste proslava, odnosno 900 mesta za stajanje, čini centar JULIETA idealnim prostorom za održavanje najrazličitijih manifestacija. JULIETA catering takođe može eksterno organizovati vrhunsku zabavu i poslužnje. Bilo da je reč o privatnoj ili poslovnoj proslavi, JULIETA je uvek brza i pouzdana „na terenu“ kao i „kod kuće“.

Turistička ponuda Tivta bogatija za ekskluzivni restoran Prova

Na samoj obali mora, na šetalištu Iva Vizina u najužem centru Tivta nalazi se Restaurant Lounge Bar Prova. Enterijer restorana je opremljen u modernom, minimalističkom stilu, gde dominiraju drvo, metal i staklo. Pažnju svakako privlače unikatni lusteri od stakla i plastike, stilizovane replike korala, algi, školjki i ostale raskošni morskih dubina. Deo poda je urađen od kaljenog stakla, ispod koga se nalazi oblutak sa plaže. Otvaranjem „Prove“, koja je u sastavu HTP „Primorje“, uveliko je obogaćena turistička ponuda grada i crnogorskog primorja.



Najveći šoping centar u Crnoj Gori - Mall of Montenegro

Najveći šoping centar u Crnoj Gori otvoren je u celosti 23.09.2010.godine, a realizovan je u tri faze (nivoa): Faza 1 - jeste Zelena Pijaca, koja je vlasništvo glavnog grada Crne Gore - Podgorice. Faza 2 - je Šoping centar Mall of Montenegro, pod vlasništvom stranog partnera - kompanije Gintas Inc. Faza 3 - City Hotel sa 4 zvezdice, čije se otvaranje planira za septembar 2011. godine, a koji je takođe pod vlasništvom Gintas Inc. Zelena Pijaca je za javnost otvorena 02.04.2008. godine, a prizemlje šoping centra 12.12.2009. godine. Mall of Montenegro je stvoren kao odgovor na potrebe grada da jednu od svojih najatraktivnijih lokacija transformiše u novu, savremenu šoping i uslužnu zonu, a zamišljen je da zadovolji potrebe modernih potrošača svih starosnih doba. U Mall-u postoje brojni sadržaji koji su novina na tržištu Crne Gore, kao što su: kuglana, bilijar klub, igraonica za decu sa nadzorom, food court sa raznovrsnom kuhinjom, kao i hipermarket i brojni modni trendovi koji su ovom prilikom premijerno predstavljeni u Crnoj Gori.



Renovira se hotel Jugoslavija u Beogradu

Hotel Jugoslavija, jedan od najboljih primera novobeogradske moderne arhitekture, čeka rekonstrukciju koja će mu vratiti stari sjaj. Rekonstrukcija ovog hotela je vredna između 120 i 150 miliona evra, posle koje će postati deo lanca „Kempinski“. Osim kompletne obnove hotelskih kapaciteta, u planu je i izgradnja trgovinskog centra i stambeno poslovne kule od 33 sprata. Očekuje se da će novi kompleks hotela Jugoslavija biti pušten u rad do 2013. godine. Prema ranijim najavama, rekonstrukcija je trebalo da bude završena do 2011. godine, ali još nisu dobijene potrebne dozvole. Novi hotel Jugoslavija će imati 258 soba, umesto sadašnjih 500, što znači da će kapacitet praktično biti prepolovljen, a u korist kvaliteta. Sobe će imati najmanje 40 kvadratnih metara, a apartmani će biti veličine od 85 do 170, odnosno 260 kvadratnih metara, koliko će imati predsednički apartman. Lanac hotela „Kempinski“ je vlasnik i operater međunarodnog portfolia koji čine 62 hotela. Samo u Evropi se nalazi devet hotela na prestižnoj listi vodećih hotela sveta. Hotelu Jugoslavija će renoviranjem biti vraćen stari sjaj, a Beograd će stati rame uz rame sa svetskim prestonicama.

Radisson Blu obnavlja kompleks Centre Ville u Bukureštu

U apartmansko hotelskom kompleksu Centre Ville u Bukureštu obnoviće se 60 soba ove godine, uz budžet od oko 0.5 miliona evra, prema rečima Yilmaza Yildirimlara, generalnog upravnika Radisson Blu, koji je prošle godine takođe preuzeo Rezidor - pridruženu upravu Centre Ville-a. Obnova E krila kompleksa treba da počne u julu ove godine, a planirano je da bude okončana krajem avgusta. Druga faza ovog procesa obnove trebalo bi da počne 2013. godine i tiče se ostatka kompleksa. Hotel takođe planira da proširi baštu restorana za dodatnih 120 mesta. Hotel Radisson Blu u Bukureštu nedavno je nagrađen kao najbolji hotel Carlson grupe u celom svetu. Radisson Blu ima 718 apartmana - 424 u hotelu i 294 u apartmansko hotelskom Centre Ville, kao i 62 luksuzna apartmana. Kompleks takođe obuhvata osam restorana, ukupnog kapaciteta od 800 mesta.





Hotel Bosna u Doboju ponovo otvara svoja vrata

Početkom aprila Savath Hospitality Management je sa Ozrenturistom iz Doboja potpisao ugovor o pripremi i izvođenju objekta na tržište i optimizaciji projekta rekonstrukcije nekadašnjeg hotela „Bosna“ u Doboju.

Projekat uključuje pripremu novog hotela za otvaranje, regrutaciju i obuku personala, kao i svečano otvaranje hotela. Nekadašnji hotel „Bosna“, čija je rekonstrukcija počela krajem januara, dobiće potpuno novi izgled. Unutrašnje uređenje biće u skladu sa potrebama savremenog gosta, bez obzira na to da li se radi o poslovnim, kongresnim ili turističkim posetama.

Sve sobe i apartmani će biti urađeni po principu „inteligentnih soba“.

Novi hotel će biti kategorisan sa 4 zvezdice, imaće 100 jednokrevetnih i dvokrevetnih soba, od kojih će 2 biti namenjene osobama sa posebnim potrebama, 6 apartmana, 5 banket i 1 kongresnu salu. U njemu će biti zaposleno oko 50 ljudi koji će biti obučeni za to da gostima za vreme boravka u najlepšem hotelu u Republici Srpskoj, pruže vrhunsku uslugu i nezaboravno iskustvo.

Bugarski kompleks Novotel - projekat Accor-a

Accor, globalni lider u hotelskom upravljanju sa poslovnim operacijama u 90 zemalja, sa 4.200 hotela i preko 500.000 soba, započeo je nov projekat u Bugarskoj, u partnerstvu sa bugarskom investicionom kompanijom MHQ. Accor-ov projekat Novotel je 15-spratna zgrada za raznovrsno korišćenje, od 8.100 kvadratnih metara poslovnog prostora i hotelskim delom površine od 9.600 kvadratnih metara. Uslužni sektor ovog kompleksa biće na prva dva sprata, kancelarije će biti locirane na sledećih šest spratova. Hotelske sobe zauzimaće poslednjih sedam spratova. Novotel će imati 177 hotelskih soba, uključujući 4 apartmana i 4 sobe za ljude sa posebnim potrebama, 6 kongresnih sala ukupne površine od 435 kvadratnih metara, sa zonom relaksacije od 118 kvadratnih metara, restoranskim kompleksom od 167 kvadratnih metara i lobi barom od 125 kvadratnih metara. Izgradnja Accor-ovog projekta srednje klase Novotel u Bugarskoj je planirana da bude završena u januaru 2013. godine. Novi Novotel kompleks biće lociran na Tsarigradsko Shose Blvd, blizu „The Mall“-a, najvećeg šoping centra trenutno u Sofiji i Evropskog trgovačkog centra, poslovnog kompleksa.



Udoban smeštaj u obnovljenom hotelu Terme Čatež u Sloveniji

Preko uskršnjih praznika hotel Terme**** u Sloveniji ugostio je prve goste u 110 obnovljenih soba. Gosti su uživali u elegantno opremljenom enterijeru i dodatnoj hotelskoj ponudi: bazenima, fitness centru, ugostiteljskoj ponudi, letnjoj (spoljnim bazenima) i zimskoj (zatvorenim bazenima), termalnoj rivijeri, programima opuštanja... Otvaranje preostalih soba predviđeno je za početak leta.

Ovogodišnji projekat obnove i proširenja hotela Terme**** sa smeštajnim kapacitetama uključuje nadgradnju hotela sa 80 soba i obnovu postojećeg smeštajnog dela uključujući i povezujući hodnik kao i liftove. Prošireni i obnovljeni hotel Terme ukupno će imati 212 soba i 14 apartmana. Projekat je sufinansiran s nepovratnim sredstvima evropskog sklada za regionalni razvoj.

Potpuno renoviranje hotela Drim na Ohridu

Hotel Drim je potpuno renoviran a završetak renoviranja će biti potpuno novi spa centar, koji će biti u funkciji u januaru 2012. Hotel Drim, smešten na obali Ohridskog jezera, u blizini centra grada, prijateljski i komforan, nudi lepo dekorisane, udobne sobe, kojih ima 196 i 2 luksuzna apartmana.

Sa prekrasnim pogledom na Ohridsko jezero i reke Drim, lociran u centru grada Struge, hotel Drim je savršeno mesto koje nudi opuštanje, održavanje poslovnih sastanaka, organizovanje konferencija ili dobar ručak u jednom od hotelskih restorana. Zbog širokog spektra usluga, konferencijske sale su kompletno opremljene tehničkom opremom, ipak Hotel Drim je poznat po svojoj tradiciji u organizaciji niza događaja, od poslovnih sastanaka do naučnih konferencija. Hotel nudi 7 konferencijskih sala različitih veličina, kapaciteta i niz događaja i usluga ka ispunjenju potreba raznih grupa prilagođen svakom budžetu.



Rovinj - Nova destinacija na MICE mapi

Maistra, vodeća ugostiteljska kompanija u Hrvatskoj, otvoriće sezonu puštanjem u rad svog novog hotela sa 5 zvezdica u Rovinju. Hotel Lone je nov dragocen posed i prvi Design hotel u Hrvatskoj kojeg odlikuju lepi restorani za ručavanje, pogodnosti za fizičke aktivnosti i devet kongresnih sala, od kojih se najveća diči kapacitetom od 600 mesta. Lone je takođe jedna od najvećih greenfield investicija u hrvatskom turizmu u poslednjih nekoliko godina, u vrednosti od HRK 335 mil.

Posebna odlika Rovinja kao kongresne destinacije jeste njegova vrhunska MICE infrastruktura, koju je teško naći čak i u mnogo većim gradovima, a koja je elegantno spojena sa šarmom tipičnim za

mediteranski primorski grad. Zbog toga je Rovinj jedinstven u regionu i šire.

Kapacitet smeštaja na ovoj destinaciji je 4.000 hotelskih kreveta, skoro 60% u objektima sa četiri i pet zvezdica (hoteli Lone, Monte Mulini, Eden i Istra). Prostrani objekat je bivša fabrika duvana sa nizom izložbenih prostora i višefunkcionalnim prostorijama, od kojih dve najveće sale nude kapacitet od 1.500 mesta. Maistra Rovinj hoteli imaju 30 sala sa širokim nizom komplementarnih ponuda i usluga, uključujući wellness, sportske pogodnosti, restorane svetske klase, dnevne izlete usklađene prema gostima unutar i izvan destinacije.

Gostima se nude ne samo sofisticirani kongresni prostori i sve savremene pogodnosti, već takođe i ugodna geografska lokacija, jer je Rovinj jedna od najbližih mediteranskih kongresnih destinacija centralnoj i zapadnoj Evropi. Dobra putna mreža i šest međunarodnih aerodroma u blizini ono je što cente svi organizatori i delegati.



Hotel Majestic reception desk and aperitif bar refurbished

Since March 2011 Hotel Majestic operates with a newly fashioned reception desk and the new design for its aperitif bar. The materials used in the reconstruction are of the highest quality. The new aperitif bar offers the pleasure of enjoying the most varied drinks and cocktails. The hotel regained its former splendour and the spirit of olden times. One feels regally entering one of the oldest Belgrade hotels, where one will be met by the kindly staff, befitting a hotel with more than seven decades of tradition. In a relaxing atmosphere of the bar and restaurant in the Hotel Majestic one can taste pasta and various meals at promotional prices. Delightful pastries are one of the specialties offered by the Hotel. Come and visit us or just be reminded of the old Belgrade charm.

JULIETA - fast and reliable "in the field" as well as "at home"

JULIETA BANQUET AND CONFERENCE CENTER is in the close vicinity of the Sava Lake - Ada Ciganlija, in one of the most beautiful Belgrade quarters. It is at a safe distance from the city clamour, and still its location is easy to access from all parts of the city.

Total capacity of 400 (280+120) seats in the fine dining setting for all sorts of celebrations, i.e. 900 standing places, make the JULIETA centre an ideal place for many different manifestations.

JULIETA catering can also organize externally the top quality entertainment and services. Whether it is a private or a business occasion, JULIETA is always fast and reliable both "in the field" and "at home".



Tourist offer in Tivat richer for the exclusive restaurant Prova

The Restaurant Lounge Bar Prova is on the very sea coast, at the Ivo Vizin promenade in the centre of Tivat. Interior of the restaurant is equipped in a modern, minimalistic style, domineered by metal, wood and glass. The guests' attention is drawn by unique chandeliers made of plastic and glass, stylish replicas of corals, algae, shells and other riches from the sea depths. Part of the flooring is made of tempered glass with beach pebbles underneath. Tourist offer of the town and the Montenegrin coast is greatly enhanced by the opening of „Prova“, branch of HTP „Primorje“ company.

The largest shopping centre in Montenegro – Mall of Montenegro

The largest shopping centre in Montenegro was fully operational as of 23 September 2010, realized in three phases (levels): Phase 1 - is the Green Market, owned by the capital city of Montenegro - Podgorica. Phase 2 - is the shopping centre Mall of Montenegro, owned by the foreign partner - the Gintas Inc. company. Phase 3 - four star City Hotel, planned to be opened in September 2011, also owned by Gintas Inc. The Green Market opened to public on 2 April 2008, and the shopping centre's ground floor was opened on 12 December 2009. The Mall of Montenegro was opened in a response to city's need to transform one of its most attractive locations into a new modern shopping and service zone, designed to satisfy the requirements of modern consumers of all ages. The Mall houses numerous services which are novelty on the Montenegrin market, such as: bowling alley, pool tables, children's arcade which is supervised, food court with varied cuisines, a supermarket and a number of fashion stores presented for the first time in Montenegro.



Hotel Yugoslavia in Belgrade undergoing reconstruction

Hotel Yugoslavia, one of the finest examples of New Belgrade's modern architecture, awaits reconstruction to return its former splendour. Reconstruction of the hotel is worth between EUR 120 and 150 millions, after which it will become part of the "Kempinski" hotel chain. Beside the complete renovation of the hotel capacities, construction of a trade centre with an apartment-office 33-story tower is also planned. It is expected that the new Hotel Yugoslavia complex will be operational by 2013. As it was announced beforehand, the reconstruction was supposed to be completed by 2011, but the permits are still withheld.

The new Hotel Yugoslavia will have 258 rooms, instead of the present 500, meaning that the capacity will be cut by half on account of quality. The rooms will be of at least 40 square metres, and apartments will take up from 85 to 170, i.e. 260 sq.m. for the presidential suite. The "Kempinski" hotel chain is the owner operating an international portfolio made up of 62 hotels. There are nine hotels only in Europe which are listed among prestigious leading hotels in the world. Hotel Yugoslavia will regain its former splendour, and Belgrade will rank side by side with world capital cities.



Radisson Blu renovates Centre Ville complex in Bucharest

The Centre Ville apart hotel complex in Bucharest will renovate 60 rooms this year, with a budget of around EUR 0.5 million, according to Yilmaz Yildirimlar, general manager of the Radisson Blu, who also took over the Rezidor - affiliated Centre Ville management last year.

The renovation of the E wing of the complex should start in July this year and is scheduled to be finalized at the end of August. A second stage of this renovation process should start in 2013 for the rest of the complex. The hotel also plans to expand the garden restaurant area with 120 more seats.

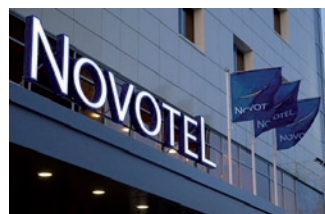
The Radisson Blu hotel in Bucharest has recently been awarded the best hotel in the Carlson group worldwide. The Radisson Blu has 718 apartments - 424 in the hotel and 294 in the Centre Ville apart hotel, as well as 62 luxury apartments. The complex also includes eight restaurants with a total capacity of 800 seats.

Hotel Bosna in Doboj will be reopen

By the beginning of April the Savath Hospitality Management signed a contract with Ozrenturist from Doboj on preparations and marketing of the object, and on the reconstruction optimization project for the former Hotel "Bosna" in Doboj. The project involves the preparation of the new hotel for opening, recruitment and training of staffs, and a ceremonial opening of the hotel.

Former hotel "Bosna", whose reconstruction began by the end of January, will be completely redesigned. Interior arrangement will conform to the modern guest's needs, no matter whether it is a business, congressional or tourist visit. All rooms and apartments will be arranged according to the "smart room".

The new hotel will be categorized as a 4 star hotel, it will have 100 single and double-bed rooms, with two of them adapted to disabled persons, 6 suits, 5 banquet and 1 congress hall. It will employ about 50 people trained to offer top service and an unforgettable experience to guests during their sojourn at the most beautiful hotel in the Republic of Srpska.



Bulgarian Novotel complex - project by Accor

Accor, a global leader in hotel management with business operations in 90 countries with 4,200 hotels and over 500,000 rooms, has started a new project in Bulgaria in partnership with the Bulgarian investment company MHQ. Accor's project Novotel is a mixed-use 15-storey building with 8,100 square meters of office space and a hotel part with an area of 9,600 square meters. The service section of the complex will be on the first two storeys, the offices will be located on the next six floors, and the hotel rooms will occupy the last seven floors. Novotel will have 177 hotel rooms, including 4 apartments, and 4 rooms for people with disabilities, 6 conference rooms with a total area of 435 square meters, a relaxation zone of 118 square meters, a restaurant complex of 167 square meters, and 125 square meter lobby bar.

The construction of Accor's Bulgarian mid-class project Novotel is planned to be completed in January 2013. The new Novotel complex will be located on the Tsarigradsko Shose Blvd close to "The Mall", the largest shopping center in Sofia at present, and the European Trade Center, an office complex.

Comfortable accommodation in the renovated hotel Terme Čatež in Slovenia

Over the Easter holidays Hotel Terme**** in Slovenia hosted the first visitors in its 110 refurbished rooms. The guests enjoyed the elegantly equipped interior setting and the additional hotel amenities: swimming pools, fitness centre, catering services, summer (outdoor swimming pools) and winter recreation (indoor swimming pools), thermal coast, relaxation programmes... The remaining rooms are scheduled to be opened at the beginning of the summer season. This year's renovation and extension project for Hotel Terme**** and its accommodation capacities involves an enlargement of 80 rooms, and the reconstruction of the existing accommodations, including the connecting vestibule and elevators. The enlarged and renovated Hotel Terme will have a total of 212 rooms and 14 suits. The project is co-funded with grants by the European Regional Development Fund.



Completely renovation of Drim Hotel

Hotel Drim is completely renovated and the ending of renovation will be a brand new spa center, which will be in function January 2012.

Hotel Drim, located on the shore of the Ohrid Lake, in the vicinity of the center of the city, friendly and accommodating, we offer fully renovated, handsomely decorated, comfortable 196 guestrooms and 2 luxury suites. With wonderful views of the Ohrid Lake, the Drim River and Downtown of Struga, Hotel Drim is the perfect place which offers relaxation, doing business meetings, organize conferences or have a wonderful dining experience in one of the hotel restaurants. Due to the wide range of conference halls fully equipped

with technical equipment - Hotel DRIM it is renown by its tradition in organizing range of events, from business meetings to scholar conferences. The hotel offers 7 conference halls with different size, capacity and a range of event services towards fulfilling the needs of every group at every budget.

Rovinj - New Destination on MICE Map

Maistra, the Croatia's leading hospitality company, will open the season by launching its new 5 star hotel in Rovinj. The Lone hotel is Maistra's new flagship property and the first Design hotel in Croatia featuring fine dining restaurants, wellness amenities and nine congress halls with the largest hall boasting a capacity of 600 seats.

Lone is also one of the largest greenfield investments in Croatian tourism in the last few years worth HRK 335 mil. A special feature of Rovinj as a conference destination is its state-of-the-art MICE infrastructure, hard to find even in much larger towns, elegantly combined with the charm typical of a coastal Mediterranean town. That is why Rovinj is unique in the region and wider. The accommodations at the destination feature 4,000 hotel beds, almost 60% in four and five-star establishments (hotels Lone, Monte Mulini, Eden and Istra). A spacious venue is the former tobacco factory with an array of showrooms and multifunctional facilities, with the two largest halls offering a seating capacity of 1,500. Maistra's Rovinj hotels feature 30 halls with an extensive range of complementary offerings and services including wellness, sports amenities, world-class restaurants, tailor-made day trips within the destination area and wider.

Guests are offered not only high-end congress facilities and all the modern amenities, but also a convenient geographical location, since Rovinj is one of the closest Mediterranean congress destinations to Central and Western Europe. Good road connectivity and six international airports in the vicinity are appreciated by all the organizers and delegates.



Život ljudi sa HIV-om

13. EVROPSKA KONFERENCIJA O AIDS-U

U Srbiji, u Beogradu, se 12. oktobra 2011. godine održava 13. Evropska konferencija o AIDS-u / EACS, uz očekivan broj od 3.500 delegata, koja će okupiti na jednom mestu vodeće kliničare i istraživače HIV-a u Evropi i svetu da bi razmotrili rezultate i pronalaskes na polju medicine HIV-a.



Evropska konferencija o AIDS-u, sa preko 3.500 učesnika iz celog sveta je najveća i najvažnija medicinsko-naučna konferencija u Evropi.

Većina evropskih lekara i naučnika, prezentacije i diskusija o tekućim istraživanjima na polju HIV medicine, kao i očekivana intenzivna razmena između naučnika, kliničara i predstavnika pogođenih grupa, činiće ovu važnu konferenciju.

Evropsko Kliničko društvo za AIDS (EACS - The European AIDS Clinical Society) je neprofitna grupa evropskih lekara, kliničara i istraživača na polju HIV/AIDS.

Osnovano je 1991. godine, sa ciljem da okupi naučnike iz cele Evrope kako bi se pomoglo pri razmeni najnovijih medicinskih i naučnih saznanja koja se tiču kliničkih aspekata HIV/AIDS i njegovih komplikacija.

Udruženjem trenutno predsedava Prof. Peter Reiss iz Holandije, sa Prof. Manuelom Battegayom iz Švajcarske kao potpredsednikom.

Glavne aktivnosti Društva su: organizacija Evropske Konferencije o AIDS-u, izdavanje smernica (publikacija) za lečenje, kao i obrazovanje i trening lekara koji se bave HIV-om.

Svake 2 godine EACS je domaćin jedne evropske konferencije u nekom većem evropskom gradu.

Prethodne konferencije su održane u: Kelnu – 2009., Madridu – 2007., Dublinu – 2005., Varšavi – 2003., Atini – 2001., Lisabonu – 1999., Hamburgu – 1997., Kopenhagenu – 1995., Milanu – 1994.,

Parizu – 1992. godine. Godine 2011. konferencija će biti održana u Beogradu u Srbiji.

Tom prilikom smo imali razgovor sa **Prof. Dr Peterom Reissom**, Predsednikom EACS-a, i **Prof. Dr Nathanom Clumeckom**, kopredsedavajućim na EACS Konferenciji.

1. Pandemija HIV-a jedna je od onih sa najvećim izazovima za medicinu. Možemo li da istaknemo neke od glavnih tema na predstojećoj 13. Konferenciji o AIDS-u?

Teško je izdvojiti bilo koju temu kojom ćemo se baviti na Konferenciji. EACS uvek pokušava da program konferencije odražava ceo spektar tema koje su važne za kliničko vođenje ljudi koji žive sa HIV-om.

Tu svakako spadaju napredak u antiretroviralnoj terapiji, u upravljanju komplikacijama HIV-a i u lečenju, uključujući pacijente u poodmakloj dobi, pitanja povezana sa koinfekcijom virusnim hepatitisom, kao i ona o HIV-u tokom trudnoće i kod dece.





Prof. Dr Peter Reiss, Predsednik EACS

Ove godine ćemo takođe uvrstiti i diskusije o upotrebi HIV terapije za predupređenje, kao i diskusije o mogućoj pojavi neurokognitivnih poremećaja kod naših uspešno lečenih pacijenata. Najzad, kao što EACS pokušava da učini na svakoj dvogodišnjoj konferenciji, istaći ćemo najnovije izmene u smernicama EACS-a za ljude koji žive sa HIV-om.

2. Još uvek postoji veliki broj zaraženih ljudi u Evropi koji uopšte ne znaju da su inficirani. Koje su moguće inicijative da se reši taj problem?

Zaista, činjenica da mnogi ljudi nisu ni svesni da su inficirani HIV-om jeste problem kako u Evropi tako i globalno. Ne može se očekivati da će bilo koja mera sama po sebi rešiti ovaj problem. Optimalna kombinacija mera verovatno će se razlikovati u zavisnosti od karakteristika epidemije (npr., da li je epidemija generalizovana ili se uglavnom pojavljuje u izvesnim rizičnim grupama; kakva je regionalna rasprostranjenost HIV-a, itd.) u pojedinoj zemlji ili oblasti. Mere koje se mogu razmotriti mogu ići od godišnjeg testiranja i povezivanja sa lečenjem i brigom o onima koji su identifikovani kao HIV pozitivni, ciljaujući cele populacije ili pojedine visoko rizične grupe.

Druga pomoćna opcija koja se razmatra, takođe i u Evropi, jeste povećanje testiranja od strane medicinske zajednice za ljude kod kojih su ustanovljene medicinske tegobe koje imaju povećanu verovatnoću da su povezane sa HIV-om (tako-

zvana indikatorska oboljenja) [više o ovome se može naći na www.hiveurope.eu]. Konferenciju će na otvaranju skupa obeležiti predavanje Prof. Sir Roya Andersona, koje će se najverovatnije baviti mnogim aspektima ovog pitanja.

3. Šta Vi očekujete od predstojeće Konferencije o AIDS-u? Koji su glavni ciljevi?

Važan cilj je, još jednom, da Konferencija obezbedi platformu za okupljanje naučnika, praktičara, kao i predstavnika iz zajednica ljudi koji žive sa HIV-om, da bi učili i da bi razmotrili skorašnja dostignuća, ali i dileme u vođenju ljudi koji žive sa HIV-om. Drugi cilj jeste da se mi uvek nadamo kako će, dovođenjem konferencije u neki određen grad, to biti prilika da se podigne svest za pitanja koja se tiču

HIV-a kako u gradu domaćinu, tako i u zemlji domaćinu i celom regionu.

4. Šta to grad Beograd ima, što je Va- ma bilo najvažnije, da bude domaćin ove značajne Konferencije?

Grad Beograd je odabran za mesto održavanja Konferencije na osnovu snažnog bidovanja (davanja ponude) i izražene želje lokalnih naučnih predvodnika (dr Đorđe Jevtović i dr Gordana Dragović) da budu domaćini ovog događaja.

Pored toga, uprava EACS smatrala je pogodnim da pokuša i da dovede Konferenciju još jednom u istočnu Evropu, posle izuzetno uspešnog sastanka u Varšavi 2003. godine i u međuvremenu tri konferencije u tri različita grada koji se nalaze više u zapadnom delu Evrope.

M. Š.



13th EUROPEAN AIDS CONFERENCE / EACS
 OCTOBER 12 – 15, 2011
 BELGRADE · SERBIA

Conference Organiser
 European AIDS Clinical Society (EACS)
 Hôpital Pitié-Salpêtrière · Pavillon Laveran
 EACS Office
 47, boulevard de l'Hôpital
 75651 Paris Cédex 13 · France
 Phone: +33-1-44241796
 Email: sylvie.chatein@europeanaidscinicalsociety.org
www.europeanaidscinicalsociety.org

Conference Secretariat
 EACS Conference Secretariat
 c/o K.I.T. Group GmbH
 Association & Conference Management
 Kurfürstendamm 71 · 10709 Berlin · Germany
 Phone: +49-30-24603-0
 Fax: +49-30-24603-200
 Email: info@eacs-conference2011.com
www.kit-group.org

EACS President
 Peter Reiss

Conference Co-Chairs
 Nathan Clumeck, EACS
 Gordana Dragovic, Local Co-Chair

Local Organising Committee Chair
 Djordje Jevtovic

WWW.EACS-CONFERENCE2011.COM

13th EUROPEAN AIDS CONFERENCE
 OCTOBER 12-15, 2011
 BELGRADE · SERBIA

Management of persons living with HIV

13th EUROPEAN AIDS CONFERENCE

On 12 October 2011, in Belgrade, Serbia, the 13th European AIDS Conference / EACS, with expected number of 3,500 delegates, will bring together leading HIV clinician and researchers from Europe and the world to discuss latest results and findings in the field of HIV medicine.



The European AIDS Conference, with over 3,500 participants from all over the world's largest and most important medical scientific conference in Europe.

The majority of European doctors and scientists, the presentation and discussion of current research in the

field of HIV medicine, and the required intensive exchange between scientists, clinicians and representatives of affected groups, will make this important conference.

The European AIDS Clinical Society (EACS) is a not-for-profit group of European physicians, clinicians and researchers in the field of HIV/AIDS.

Established in 1991, it aims to bring together scientists from all over Europe to help exchange the latest me-

dical and scientific knowledge regarding clinical aspects of HIV/AIDS and its complications.

The Society is currently chaired by Prof. Peter Reiss from the Netherlands with Prof. Manuel Battegay from Switzerland as Vice President.

The main activities of the Society are: organisation of the European AIDS Conference, issuing treatment guidelines and education and training of HIV-physicians.

Every 2 years EACS hosts a European conference held in a major European city. Previous Conferences was held in: Cologne – 2009, Madrid – 2007, Dublin – 2005, Warsaw – 2003, Athens – 2001, Lisbon – 1999, Hamburg – 1997, Copenhagen – 1995, Milan – 1994, Paris – 1992.

In 2011 the conference will be held in Belgrade, Serbia. On this occasion, we had honour to speak with **Prof. Dr Peter Reiss**, EACS President and **Prof. Dr Nathan Clumeck**, EACS Conference Co-Chair.

1. The HIV pandemic is one with the greatest challenges in medicine. Could we highlight some main topic on the coming 13th AIDS Conference?

It's really hard to single out any particular topic which will feature at the Conference. EACS always tries to have the conference program reflect the whole range of topics which are important in the clinical management of persons living with HIV.

These of course include advances in antiretroviral therapy, in the management of complications of HIV and its treatment including in patients getting older, issues around viral

WELCOME MESSAGE



It is our great pleasure to invite you to Belgrade to attend the 13th European Conference/EACS which is being organised under the auspices of the European AIDS Clinical Society. We will strive for the conference to offer an exciting scientific programme, composed of a well-balanced mix of plenary lectures as well as abstract-driven sessions presenting the latest original research in the field of HIV medicine.

The conference also provides the opportunity to highlight any issues particularly relevant to the HIV epidemic in Serbia and the larger Southeastern European region.

One of the important goals of the EACS in organising this biannual European conference is to promote an interest in HIV clinical research amongst young researchers/clinicians from across Europe at an early stage in their career. Therefore, we would particularly like to encourage junior researchers to submit results from their scientific work to the conference and also use it as a venue for networking with colleagues in the field.

We look forward to seeing you in Belgrade in October 2011!



P. Reiss

Peter Reiss
EACS President



N. Clumeck

Nathan Clumeck
EACS Conference Co-Chair



G. Dragovic

Gordana Dragovic
Local Conference
Co-Chair



D. Jevtovic

Djordje Jevtovic
Regional Scientific
Committee Chair

hepatitis coinfection, as well as HIV in pregnancy and children.

This year we shall also include discussions of the use of HIV therapy for prevention and discussions on the possible emergence of neurocognitive disorders in our successfully treated patients.

Finally, as EACS attempts to do at each biannual Conference, we shall highlight the most recent changes in the EACS guidelines for the management of persons living with HIV.

2. There is still large number of infected people in Europe who know nothing about their infection. What are possible initiatives for solving this problem?

Indeed the fact that many people are not aware of being HIV infected is a problem both in Europe and globally. No single measure can be expected to solve this problem. The optimal mix of measures is likely going to be different



depending on the characteristics of the epidemic (e.g. is the epidemic generalized or mainly occurring in certain risk groups; what is the regional



Prof. Dr Nathan Clumeck, EACS Conference Co-Chair

prevalence of HIV; etc) in a particular country or region. Measures which may be considered could range from annual testing and linking to treatment and care of those identified as HIV positive, targeting either whole populations or particular groups at high risk.

Another ancillary option which is being considered, including in Europe, is to increase testing by the medical community when persons present with medical conditions which have an increased likelihood of being associated with HIV (so-called indicator diseases) [more information about the latter can be found at www.hiveurope.eu].

The Conference in its opening session will feature a lecture by Professor Sir Roy Anderson which is likely to address many aspects of this topic.

3. What do you expect from coming AIDS conference? What are the main goals?

An important goal once again is for the Conference to provide a platform

for scientists, practitioners as well as representatives from the community of persons living with HIV to come together and be educated on, and discuss recent advances as well as dilemmas in the management of persons living with HIV.

Another goal is that we always hope that by bringing the Conference to a particular city, it will provide an opportunity to raise awareness for issues concerning HIV both in the host city, the host country and the region.

4. What city of Belgrade have, that was the most important for you, to be host of this significant conference?

The city of Belgrade was selected as Conference venue based on the strong bid the local scientific leadership (Drs Djordje Jevtovic and Gordana Dragovic) made to want to host the meeting.



In addition, the EACS leadership felt it was appropriate to try and bring the Conference once again to one of the Eastern parts of Europe, following the highly successful meeting in Warsaw in 2003 and the three intervening meetings in three different cities in the more Western part of Europe.

M. Š.



Belgrade

Your hotel in the heart of Zagreb...



SEMINARS

CONGRESSES

WEDDINGS

EVENTS

BUSINESS LUNCHES

JUICE BAR



HOTEL
★ ★ ★ ★

DUBROVNIK
ZAGREB

Uloga neobičnih prostora

DOGAĐAJI KOJI SE PAMTE

Jedinstven, nezaboravan, neponovljiv, fenomenalan, originalan... to su opisi koje svaki event menadžer želi da čuje za svoj događaj.

Jedinstven i originalan je onaj događaj na kojem uspemo da zaboravimo na svakodnevnicu i realnost, da putujemo u prošlost ili u budućnost, ili prosto na mesta i okruženja koja nam nisu lako dostupna i koja ne čine deo naših svakodnevnih mogućnosti.

Neobični i specijalni prostori ovde igraju veoma značajnu ulogu. Bilo da su u pitanju istorijske građevine, zamkovi, palate, tvrđave, pećine, ili pak teže dostupne lokacije i ostrva.

U ovom broju SEEbtm magazina sproveli smo anketu vezanu za pitanje koliko u regionu Jugoistočne Evrope postoji potreba za ovim prostorima i koliko je ta potreba zadovoljena. Svakako potreba za ovakvim prostorima govori i o stepenu razvijenosti event menadžmenta, obzirom da je težnja za organizacijom neponovljivog događaja na višem nivou u odnosu na osnovnu organizaciju događaja (koja se nažalost, vrlo često, šablonski sprovodi) u kojoj je bitno da se pojave učesnici, održi neki govor ili predavanje i nakon toga svi razidu, bez nekog specijalnog utiska ili onoga što će im sa zadovoljstvom ostati u pamćenju. Menadžment na višem nivou zahteva događaje koji se pamte.

Učesnici ankete su bile agencije iz regiona koje se bave organizacijom



događaja. Na pitanje koliko često od klijenata imaju zahtev za organizacijom događaja u neobičnim prostorima, 35% ispitanih je odgovorilo da imaju veoma često i oko 40% zahteva uključuje tražnju za nekim neobičnim prostorom. Ostalih 65% ispitanih je odgovorilo da nemaju takvih zahteva ili ih imaju malo, a do 20% svih zahteva. Ipak, na osnovu rezultata, evidentno je da je ovaj trend u porastu, i da agencije sve češće imaju zahteve za ovom vrstom prostora, što i logično ide sa razvojem kongresne industrije. Mišljenja agencija o tome da li našem regionu nedostaju neobični i specijalni prostori ili ih ima dovoljno su po-

deljena. Približno polovina ispitanih smatra da ih nema dovoljno, a druga polovina da ih ima dovoljno, obzirom na potražnju. Uglavnom se svi slažu da bi trebalo edukovati klijente o pozitivnom utisku neobičnog prostora, i da bi u suštini, oni trebalo da budu ti koji će dati ideju klijentu za organizaciju ovakvih specijalnih događaja.

Postoje ideje i da Turističke organizacije svakog grada porade na tome i izvide prostore koji bi se povremeno mogli adaptirati za specijalne događaje. Određene agencije smatraju da ima dovoljno inspirativnih prostora, i da je uglavnom dovoljna dobra ideja organizatora - agencije i dobra volja klijenta da se bilo koji prostor iskoristi na originalni način. Agencije ističu i problem dobijanja dozvola, saglasnosti, pronalaženje titulara nekih specijalnih prostora i sl.

Neobični prostori u kojima su učesnici ankete organizovali događaje su raznovrsni. Navešćemo neke od njih.

Gulliver travel iz Dubrovnika ističe događaje na nenastanjenom ostrvu i u pećini, dok agencija **ADRIA D.M.C.** iz Budve ističe venčanje na ljupkom ostrvu Gospa od Škrpjela, zatim ugođaj na selu, gde se pred gostima peče rakija i kuva vino, kao i izlet - razgovor u staroj, porodičnoj kući sa potomci-



Zamak Peralada, Costa Brava, Španija

ma plemićke familije iz Boke Kotorske. **CRAFT Marketing d.o.o.** iz Subotice je organizovao press konferenciju u autobusu GSP-a (gradski prevoz). A neobične događaje su organizovali i u većnici gradske kuće, na trgu (korzo) u centru grada. **HRG Serbia & Montenegro** iz Beograda su specijalne događaje organizovali na Belom dvoru, u gimnaziji u Sremskim Karlovcima, sali Predsedništva, na ulici prilikom svečanog otvaranja jedne zgrade i sl. **New Media Ideas** iz Beograda kao

najneobičnije zahteve koje su imali od nekog klijenta navodi team building sa kostimima, veštačkom paučinom i veštačkom vatrom u kombinaciji sa alkoholnim pićem, a kao najinteresantniji prostor - jednu vilu na Voždovcu u Beogradu. Pastirska staja je najneobičniji prostor u kojem je **Pac sports & Hostel pod Voglom** sa Bohinjskog jezera organizovao neki događaj, dok iz **SKILLS**-a iz Beograda ističu event na nezavršenoj zgradi.

M. Š.

Smeštaj o kome se priča

Tražnja za putovanjima postaje sve zanimljivija.

Savremeni turisti više ne biraju samo egzotične destinacije za odmor. U novije vreme raste tražnja za drugim vrstama smeštaja, koji će ponuditi jedinstven i neponovljiv doživljaj.

Evo i nekoliko primera iz sveta za nezaboravna iskustva:



U okolini Amsterdama izgrađen je hotel za one koji žele da „žive na visini“, pod nazivom „Harbur Krejn“.

Ovaj hotel nastao je 2003. godine adaptacijom masivnog kрана.

Sobe sa nalaze na visini od 60 stopa, a najneverovatnije u čitavoj ponudi je to što posetioци mogu da uđu u centralnu kabinu kрана i zarotiraju svoju sobu za čitavih 360 stepeni.



U Austriji je nastao hotel koji predstavlja spoj jednostavnosti i reciklaže.

Das Park Hotel sastoji se od betonskih odvodnih cevi, od kojih su napravljeni mini apartmani.

U „sobi“ se nalazi bračni krevet, prostor za odlaganje odeće, osvetljenje, vuneni prekrivač i vreća za spavanje.

Ostali prateći sadržaji - toalet, restoran - smešteni su po okolnim javnim mestima.

Što se plaćanja tiče, ovaj hotel radi po principu - plati koliko želiš, a važeća valuta je evro.



Hotel Everland je, kao što mu i samo ime nagoveštava, jedinstven po tome što uvek možete da odsednete u ovom hotelu, ali ne i da ostanete u istom gradu. Na svakih nekoliko meseci ovaj objekat biva premešten u drugi grad.

Poslednji grad domaćin ovog hotela je bio Pariz. Posle Pariza, Hotel Everland se vratio u rodnu Švajcarsku i od tada ne planira da menja destinaciju uskoro. U okviru hotela se nalazi samo jedna soba uređena poput ultramodernog apartmana sa jednim džinovskim krevetom i jednim kupatilom.



Na istoku Kine gradi se 150 metara visok hotel, u obliku reketa za stoni tenis. Jedinstveno zdanje koje će biti sagrađeno za pet godina, biće deo novog sportskog kompleksa u gradu Huainanu.

Planirano je da vrh hotela sa vidikovcem bude u obliku drške reketa, u središnjem delu da se nalaze sobe za goste, a u podnožju prostorije za konferencijske sadržaje. U planu je i da pored reketa bude napravljena i loptica za stoni tenis.

I tu nije kraj. U sportskom kompleksu bi tokom narednih godina trebalo da niknu objekti u obliku lopti za fudbal, košarku i odbojku.



Za prave ljubitelje neobičnog smeštaja, aviona i visine, tu je hotel - avion Luxe Hotel Suites - Airplane Suite, na aerodromu „Teuge“ u Holandiji.

Ovaj neobičan hotel - avion nudi luksuzan smeštaj u potpuno opremljenoj kabini, dugačkoj blizu 40 metara, gde možete da se osećate kao sopstveni pilot. Sa avionskog sedišta, pruža se fantastičan pogled na aerodromsku pistu.

Gosti takođe mogu da rezervišu vožnju avionom ili helikopterom, skakanje padobranom, ali i časove letenja za sve one koji žele da se vinu u visine i osete nalet adrenalina u krvi.

Ono što boravak ovde čini komfornim i luksuznim jesu sauna, đakuzi, mini-bar, flat televizori, besplatan bežični internet i još mnogo toga.

Unusual venues and their role

EVENTS ONE REMEMBERS

Unique, unforgettable, inimitable, phenomenal, original... those are descriptions that each event manager wants to hear about his or her own event.

A unique and original event is the one that makes us forget about everyday reality, that enables us to travel into the past or future or simply to places and surroundings which are not easily accessible to us, and are not a part of our regular life.

Unusual and special venues play a particularly important role here, whether it is the case of historic edifices, castles, palaces, fortresses, caves or some hard to reach locations or islands. In this issue of SEEbtm magazine we conducted a poll related to the question of how much is there a need for such venues in the region of southeast Europe and how much is that need satisfied. The need for such venues surely tells us about the degree of development of the event management, as the attempt to organize an unique and unforgettable event at a higher level compared to the basic organization of an event (which is, unfortunately, quite often executed in a cliché way), when it is only essential to ha-



ve the participants gathered, a speech or lecture is delivered, and then everybody goes his own way, with no particular impression or anything that they could keep in memory. Management at a higher level requires events one will remember.

The poll participants were the regional agencies specialized in organizing events (PCO/DMC/Event and marketing agencies).

Asked how often do they have a requ-



Sports In Unusual Venues:
Agassi vs Federer, Helipad of the Burj Al Arab, Dubai

est for the organization of an event in unusual venues by their clients, 35% of respondents answered that such requests are rather frequent, with about 40% of requests involving a need for an unusual venue. The remaining 65% respondents answered that they didn't have such requests or that they are quite rare, up to 20% of all requirements. Still, judging by these results, it is evident that the trend is rising and that the agencies have more and more requests for such sort of venue, which goes together with the development of meetings industry.

The opinions given by the agencies vary as to whether our region lacks unusual and special venues or if there is enough of such venues around. Approximately one half of respondents are of the opinion that there are not enough of such venues, and the other half thinks those are sufficient considering the demand. Generally, all agree that clients should be educated about the positive impression the unusual venues offer, and that in fact they should be the ones who would propose the idea of organizing such special events to a client.

There is also an idea that the tourist

organizations in each town should start doing something about it and begin to search for venues that could be adapted for special events from time to time. Certain agencies consider there is enough of inspiring venues, and that a good idea by the organizer-agency along with a good will on the part of the client is mainly all it takes to use any sort of space in an original way.

The agencies also emphasized the problems related to acquiring permits and clearances or those in connection to finding proper owners of certain special venues.

Unusual venues where the poll participants organized their events are varied. We shall cite some of those.

Gulliver travel from Dubrovnik pointed out events on an uninhabited island and in a cave, and the **ADRIA D.M.C.** agency from Budva singled out a wedding on the charming island of Gospa od Škrpjela, the experience in the countryside where guests are present at brandy distilling and wine brewing, and a junket – meeting with descendants of a noble family from Boka Kotorska in their old stately home.

CRAFT Marketing d.o.o. from Subotica organized a press conference in a city transport bus. Some unusual events were also organized by the City Hall deputies in a square (the Strip) in the very centre of the city. **HRG Serbia & Montenegro** from Belgrade organized special events in the White Palace, in the High school in Sremski Karlovci, in the Presidency Hall, in the street on the occasion of opening a building, and similar. **New Media Ideas** from Belgrade cited a costumed team bu-

ilding, with synthetic cobweb and artificial fire, combined with strong beverages, as an unusual request they received from their client, and the most interesting setting was – a villa in Voždovac, Belgrade.

A shepherd's barn is the most unusual venue where **Pac sports & Hostel pod Voglom** from Bohinj Lake organized an event, while **SKILLS** from Belgrade pointed up an event in an unfinished building.

M. Š.

Accommodation talked about

Request for travels is becoming more and more interesting. Modern tourists chose not only exotic destinations for their holidays. The requests for other sorts of accommodation are increasing lately, as it offers a unique and unrepeatable experience. Here are some examples of unforgettable experiences from around the world:



A hotel called "Harbour Crane" for those who want to "live at high level" was built in the vicinity of Amsterdam.

The hotel was erected in 2003 after a massive crane was adapted.

The rooms are at height of 60 feet, and the most amazing thing about this offer is that the guests can enter the central crane booth and rotate their own room for the complete 360 degrees.



In Austria there is a hotel which represents a blend of simplicity and recycling.

Das Park Hotel is composed of concrete sewerage pipes out of which mini suites are constructed.

The "room" contains double bed, clothes closet, electrical fittings, woollen covering, and a sleeping bag.

Other amenities – restrooms, a restaurant – are located in nearby public premises.

As for payment, the hotel operates on "pay as you wish" basis, and the valid currency is Euro.



Hotel Everland, as its name indicates, is unique as you can always stay at the hotel, but not stay in the same town. Every few months the facility is moved to another city. Paris was the last host destination for Hotel Everland. After Paris, Hotel Everland travelled back to Switzerland and there are no additional destinations planned.

The hotel contains a single room arranged as an ultra-modern suite with one giant bed and one bathroom.



A 150-metre high hotel is under construction in the east of China, shaped as a table tennis racket.

This unique building, which will be completed in five years, will be part of the new sports compound in the town of Huainan.

The design plans for the top of the hotel with a belvedere to be in the shape of a racket handle, the middle part will contain guest rooms, and the ground floor will house conference halls. The design also plans a table tennis ball to be built beside the racket. And that is not all. In the forthcoming years the sports centre will also encompass facilities shaped like a soccer ball, basket and volley balls.



For the true lovers of unusual accommodation, planes and altitudes, there is a hotel – airplane Luxe Hotel Suites - Airplane Suite, at the „Teuge“ airport in the Netherlands.

This unusual hotel-airplane offers luxury accommodation in a fully equipped 40-odd metres long deck cabin, where you can feel as your own personal pilot. There is a grand view onto the airport runway from the airplane seat.

Guests can also book a ride on a plane or helicopter, they can jump with a parachute or take flying lessons for those who want to soar in the air and feel the adrenalin rush in their blood. What makes the stay comfortable and luxurious are the sauna, Jacuzzi, mini-bar, flat television sets, wireless internet free of charge, and many more.

Radisson Blu Resort & Spa Dubrovnik Sun Gardens

IDEALNO MJESTO ZA VAŠ POSLOVNI SKUP

Dubrovački Vrtovi Sunca su kompleks odmaralište na prekrasnoj Jadranskoj obali. Ova destinacija se nalazi u mjestu Orašac, smještenoj 12 kilometara dužobalno od povijesne jezgre Dubrovnika i jedna je od najvećih odmarališta na Jadranskoj obali. Radisson Blu Resort & Spa u Dubrovačkim Vrtovima Sunca poslovnim ljudima pruža jednu od najkompletnijih MICE usluga u regiji, a sa svojih 8 prostranih kongresnih dvorana najmodernije infrastrukture i tehničke opreme, otvoren je za sve oblike kongresnog turizma. Poznati Dubrovački Vrtovi Sunca, prvobitno otvoreni 1987. godine, ponovo su zasjali u srpnju 2009. godine kao Radisson Blu Resort & Spa, Dubrovnik Sun Gardens. Svega 12 km udaljenosti od povijesne jezgre Dubrovnika i 35 km od međunarodne Zračne luke Dubrovnik. Ova luksuzna blistava hrvatska odrednica, pristupačna lokacija i ekskluzivni objekti čine top destinaciju za organiziranje konferencija, poticajnih putovanja, banketa, vjenčanja, svečanosti, korporativnih i posebnih događanja, uz tehnološke inovacije, fleksibilnost i kreativnost. Resort raspolaže sa 8 dvorana za sastanke na dvije razine, uključujući plesnu dvoranu koje se može vrlo jednostavno razdvojiti u tri zasebne prostorije te predprostor. Obogaćene prirodnim svjetlom, dvorane za sastanke u resortu su opremljene sa besplatnim brzim, bežičnim pristupom Internetu, najboljom audiovizualnom opremom te individualno kontroliranom klimatizacijom.



Hotelski profesionalni tim za organizaciju događaja pruža individualnu uslugu te obraća veliku pažnju na detalje nužne za besprijekorno provedene konferencije ili sastanke.

The Radisson Blu Resort & Spa u Dubrovačkim Vrtovima Sunca u svojoj ponudi sadrži 2 segmenta smještajnih kapaciteta: hotel sa 201 sobom, te apartmansko naselje koje broji 207 luksuznih jednosobnih, dvosobnih i trosobnih apartmana sa pogledom na Elafitski akvatorij.

Resort sadrži luksuzni spa i wellness centar, sportski centar, tri velika vanjska bazena, šljunkovitu plažu sa velikim izborom vodenih sportova, 13 restorana uključujući lokalnu i internacionalnu kuhinju.

Također u sklopu resorta se nalazi supermarket te različite maloprodajne trgovine. *Radni period restorana, trgovina i bazena ovisi o vremenskim uvjetima i godišnjem periodu.

Occo spa i wellness centar u Dubrovačkim Vrtovima Sunca je idealno mje-

sto za opuštanje kongresnih sudionika. Prvi spa u Hrvatskoj koji koristi prirodne sastojke i proizvode.

Cijeli Occo koncept osmišljen je da pruži jedinstveno i nezaboravno spa iskustvo u sveukupnom okruženju i lokaciji. Svi proizvodi su proizvedeni na prirodan način i inspirirani netaknutom ljepotom dalmatinske obale i Jadranskog mora. Nudi široku paletu opuštajućih tretmana te hidroterapijski bazen sa ugrađenim podvodnim masažerima.

Za aktivnije pojedince sportski centar resorta nudi niz aktivnosti u teretani, squash terenima, zid za penjanje, teniske terene na otvorenom, te nogometno igralište za pet igrača po timu – što je izvrsna ponuda za sve team building potrebe.

Gosti imaju pristup različitim vrstama transfera, autom ili brodom. Također je moguće unajmiti automobil, organizirati razgledavanje regije ili pak razne izlete. Resort je već prepoznat kao jedna od vodećih destinacija za organizaciju kongresa i banketa u regiji. Radisson Blu Resort & Spa u Dubrovačkim Vrtovima Sunca predstavlja idalnu lokaciju za organiziranje različitih konferencija uz prateće sadržaje resorta, koje će svakog sudionika kongresa oduševiti.

Za dodatne informacije kontaktirajte:

Radisson Blu Resort & Spa at Dubrovnik Sun Gardens

Marketing & PR Manager

Jela Begonja +385 (0) 99 234 3848

jela.begonja@dubrovniksungardens.hr



The Radisson Blu Resort & Spa Dubrovnik Sun Gardens

IDEAL PLACE FOR YOUR BUSINESS MEETING

Dubrovnik Sun Gardens is a fully integrated destination resort on the beautiful Adriatic coast.

The development is in the community of Orašac, located only 12 kilometres along the coast from the Old Town of Dubrovnik and is one of the most comprehensive developments on the Croatian coast.

Radisson Blu Resort & Spa at Dubrovnik Sun Gardens offers business professionals the perfect conference venue featuring a variety of resort amenities. The resort offers 8 spacious congress halls, modern infrastructure and technical equipment and provides some of the most comprehensive accommodation to satisfy any meeting and incentive requirements. Dubrovnik Sun Gardens was first built in 1987 and in July 2009 it was reconstructed and reopened as Radisson Blu Resort & Spa at Dubrovnik Sun Gardens. The resort is only 35 km from the Dubrovnik International Airport. This luxury hotel's dazzling Croatia setting, accessible location and exclusive facilities make it the ultimate destination for hosting meetings, incentive trips, conferences, banquets and weddings.

The conference facilities include 8 conference rooms, including a stylish multifunctional ballroom that can host a variety of events, from small boardroom meetings to conferences of up to 850 participants.

Awash with natural light, the resort's meeting rooms are equipped with free high-speed, wireless Internet access, top-of-the-range audiovisual



equipment and individually controlled air conditioning. The hotel's professional events team provides the individualized service and attention to detail necessary for a flawlessly executed conference or meeting.

Dubrovnik Sun Gardens features a 201 room Radisson Blu hotel, all with sea view facing rooms and 207 beautifully designed and fully appointed one, two and three bedroom residences with the stunning panoramic views of nearby Elaphite islands.

Resort facilities include an award winning spa, sports, three large outdoor swimming pools, pebble beach with numerous watersport activities, 13 restaurants featuring local and international cuisine, a supermarket and retail shopping. *Opening times of restaurants, retail shops and swimming pools depends on weather conditions and seasonality. The Spa by OCCO at Dubrovnik Sun Gardens is an ideal place for relaxation for co-

ference delegates. It is the first spa in Croatia to use home grown natural beauty. The OCCO concept was specially designed to offer an authentic and enriching spa experience true to it's place and surroundings.

All products are naturally formulated and inspired by the unspoilt beauty of The Dalmatian Coast and Adriatic Sea. It offers a variety of indulgent treatments and hydrotherapy pool with therapeutic massages.

For the more active individuals the resort's Sports and recreation centre offers a range of facilities including a gym, a squash court, indoor wall climbing, outdoor tennis courts, and a five-a-side football pitch.

Guests have access to different kind of transfer services, including car and boat, car rental, sightseeing and excursions on-site.

The resort is already recognised as one of the leading destinations for the conference and banqueting market on the Dubrovnik Riviera. Radisson Blu Resort & Spa at Dubrovnik Sun Gardens presents the perfect conference venue featuring a variety of resort amenities that every conference delegate will love.



For more information please contact:

Radisson Blu Resort & Spa at Dubrovnik Sun Gardens

Marketing & PR Manager

Jela Begonja +385 (0)99 234 3848

jela.begonja@dubrovniksungardens.hr

Društvene tehnike

NETWORKING (UMREŽAVANJE) NA KONFERENCIJAMA

Voleo bih da je mene neko uputio u tehnike „networking-a“ pre toliko godina, kada sam počinjao da odlazim na konferencije. Kao i većina nas, vremenom sam se naučio. A čak i sada, kao većina ljudi, još uvek se pomalo unervozim kad ulazim u prostoriju sa 200 ljudi koje ne poznajem, opremljen samo čašom vina, radi seanse umrežavanja na kraju konferencijskog dana.



Autor: Rob Davidson

Jedna od onih prezentacija u kojima najviše uživam jeste: Kako se umrežavati na konferencijama.

Govorim o tome kako započeti konverzaciju sa drugim delegatom, kako susresti ljude koje hoćete da sretnete i kako preći sa jedne konverzacije na drugu.

Voleo bih da je mene neko uputio u tehnike „networking-a“ pre toliko godina, kada sam počinjao da odlazim na konferencije. Kao i većina nas, vremenom sam se naučio.

A čak i sada, kao većina ljudi, još uvek se pomalo unervozim kad ulazim u prostoriju sa 200 ljudi koje ne poznajem, opremljen samo čašom vina, radi seanse umrežavanja na kraju konferencijskog dana.

Hoću li završiti stojeći sam sa čašom vina u ruci, dok se svi oko mene uspešno upoznaju?

Ne, verovatno neću – jer je većina ostalih delegata u istom sosu i vrlo su voljni da započnu konverzaciju sa nekim drugim koji ima dovoljno zajedničkih interesovanja da bi prisustvovao istoj konferenciji.

Sa svim ovim pričama o virtualnim konferencijama, tele-konferencijama, video-konferencijama i tome slično,

umrežavanje je jedina korist koju mogu da pruže samo događaji licem-u-lice. A znamo da je, za mnoge ljude, osnovna motivacija da se prisustvuje nekoj konferenciji – da se naprave novi poslovni kontakti tokom seansi umrežavanja; da pronađu osobu s kojom bi radili na nekom istraživanju, na primer; ili da bi počeli regrutovanje nekog novog člana osoblja; ili čak da bi našli nov posao – sve te stvari mogu započeti na seansi umrežavanja neke konferencije.

I zbog toga moramo neprestano da promovišemo „networking“ kao element konferencije, kao našu Jedinstvenu Prodajnu Tačku. Zbog toga, takođe, moramo biti još profesionalniji i maštovitiji kada se radi o planiranju tih seansi umrežavanja.

Koliko ja mogu da tvrdim, za sada, planiranje jedne seanse umrežavanja ne ide mnogo dalje od prostog stavljanja čaše nekog alkohola u šake delegata da bi se zatim sprovedli u neku prostoriju gde su prepušteni samima sebi.

Sve veći je problem sa ovakvim pristupom: sva istraživanja pokazuju da je Generacija Y, ova nedavna družba mladih profesionalaca koji su se uključili u radnu snagu, daleko manje pouzdana od prethodnih generacija

u komunikaciji licem-u-lice. Naravno, svi su oni vrlo vešti u elektronskoj komunikaciji: blog-ovanje, Skype-ovanje, Tweet-ovanje, itd., itd., sa ljudima širom planete. Ali kad dođe do umrežavanja licem-u-lice, potrebna im je pomoć. Potrebno im je malo više strukture, zapravo. Za njih se umrežavanje mora preobrnuti u igru.

Na primer, evo jedne ideje koja mi je pala na pamet tokom jedne konferencije u Holandiji pre par godina: na kraju dnevnih događanja, sve su nas sakupili u jednoj prostoriji radi seanse umrežavanja.

Ali nam je ovog puta pruženo više nego samo čaša Pinot Grigio-a. Na ulazu u prostoriju svima nam je data ili matica ili zavrtanj. Svi su bili raznih veličina, a izazov je bio pronaći osobu u sobi čiji zavrtanj paše na vašu maticu (bilo je i nagrada za ljude koji su našli svog „parnjaka“). Bilo je zabavno, a to je izuzetno delotvoran način razbijanja leda i okuraživanja delegata da razgovaraju sa nepoznatim ljudima, a ne da se drže onih koje već poznaju.

Mislim da planeri konferencija moraju ubuduće biti kreativniji u organizovanju tih seansi umrežavanja. Budućnost kongresne industrije može od toga zavisiti.



Social techniques

NETWORKING AT CONFERENCES

I wish someone had instructed me in networking techniques all those years ago, when I started going to conferences. Like most people, I picked it up as I went along. And even now, like most people, I still get a little nervous walking into a room of 200 people I don't know, equipped only with a glass of wine, for the networking session at the end of a day's conferencing.

By Rob Davidson

One of the presentations I enjoy giving the most is: How to Network at Conferences. I talk about how to start a conversation with another delegate, how to meet the people you want to meet, and how to move on from one conversation to another.

I wish someone had instructed me in networking techniques all those years ago, when I started going to conferences. Like most people, I picked it up as I went along. And even now, like most people, I still get a little nervous walking into a room of 200 people I don't know, equipped only with a glass of wine, for the networking session at the end of a day's conferencing. Will I end up standing alone with my solitary glass of wine, while everyone else is networking successfully all around me? No, I probably won't - because most of the other delegates are in the same boat, and are very willing to start a conversation with someone else who shares their interests enough to be at the same conference.

With all this talk of virtual conferences, teleconferencing, videoconferencing and so on, networking is the one benefit that only face-to-face events can offer. And we know that, for many people, it's their main motivation for attending conferences - to make new business contacts during the networking sessions; to find someone to work with on a piece of research for example; or to start recruiting a new member of staff; or even to find a new job - all of these things can start at a conference's networking session.

And that's why we need to constantly promote the networking element of conferences as our Unique Selling Point. That's also why we must get more professional and more imagina-

tive when it comes to planning these networking sessions.

As far as I can tell, for now, planning a networking session doesn't go much further than simply putting a glass of something alcoholic in the delegate's hand and then ushering them into a room to fend for themselves. There's a growing problem with this approach: all the research shows that Generation Y, the most recent cohort of young professionals to enter the workforce, are far less confident than preceding generations at face-to-face communication. Of course, they are all very skilled at electronic communication: blogging, Skype-ing, Tweeting etc, etc with people all over the planet.

But when it comes to face-to-face networking, they need help. They need a bit more structure, in fact. Networking must be turned into a game for them. For example, here is an idea I came across at a conference in the Netherlands a couple of years ago: at



we were each given either a nut or a bolt. They were all of different sizes and the challenge was to find the person in the room whose bolt fitted your nut (there were prizes for the people who found their 'match'). It was fun and it was an extremely effective way of breaking the ice and encouraging delegates to speak to new people, rather than sticking with those they already knew.



the end of the day's proceedings, we were all steered into a room for the networking session. But this time, we were given more than a glass of Pinot Grigio. At the entrance to the room,

I think conference planners need to be more creative in how they organize these networking sessions, from now on. The future of the conference industry may depend on it.

eures TIM

Meeting Industry



We go the **extra** mile for your meeting!*



KOTURAŠKA 69/III
10 000 Zagreb
CROATIA

Mob: +385 (0)99 31 55 059

Tel: +385 (0)1 61 70 728

Fax: +385 (0)1 61 70 851

Mail: eures@eures-tim.com

www.eures-tim.com

*Our meeting planners are Certified Diversity Meeting Planners in Croatia approved by IAHP.

Korbin Bol (Corbin Ball), CSP, CMP

VREDNOST MOBILNIH APLIKACIJA ZA POSLOVNE SASTANKE

MICE profesionalci i oni koji prisustvuju sastancima prelaze jaz između ranog prihvatanja i sada ulaze u fazu većine. Videćemo veoma brzo prihvatnje mobilnih aplikacija za događaje tokom sledeće dve godine.



Korbin Bol, CSP, MS

Nedavni podaci iz Studije „FutureWatch 2011“ MPI-a i drugih ukazuje da više od 80% MICE profesionalaca koristi smart telefone i druge mobilne naprave u svom poslu. Ipak, i pored ovakvog rasprostranjenog prihvatanja, relativno mali broj njih je do sad koristio mobilne aplikacije na svojim sopstvenim sastancima. To će se uskoro promeniti.

MICE profesionalci i oni koji prisustvuju sastancima prelaze jaz između ranog prihvatanja i sada ulaze u fazu većine. Videćemo veoma brzo prihvatnje mobilnih aplikacija za događaje tokom sledeće dve godine.

Postoje mnogi načini na koje mobilne aplikacije mogu poslužiti tokom događaja. Evo nekih primera upotrebe mobilnih aplikacija za događaje i sajmove:

- Program za Upravljanje, izradu i podelu dnevnog red a učesnicima
- Upozorenja / slanje poruka tokom konferencije / obaveštenja
- Analitika (praćenje interesovanja i aktivnosti prisutnih delegata radi poslovnih informacija)
- Ugovaranje sastanaka za delegate
- Distribucija liste učesnika
- Anketiranje publike

- Informacije o kućnom redu i lokalnoj sredini
- Program i raspored predavanja na konferenciji
- Distribucija sadržaja – zamena papira (leci o sastancima, beleške o kursu, literatura vezana za događaj)
- Distribucija sadržaja – video (YouTube, striming mediji konferencije)
- Zamena za internet kafee
- Ocenjivanje govornika, predavanja-sesija, opštih aktivnosti oko konferencije i drugih aktivnosti / usluga
- Izloženi vodič sa interaktivnim planom postavke
- Pristup hibridnim i virtualnim sastancima
- Marketing i reklamiranje događaja i pod-događaja
- Upravljanje logistikom sastanka dok ste na licu mesta (uključujući upravljanje učesnika, upravljanje smeštajem, praćenje budžeta, specifikacije sastanka, i praćenje troška sastanka)
- Upravljanje članstvom
- Slanje poruka za događaj (SMS, e-mail, grupna obaveštenja, itd.)
- Umrežavanje / društveni mediji / nalaženje prijatelja (vezano za događaj i sredinu)
- Prodaja proizvoda i robe sa mogućnošću mikroplaćanja
- Registracija
- Stvaranje povratne dobiti od izlagača, sponzora i lokalnih poslovnih oglašavača
- Mobilne tim bilding aktivnosti tokom događaja
- Ugovarač priredbe / snabdevač komunikacija i logistike
- Lista provere pri inspekciji mesta događanja
- Integracija društvenih medija na licu mesta (Facebook, LinkedIn i Twitter)

- Prihod od oglasa sponzora
- Pregledi
- Kontrola karata i pristupa
- Praćenje tranzita (praćenje letova, vremena železnice, itd.) i drugih mogućnosti poslovnog putovanja
- Potraga za blagom i druge igre kako bi se stimulisao protok ljudi u sajamskim halama
- Nalaženje puta i mapiranje (kroz sajamske hale, mesta događanja, obližnje atrakcije, grad)

Osim ovih odlika, međutim, postoje i mnoge opipljive koristi koje će mobilna tehnologija doneti za organizatore događaja, izlagače i prisutne. Evo samo nekih:

Distribucija i pristup svim konferencijskim informacijama u realnom vremenu (real - time)

Papirni programi konferencije, vodiči za izložbe i saopštenja zastare skoro istog časa pošto su odštampani - konferencije su fluidne a stvari se menjaju! Mobilni vodiči i druge konferencijske informacije mogu se menjati na brzinu a osigurati da pri-

Corbin Ball, CMP, CSP je profesionalni govornik i savetnik fokusiran na tehnologiju sastanaka.

Sa svojih 20 godina iskustva u vođenju međunarodnih sastanaka o tehnologiji, sada pomaže klijentima širom sveta da koriste tehnologiju kako bi uštedeli vreme i povećali produktivnost.

Možete ga kontaktirati na njegovoj detaljnoj web stranici:

www.corbinball.com

ili pratiti na Twitter-u:

www.twitter.com/corbinball.

sutni imaju trenutni pristup tekućim informacijama na način koji je brži, jednostavniji i lakši za pristupanje. Event menadžeri takođe mogu slati informacije o značajnim izmenama programa.

Bolje pronalaženje puteva uz interaktivne mape, planove spratova i usluge na lokaciji

Prisutnima je često potrebna pomoć pri snalaženju na samom mestu događanja, u izložbenoj sali ili u okruženju gde se održava sastanak.

Postoji niz alata za mapiranje i GPS koje mogu pomoći. Neke od naprednih mobilnih izložbenih aplikacija (kao što su Core-Aplikacije.com i Sherpa-Solutions.com) mogu čak tačno pokazati lokaciju na kojoj se nalazi posetilac u izložbenoj sali i voditi ih kroz salu nalazeći najefikasniji put između izložbenih štandova.

Kao dodatak ovome biće aplikacije za uvećanje realnosti (kao što je Google Goggles) koje će prikazivati dodatne informacije na ekranima telefona ili kamerama prostim usmeravanjem telefonske kamere na mesta o kojima posetilac želi da zna više informacija.

Usklađenost sa sredinom

Događaji se obično guše u papirima: programski vodiči, leci o seansa, beleške o kursovima, izložbeni priručnik, izložbene brošure, pregledi, specifikacije događaja, i tome slično.

Ovim se dokumentima lakše pritupa preko mobilnih platformi.

Sa naglim povećanjem broja iPadova i drugih uređaja, ljudi će takođe moći da beleže primedbe na ovim dokumentima.

Dokumenti na mobilnim aplikacijama su laganiji, lakši za upotrebu, brže im se pristupa, ne košta ništa da se štampaju / šalju i daleko su usklađeniji sa životnom sredinom nego papirni dokumenti.

Poboljšano umrežavanje na licu mesta

Mobilne aplikacije za društveno umrežavanje (aplikacije specifične za kongresni turizam, kao što su Pathable.com i Dub Events), tri velika sajta za društveno umrežavanje (Facebook, Twitter i LinkedIn) i aplikacije koje poznaju lokaciju (kao što su Foursquare, Gowalla i Facebook Places) pružaju

Mobilne aplikacije imaju mogućnost da prate broj pregledanja stranica i druge aktivnosti prisutnih. Neke mobilne aplikacije obezbeđuju proširenu analitiku podataka o ponašanju prisutnih, što može biti od neprocenjive vrednosti za poboljšanje budućih događaja. Podaci o pregledanju stranica u pogledu pojedinih izložbenih proizvoda mogu takođe biti veoma značajni za izlagače, jer obezbeđuju povezanost sa prisutnima koji su posebno zainteresovani za neki proizvod ili uslugu.

potpuno nove kanale za umrežavanje učesnika događaja. Jedan dobar kontakt može često biti vredan koliko i ukupna cena sastanka, a ove alatke pomoći će da se ljudi zbliže kako bi napravili te kontakte.

Isto tako, upućeni organizatori događaja kao i menadžeri event prostora sada nadziru protok tweet-ova oko događaja (Twitter komentari u vezi nekog određenog događaja) jer je to



najbrži način da budu obavješteni o nekom problemu tokom događanja.

Povratne informacije u pravom vremenu putem pregleda i anketiranja

Papirne ankete/ocene za govornike i procenu sastanka zahtevaju trud da se zbrajaju - toliko da se to često radi posle događaja.

Pregledi zasnovani na Mreži a poslani putem email veza takođe se često šalju posle događaja. U oba slučaja, dobijeni podaci kasne da bi se načinila ispravka u hodu tokom događaja.

Mobilni pregledi se automatski zbrajaju pravovremeno dok je informacija sveža. Ako susret ne bude uspešan, ili ako dođe do drugih problema, imate priliku za ispravke tokom preostalog vremena sastanka koristeći ove povratne informacije tokom konferencije.

Tastature za anketiranje publike, mada su vrlo korisne alatke za povratnu informaciju, prilično su skupe (3-12 dolara po osobi na dan). Kako se u prostor ubacuju mobilne aplikacije za anketiranje (kao što su PollEverywhere.com, Validar.com, Zukuweb.com, i druge), prisutni mogu da upotrebe svoje telefone da bi glasali ili odgovorili na pitanja govornika putem tekstualnih poruka, mobilnih mrežnih anketnih alatki ili čak Twitter-om.

Pored toga, postoji mogućnost da pošaljete pitanje govorniku, dozvoljavajući da prisutni članovi, koji nisu 'dovoljno hrabri' da postavljaju pitanja usmeno, šalju svoje dodatke. Često te alatke iznose samo deo cene tastatura, a nekad su besplatne.

Poboljšano brendiranje

Mobilne aplikacije su aktuelne i daju utisak da su tehnološki uznapredovane - one su izvrstan način da se događaj brendira!

Neće proteći još mnogo vremena pre nego što, u slučaju da događaj ne koristi mobilne aplikacije, prisutni počnu da se pitaju zašto je konferencija zastarela.

Smanjenje troškova i nov dotok prihoda od sponzorstva i oglašavanja

Kako smo napomenuli, postoje mnogi načini na koje mobilne aplikacije mogu da smanje trošak a za to vreme pruže poboljšane usluge na licu mesta. Pored toga, postoje mnogi potencijalni izvori prihoda od izložbenog i sponzorskog oglašavanja.

Nekoliko mobilnih kompanija ima poslovne modele gde nema dodatnih troškova za organizatore događaja. Umesto toga, one se oslanjaju na prihod od izložbenog sponzorstva.

Bolja analitika

Mobilne aplikacije imaju mogućnost da prate broj pregledanja stranica i druge aktivnosti prisutnih.

Neke mobilne aplikacije obezbeđuju proširenu analitiku podataka o ponašanju prisutnih, što može biti od neprocenjive vrednosti za poboljšanje budućih događaja.

Podaci o pregledanju stranica u pogledu pojedinih izložbenih proizvoda mogu takođe biti veoma značajni za izlagače, jer obezbeđuju povezanost sa prisutnima koji su posebno zainteresovani za neki proizvod ili uslugu.

Bolje alatke za upravljanje događajem na licu mesta

Uskoro će nestati oni dani kada ste mogli da na događaju prepoznate osobu koja planira događaje, jer je to osoba koja sobom nosi podebelu hrpu papira sa specifikacijama i nalozima za taj događaj. Aplikacije za događaje za iPad-ove i tablete mogu to izmeniti.

Ootoweb.com nudi "bezpapirni rokovnik sastanka", za nošenje dokumenta prebačenih u .PDF kartoteku, za iPad i iPhone. Buduće verzije uključice i druge operativne sisteme za tablet računare i imaće mogućnost izmene, komentarisanja i lake raspodele tih kartoteka.

Bolji CRM

Trenutni aktuelan model koji prikuplja podatke o sastancima (leadovi-

Mobilne aplikacije su aktuelne i daju utisak da su tehnološki uznapredovane - one su izvrstan način da se događaj brendira!

Neće proteći još mnogo vremena pre nego što, u slučaju da događaj ne koristi mobilne aplikacije, prisutni počnu da se pitaju zašto je konferencija zastarela.

ma) pomoću bar-koda koji se koristi na mnogim sajmovima je prevaziđen. On je jednosmeran (posetilac prema izlagaču); zasnovan na lokaciji (kod štanda); on košta izlagače znatne sume novca; a nije standardizovan u smislu prikupljanja podataka.

Drugi metodi, kakvi su razmena poslovnih kartica, imaju papirne nedostatke.

Zašto ne bi svi prisutni sakupljali važne informacije o kontaktima od bilo kog drugog učesnika nekim standardizovanim metodom, elektronski, bilo gde na događaju?

Postoji nekoliko snabdevača mobilnih aplikacija (kao što su Dub i Busy-Events) koji rade u tom pravcu.

Sledeća generacija iPhone-a, priča se, imaće komunikaciju obližnjeg polja (near-field communication - NFC), a to je ukrštena mobilna platforma koja dozvoljava brzu, standardizovanu razmenu informacija o kontaktima, kao i mikro-plaćanje i mogućnosti mobilne trgovine.

Ovo će verovatno dovesti do rasprostranjene upotrebe ove tehnologije koja obezbeđuje daleko efikasnije načine razmene poslovnih kontakata na događajima i sajmovima.

Poboljšano iskustvo posetilaca i izlagača

Sve u svemu, mobilne aplikacije nude čitav niz mogućnosti koje će povećati poslovnu vrednost događaja.

To će planerima sastanaka olakšati život; smanjiće troškove; a obezbediće bogatije iskustvo planerima, izlagačima i posetiocima podjednako.

Corbin Ball, CSP, CMP

THE BUSINESS VALUE OF MOBILE APPS FOR MEETINGS

Meeting professionals and attendees are crossing the chasm of early adoption and are entering into the early majority phase. We will see a very rapid adoption of mobile applications for events during the next two years.



Corbin Ball, CSP, MS

Recent data from MPI's FutureWatch 2011 Survey and others indicate that more than 80% of meeting professionals are using smartphones and other mobile devices in their jobs.

Yet, with this high adoption, relatively few have used mobile applications yet for their own meetings. This is about to change.

Meeting professionals and attendees are crossing the chasm of early adoption and are entering into the early majority phase. We will see a very rapid adoption of mobile applications for events during the next two years.

There are many ways that mobile applications can assist events. Here are some of the features found in many of the full-featured mobile applications for events and tradeshows:

- Audience polling
- Concierge and local area information
- Conference program and schedule
- Content distribution – paper replacement (session handouts, course notes, exhibit literature)
- Content distribution – video (YouTube, conference streaming media)
- Cyber café replacement
- Evaluations of speakers, sessions, overall conference and other activities/services
- Exhibit guide with interactive floor plan
- Hybrid and virtual meeting access
- Marketing and advertising of events and sub-events
- Meetings logistics management while onsite (including attendees management, housing management, budget tracking, meetings specifications, and meeting spend tracking)
- Membership management
- Messaging for events (SMS, e-mail, group announcements, etc.)
- Networking / social media / friend finding (event and location - based)
- Product and merchandise sales with micropayment capabilities
- Registration
- Revenue generation from exhibitor, sponsor, and local business advertising
- Mobile team building exercises at events
- Show contractor / supplier communication and logistics
- Site inspection check-list
- Social media onsite integration (for white label apps, Facebook, LinkedIn and Twitter)
- Sponsor ad revenue (with full tracking)

- Surveys
- Ticketing and access control
- Transit tracking (flight tracking, light rail times, etc.) and other business travel tools
- Treasure hunts and other games to stimulate exhibit hall flow
- Way-finding and mapping (through exhibit hall, venue, nearby attractions, city)

Beyond these features, however, there many tangible benefits that mobile technology will bring to event organizers, exhibitors and attendees. Here are a few of them:

Real-time distribution and access to all conference information

Paper conference programs, exhibition guides, and announcements go out of date almost immediately after they are printed - conferences are fluid and things change! Mobile guides and other conference information can be changed on the fly assuring that attendees have instant access to the current information in a ma-

Corbin Ball, CMP, CSP is a professional speaker and consultant focusing on meetings technology. With 20 years of experience running international citywide technology meetings, he now helps clients worldwide use technology to save time and improve productivity. He can be contacted at his extensive web site: www.corbinball.com and followed on Twitter: www.twitter.com/corbinball

anner that is faster, lighter and easier to access. Event managers can send alerts of significant program changes as well.

Better way-finding through interactive maps, floor plans and location-based services

Attendees often need assistance in finding their way around a venue, an exhibit hall and the neighborhood surrounding the meeting venue.

There are a range of mapping and GPS tools that can help. Some of the advanced mobile exhibit applications (such as Core-Apps.com and Sherpa-Solutions.com) can even pinpoint attendees locations in the exhibit hall and guide them through the hall finding the most efficient path between exhibit booths.

Adding to this will be augmented reality applications (such as Google Goggles) which will layer additional information on phone-cam screens simply by pointing the phone camera at places where attendees want to know more information about.

Environmentally friendly

Events are often awash in paper: program guides, session handouts, course notes, exhibit directories, exhibit brochures, surveys, events specifications and more.

These documents can be accessible more efficiently in mobile platforms. With the upsurge of iPads and other tablets, people will annotate these documents as well.

Mobile devices documents are lighter, easier to use, quicker to access, cost nothing to print/ship and are much more environmentally friendly than paper documents.

Enhanced onsite networking

Social mobile networking apps (meeting industry-specific apps such as Pathable.com and Dub Events), the big three social networking sites (Facebook, Twitter and LinkedIn) and the location-aware apps (such as Foursquare, Gowalla and Facebo-

ok Places) provide completely new networking channels for events. One good contact can often be worth the entire price of the meeting, and these tools will help bring people together to make these contacts.

Also, savvy meeting planners and venue managers are now monitoring the event tweet stream (Twitter comments around a specific event) as the fastest way of being notified of a problem during an event.

Real-time feedback through surveys and polling

Paper surveys for speaker and meeting evaluations are laborious to tally – so much so that they usually

Mobile apps are hot and give the impression of being up-to-date technologically – they are a great way of event branding!

It won't be very long where, if an event does not use mobile applications, attendees will be wondering why the conference is behind the times.

are done after the event. Web-based surveys sent via email links also are usually sent after the event.

In either case, the data received is too late to make mid-course corrections during an event. Mobile surveys are automatically tallied in real-time whi-



le the information is fresh. If a session bombs, or if there are other problems, there are opportunities for corrections during the rest of the meeting by using this survey feedback during the conference.

Audience polling keypads, although they are very helpful feedback tools, tend to be expensive (\$3-12/person/day). As mobile polling apps (such as PollEverywhere.com, Validar.com, Zukuweb.com, and others) move into this space, attendees can use their phones to vote or respond to speaker questions via text messages, mobile-web based polling tools or even Twitter. Additionally, there is the ability to send questions to the speaker, allowing input from audience members who are not "brave enough" to ask questions aurally. Often, these tools are at a fraction of the cost of keypads and sometimes for free.

Enhanced branding

Mobile apps are hot and give the impression of being up-to-date technologically – they are a great way of event branding! It won't be very long where, if an event does not use mobile applications, attendees will be wondering why the conference is behind the times.

Cost reductions and new revenue streams from sponsorships and advertising

As has been mentioned, there are many ways mobile apps can cut costs while providing enhanced onsite services. In additions, there are many potential revenue sources from exhibitor and sponsor advertising. Several mobile companies have business models where there are no direct costs to the show/event organizer. They rely instead on revenue from exhibitor sponsorship.

Better analytics

Mobile apps have the ability to track page views and other attendee activity. Some mobile application provide extensive data analytics of attendee



behavior, which can be invaluable for improving future events.

Page view data regarding specific exhibit products can also be invaluable for exhibitors providing connections to attendees who are specifically interested in a product or services.

Better onsite management tools

Gone soon may be the days where you can identify the meeting planner as the person who is carrying around a 4" 3-ring binder full of paper specifications and event orders at the event. Event-related apps for iPads and tablets may change this.

Ootoweb.com offers a "paperless meeting binder" for meeting planner to carry around related documents converted to .PDF files on an iPad and iPhone.

Future versions will include other tablet operating systems and will have ability to change, annotate and easily share these files.

Better CRM

The current barcode lead retrieval model used at many tradeshows is broken.

It is one way (attendee to exhibitor); location based (at the booth); it costs the exhibitors substantial sums; and is not standardized in terms of data

collection. Other methods, such as business card exchange have paper-based inefficiencies.

Why can't all attendees collect important contact information from any other attendee in a standardized method electronically anywhere at the event?

There are several mobile apps providers (such as Dub and BusyEvents) that are working in this direction.

The next generation of iPhone, it is rumored, will have near-field communication (NFC), a cross-mobile platform that will allow quick, standardized exchange of contact information as well as micro-payment and mobile commerce capabilities.

This will likely push this technology to wide-spread usage providing much more efficient ways of business contact exchange at events and tradeshows.

Enhanced attendee and exhibitor experiences

The bottom line is that mobile applications are offering a wealth of new capabilities that will increase the business value of events.

It will make the lives of meeting planners easier; it will reduce costs; and will provide richer experiences for planners, venues managers, exhibitors and attendees alike.

Beogradska tvrđava sa parkom Kalemegdan

SPOJ AVANTURE I ISTORIJE

Život na grebenu nad ušćem Save u Dunav u kontinuitetu traje više od dva milenijuma. Punih šest vekova proteklo je od vremena kada je Beograd, prvi put u svojoj istoriji, postao prestonica. Jezgro oko koga se do danas oformila dvomilionska aglomeracija predstavljaju Beogradska tvrđava i Kalemegdanski park. Oni čine jedinstvenu prostornu celinu na kojoj su jasno vidljivi ostaci Tvrđave, podeljene na Gornji i Donji grad, sa dva jasna stilska obeležja – elementi srednjovekovne arhitekture prožimaju se s dominantnim baroknim rešenjima karakterističnim za XVIII vek. Kalemegdanski park, Veliki i Mali, nastao na prostoru nekadašnjeg gradskog polja, mesto je odmora i uživanja.



Zajedno, Beogradska tvrđava i park Kalemegdan, predstavljaju spomenik kulture od izuzetnog značaja, mesto održavanja mnogobrojnih sportskih, kulturnih i umetničkih manifestacija, mesto zabave i razonode svih generacija Beograđana i sve brojnijih posetilaca grada. Kako bi organizatorima događaja bliže predstavili mogućnosti ovog jedinstvenog prostora, razgovor smo vodili sa PR-om Beogradske tvrđave, **Anom Rajlić**.

1. Beogradska tvrđava sa parkom Kalemegdan je nezaobilazna znamenitost Beograda. Koliko se tvrđava koristi za organizaciju korporativnih događaja, incentive i team building tura?

Beogradska tvrđava, zajedno sa parkom Kalemegdan, prostire se na oko 60 hektara, predstavlja prostor od izuzetnog značaja za Republiku Srbiju i zaštićen je Zakonom o kulturnim dobrima. Kao takav, veoma je atraktivan kako za turiste tako i za organizatore različitih događaja. Najčešće se koristi tokom letnjih meseci, kada postoji mogućnost da se na otvorenom prostoru organizuju manifestacije. Tokom 2010. godine kroz kompleks

je prošlo više od dva miliona posetilaca, organizovano je više od 100 različitih kulturnih, zabavnih i sportskih manifestacija, niz promotivnih akcija, konferencija za novinare, studentskih radionica i seminara...

Osim velikih manifestacija, koje privlače najveći broj posetilaca (Festival hrane i pića, Dani Beograda, Dani evropske baštine, Fish fest, Beogradska trka kroz istoriju), Beogradska tvrđava je bila prostor i za održavanje različitih seminara i radionica: Međunarodna radionica studenata arhitekture,

Seminar o rezervnom padobranu u organizaciji Vazduhoplovnog saveza Beograda, seminar „Proširena scenografija“, Međunarodno takmičenje u pružanju prve pomoći u organizaciji Crvenog krsta Srbije. U protekloj godini, Beogradska tvrđava ugostila je i Savez izviđača Srbije, Međunarodno udruženje za proučavanje rimske keramike, Društvo defektologa Srbije i brojne druge organizacije i udruženja.

Zbog specifičnosti zatvorenih objekata na Beogradskoj tvrđavi, ovi prostori se uglavnom koriste za održavanje umetničkih radionica i seminara iz oblasti kulture.

2. Koje sve lokacije u okviru Beogradske tvrđave mogu biti na raspolaganju za buduće organizatore? A šta biste Vi preporučili kao najatraktivnije, a možda manje poznato?

Osim otvorenog prostora (park Kalemegdan, Donji grad i Gornji grad), na Beogradskoj tvrđavi se mogu koristiti i zatvoreni objekti, koji se po mnogo čemu razlikuju od drugih prostora u gradu: kazamati, Veliki barutni





magacin, Unutrašnja Stambol kapija, Vojni muzej, Kula Nebojša... Njihova istorija, autentičnost, specifičan enterijer koji se teško može još negde pronaći, svakako predstavlja preporuku za korišćenje upravo ovih objekata. U nedavno otvorenoj obnovljenoj Kuli Nebojši na Donjem gradu za sada se može koristiti aneks Kule, a u planu je i završetak multifunkcionalne sale, koja će moći da se koristi za organizaciju različitih događaja: tribine, naučni skupovi, okrugli stolovi, izložbe, modne revije, predstave, performansi... Kada bude završena, svakako će biti jedan od najatraktivnijih prostora u gradu, s obzirom na veličinu (oko 500 sedećih mesta), prilagodljivost i činjenicu da se naslanja na srednjovekovnu Kulu Nebojšu, građenu sredinom 15. veka.

3. Prema vašem iskustvu, koju su najčešći a koji najneobičniji zahtevi organizatora nekog od događaja?

U poslednje vreme najveće interesovanje vlada upravo za Kulu Nebojšu, ali puno korišćenje njenih kapaciteta možemo očekivati tek po okončanju multifunkcionalne sale. 2010. godine najveći broj događaja održao se na otvorenom prostoru. S obzirom da se radi o događajima koji se međusobno veoma razlikuju po opremi potrebnoj za realizaciju, broju ljudi i svemu ostalom neophodnom za održavanje manifestacije, svaki od njih je imao svoje specifične zahteve: od veličine bina, platna za različite projekcije na najrazličitijim mestima, preko pravljenja

sopstvene scenografije i praktično menjanja enterijera i eksterijera (najčešće za snimanja filmova, serija i reklamnih spotova).

4. Događaj o kome se s ponosom priča ovih dana je otvaranje Kule Nebojša, pa da li nam možete reći nešto više o ovom specifičnom prostoru?

Radovi na obnovi i ponovnoj upotrebi Kule Nebojše bili su najobimniji radovi iz oblasti očuvanja kulturnog nasleđa koji su ikada rađeni u Srbiji. U radovima je učestvovalo 18 institucija i namenskih preduzeća i 148 stručnih lica. Na samim radovima svakodnevno je radilo 60 ljudi. Objekat je u rekordnom roku (godinu dana) završen, a izložbena postavka kompletirana je u martu ove godine. Koliki je značaj Kule Nebojša, ne samo za grad, već i za Srbiju i Grčku, koja je izdvo-

jila najveću donaciju iz oblasti kulture koju je Beograd ikada dobio, govori i činjenica da su Kulu svečano otvorili predsednici Srbije i Grčke Boris Tadić i Karolas Papuljas, kao i gradonačelnik Beograda Dragan Đilas.

Obnovom Kule Nebojše, Beograd je dobio nov kulturni sadržaj, nudeći nešto potpuno drugačije, savremeno i jedinstveno. Moderno učenje istorije, uz računare, projektore i digitalne ramove čini ovu postavku najmodernijom u gradu. Činjenica da se takav koncept nudi u srednjovekovnoj Kuli (građenoj u 15. veku) donosi neočekivan spoj starog i novog, modernog i tradicionalnog, prošlosti i budućnosti.

Želja svih nas koji smo učestvovali u realizaciji ovog projekta jeste da Kula Nebojša postane i centar kulturnog okupljanja, gde će se održavati brojne manifestacije različitog karaktera. Zato je potrebno završiti i multifunkcionalnu salu, čijim otvaranjem će projekat uključivanja Kule Nebojše u kulturni život grada biti u potpunosti završen.

5. Za kraj, da li postoji neki događaj koji bi izdvojili kao „događaj za pamćenje“? Šta ga odvaja od ostalih?

Za nas je to svakako otvaranje Kule Nebojše – događaj koji smo dugo iščekivali i pripremali i koji za nas predstavlja događaj godine.

S. G.



Belgrade Fortress with Kalemegdan Park

ADVENTURE AND HISTORY COMBINED

Life on the crest over the confluence of the Sava River into the Danube has evolved continually for more than two millennia. More than six centuries have passed since Belgrade became a capital city for the first time. The core around which the two-million agglomeration was formed up to the present day is the Belgrade Fortress and the Kalemegdan Park. They compose a unique spatial unity, with clearly visible remnants of the Fortress, divided into the Upper and Lower Towns, with two distinct characteristics of style – elements of the mediaeval architecture are dispersed among domineering Baroque designs characteristic of the 18th century. The Kalemegdan Park, the Big and the Small ones, developed over the surface of the former city dale, is a place of rest and delight.

Together, the Belgrade Fortress and its Kalemegdan Park are the cultural monuments of exceptional value, the venue where numerous sports, cultural, and artistic manifestations are held, the place for fun and distraction to all generations of Belgraders and to an ever growing number of foreign visitors. In order to present more closely the opportunities offered to organizers by this unique space, we interviewed the Belgrade Fortress PR Ms. **Ana Rajlić**.

1. The Belgrade Fortress, together with Kalemegdan Park, is the landmark of Belgrade one should definitely visit. How much is the Fortress used to organize corporate events, incentives and team building tours?

The Belgrade Fortress, together with Kalemegdan Park, extending on over some 60 hectares, represents a place of particular interest to the Republic of Serbia and is protected by the Law on Cultural Wealth. As such, it is very attractive both to tourists and organizers of various events. It is mostly used during the summer season, when it is possible to organize open-air mani-



festations. In 2010 the complex was visited by more than two million visitors, there were over 100 different cultural, entertainment, and sports events organized, a string of promotional activities, press conferences, student workshops and seminars...

Beside hosting great manifestations attracting the largest number of visitors (Food and Beverages Festival, Belgrade Days, European Heritage Days, Fish Fest, Belgrade Race Through History), the Belgrade Fortress was also the venue for various seminars and workshops: the International

Workshop for Students of Architecture, a seminar on Reserve Parachute organized by the Aviation Association of Belgrade, 'Widened Set Design' seminar, First Aid International Competition organized by the Red Cross of Serbia. The Belgrade Fortress also hosted the Scouts Association of Serbia last year, the International Union for the Study of Roman Ceramics, the Serbian Society of Special Education Teachers and numerous other organizations and alliances. Due to the specifics of the closed facilities at the Belgrade Fortress, those are mainly used to organize artistic workshops and seminars related to culture.

2. Which sites within the Belgrade Fortress can be at disposal to future organizers? What would you recommend as rather attractive, but fairly unknown?

Beside its open-air spaces (Kalemegdan Park, Lower and Upper towns), the closed facilities in the Belgrade Fortress, quite different by many characteristics from other venues in the city, may also be used: dungeons, the Great Gunpowder Storeroom, Inner



Stambol gate, the Military Museum, the Nebojša Tower... Their history and authenticity, with specific interiors hard to find elsewhere, surely suffice for a good recommendation to use the objects. In the recently reconstructed Nebojša Tower open to public in the Lower Town, presently we can use an annexe to the Tower, and after the multi-functional hall is completed it will be used to organize various events: open discussions, scientific gatherings, round tables, exhibitions, fashion shows, theatrical plays, performances... Once finished, it will certainly be one of the most attractive scenes in the city, due to its spaciousness (around 500 seats), adaptability, and the fact that it leans onto the mediaeval Nebojša Tower erected by the mid 15th century.



varying spots, to the construction of their own stage props or virtually changing the interior and exterior settings (most often when shooting a film, a television soap opera or an advertising clip).

culture ever granted to Belgrade, is also shown by the fact that the Tower was formally opened by presidents of Serbia and Greece Boris Tadić and Karolos Papuljas, escorted by the mayor of Belgrade Dragan Đilas.

3. According to your experience, what are the most frequent and what are the most unusual requests put to you by some of the event organizers?

Recently, the greatest interest is shown for the Nebojša Tower, but we can expect it to be fully operational for use of its capacities only after the multi-functional hall is completed. In 2010 most events were held in the open. As those were rather diverse happenings regarding the equipment needed for their realization, the number of people or performers, and all other points concerning the organization of those manifestations, each had specific requests: ranging from the size of the stage, the screens for various projections at the most

4. The event proudly recounted these days is the opening of the Nebojša Tower. Can you tell us something more about this particular venue?

Reconstructive works executed to enable usage of the Nebojša Tower again were the most encompassing task ever done in Serbia in the field of cultural heritage preservation. The works engaged 18 institutions and defence companies, with 148 professionals. 60 people worked each day at the reconstruction site. The construction was completed in record time (one year), and the exhibition was set up and completed in March this year. The importance of the Nebojša Tower, not only to the city, but also to Serbia and Greece, which allotting the largest donation in the field of

With the reconstructed Nebojša Tower, Belgrade acquired a new cultural venue which offers something quite different, modern and unique. A modern-style lecture in history, with PCs, projectors and digital frames, makes this exhibition the most sophisticated one in town. The fact that such a concept is presented in a mediaeval tower (built in the 15th century) brings an unexpected blend of old and new, of the modern and the traditional, of past and future.

All those who participated in the realization of this project have but one wish – for the Nebojša Tower to become the focus of cultural gatherings, a venue where numerous manifestations of varied character could be organized. That is why it is necessary to complete the multi-functional hall, the opening of which would finally terminate the project of including the Nebojša Tower in the city cultural life.

5. For the end, is there an event you would distinguish as "an event to remember"? What sets it apart from others?

To us it was certainly the opening of the Nebojša Tower – an event we were ready for and waited to happen for such a long time, so it has to be the event of the year.

S. G.



NewspaperDirectSerbia

WORLDWIDE NEWSPAPERS • SAME MORNING DELIVERY

FRESH NEWSPAPERS



+381 11 344 58 98

newspaperdirect.rs
newspaperdirect.serbia@gmail.com

Disneyland® Paris

JEDINSTVENI KOMPLEKS KOJI OBEĆAVA NEZABORAVNO ISKUSTVO

Ono što ovaj prostor čini jedinstvenim u sektoru korporativnih događaja jeste činjenica da su sve ove ponude integrisane unutar jednog jedinstvenog mesta. Lociran na samo 35 minuta od Pariza, sa lakim pristupom ka dva međunarodna aerodroma, Disneyland® Paris se izdvaja kao integrisani kongresni kompleks broj jedan u Evropi.

„Nijedna druga destinacija ne može se takmičiti sa Disneyland® Paris kad se radi o isporuci korporativnih poruka na nezaboravan način u jedinstvenom okruženju”, kaže Eloi Courcoux, Direktor Business Solutions Disneyland® Paris. A mi mu svakako verujemo. Disneyland® Paris nije samo destinacija za odmor, već takođe i poseban prostor za korporativne događaje, koji nudi pregršt solucija.

Još od 1992. godine Business Solutions Disneyland® Paris, sa svojim timom od 240 profesionalaca, organizovao je hiljade događaja.

Svaki projekat ima sopstvenog event menadžera od početka do kraja – jednu kontakt osobu koja kompanijama može ponuditi rešenja ključ-u-ruke i

po meri njihovih potreba. Sa više od 23.500 m² u kongresnim sadržajima, ukupnog kapaciteta od 8.200 soba u blizini, veoma blizu 2 kongresna centra ovog resorta, kao i 2 Tematska parka za večernju razonodu, a sa širokim spektrom podsticajnih (insentiv) programa, Disneyland® Paris je zaista jedinstveni prostor, koji nudi neprevaziđene mogućnosti za održavanje konvencija, seminara, podsticajnih putovanja, izložbi, gala večera i tematskih večeri.

Ono što ovaj prostor čini jedinstvenim u sektoru korporativnih događaja jeste činjenica da su sve ove ponude integrisane unutar jednog jedinstvenog mesta.

Lociran na samo 35 minuta od Pariza,



©Disney

sa lakim pristupom ka dva međunarodna aerodroma, Disneyland® Paris se izdvaja kao integrisani kongresni kompleks broj jedan u Evropi.



©Disney



©Disney

Objekti za sastanke

2 kongresna centra:

- **Disney's Hotel New York**® kongresni centar: ukupna površina: 5.000 m², 2 plenarne prostorije, 55 sala za sastanke
- **Disney's Newport Bay Club**® kongresni centar ukupne površine: 5.500 m², 1 plenarna prostorija, 29 sala za sastanke, 1 izložbena sala.

3 event prostora:

- **Disney Events Arena**, 6.500 m², smeštena usred resorta, blizu hotela i dva kongresna centra, ovaj prostor u teatar stilu može da primi do 4.000 ljudi, ima 3.500 mesta za sedenje i 6.000 za prijem u stilu švedskog stola.
- **Disneyland Pavilion**, 4.200 m².

Ova potpuno modularna struktura, smeštena u Disneyland® Park, može u teatar stilu da smesti do 3.000 ljudi, ima 2.000 mesta za sedenje,



©Disney

i 2.500 mesta za goste prijema.

- **Disney Village Marquee**, 2.300 m², smešten u centru hotelskog kompleksa u Disney Village Marquee, obuhvata dve spoljašnje strukture kapaciteta od 1.200 delegata (teatar stil), 1.100 gostiju za sedenje i 2.000 mesta za prijeme.

Hotelski kompleks

Otvoren tokom cele godine, hotelski kompleks raspolaže sa ukupno 8.200 soba – 5.800 u 7 Disney® Paris hotela, a ostalih 2.400 soba u njihovim „odabranim“ i „pridruženim“ hotelima – svi u neposrednoj blizini dva kongresna centra. **Disney's Hotel New York**®, **Disney's Newport Bay Club**®, **Disneyland Hotel** i **Disney's Sequoia Lodge**® posebno su pogodni za potrebe korporativnih gostiju, jer nu-

Primeri tematskih večeri

Kula užasa iz Zone sumraka*

Tokom ove nezaboravne večeri prilično jezivi kondukter lifta dočekuje vaše goste i vodi ih do lifta jednog napuštenog istorijskog luksuznog hotela... a zatim ih sa 13. sprata vrtoglavom brzinom spusti u prazninu i potpuni mrak. Kako bi se oporavili od ovih uzbudljivih doživljaja, gosti se kasnije okupljaju na večeri, koja je postavljena u ambijentu tipičnom za 30-te godine, a sve to prate "natprirodni" zabavljači. Da li ste dovoljno hrabri da se bacite u ponor?

Walt Disney Studios® Park / 150 do 1.400 gostiju

* Inspirisano Zonom sumraka (The Twilight Zone®), brend u posedu CBS, Inc.

Zvezde filmskog platna

Vaši gosti će doživeti svet iza kulisa Velikog Platna tokom ove večeri posvećene filmu i bioskopu. Dočekuje ih gomila paparaca, hodaju crvenim tepihom, pa ulaze u izvanredan svet filmske magije, jedinstven doživljaj koji ih doslovno prenese u svet filma. Veče se nastavlja usred filmske scenografije koja priziva Zlatno Doba Holivuda. To je idealan ambijent, prepun zvezdama filma, za neku gala večeru – kao da ste na dodeli Oskara®. Sada je na njih red da budu pod svetlima reflektora!

Walt Disney Studios® Park / 150 do 1.070 gostiju

Primeri tim biding aktivnosti

Potruga za blagom

Opremljeni vodičem za staze i putovanje kroz ceo Tematski Park, dok istražuju svaki njegov skriveni kutak, delegati će morati da nađu rešenje za tri zbudujuće zagonetke.

Od belih plaža Piratskog Ostrva do jezivih duhova koji proganjaju Fantomski Posed, to je uzbudljiva avantura bez zadržke!

Disneyland® Park / 20 do 300 učesnika

Avantura Dejvi Krokret

Smeštena duboko u šumi pored Disney's Davy Crockett Ranch®, ova tura avanture sastoji se od više od 80 izazova na vrhovima drveta pogodnih za sve nivoe sposobnosti.

Uz škripuće, klataće pešačke pontonske mostove, klimava stabla drveća, platforme na skelama i jednim preskokom od 16 metara u stilu Tarzana, uzbuđenje je zagarantovano!

Pet staza nudi različite nivoe poteškoća, što svakome omogućava da uživa u uzbuđenju podizanja u vazduh, kretanja od drveta do drveta po željenoj brzini, a da bude savršeno bezbedan.

Disney's Davy Crockett Ranch® / 20 do 216 učesnika



©Disney

Večernja zabava

Disneyland® Paris nudi organizatorima događaja čitav niz tematskih večeri i gala večera, koji mogu da se održavaju u **Disneyland® Park-u** ili **Walt Disney Studios® Park-u**, u **Disney® Village Marquee-u** ili u **Disney® Hotels**.

Pošto se Tematski Parkovi zatvore za publiku mogu se celi ili delimično iznajmiti za privatne događaje, za četiri grupe od 50 ili više ljudi – gostu pružaju neograničen pristup odabranim atrakcijama, restoranima i zabavama. Pošto su dva Tematska Parka veoma različita – Disneyland® Park ima pet tematskih parkova, dok Walt Disney Studios® Park pruža očaravajući pogled iza kulisa na svet filma, animacije i TV-a – opseg mogućnosti za tematske večeri je neograničen.

M. Š.

de čitav niz usluga po meri, uključujući pojedinačnu registraciju za delegate konvencije, jedan poslovni centar, kućne usluge, recepciju za doček, itd. Ovi hoteli takođe nude i veliki izbor sportskih aktivnosti, što delegatima

dopušta da kombinuju rad sa uživanjem: teniski tereni, golf-teren sa 27 rupa, klizanje na ledu, bazen na otvorenom i zatvoreni bazen, fitnes centri, kao i spa centar u Disneyland® Hotel-u.

Primer iz prakse:

Klijent KIA / agencija: Joke agency

- Automobilska industrija
- 2.000 gostiju iz 36 zemalja
- Trajanje: 4 dana
- Evropska konferencija "fast forward" koja treba da informiše, motiviše u pogledu vizije i dizajna brenda i izgradi partnerstva
- Gala večera sa živom svirkom i laserskim svetlima
- U Disney's Hotel New York® i Disney's Newport Bay Club®
- Događaj u Disney® Events Arena



©Disney

Disneyland® Paris

UNIQUE VENUE WHICH PROMISES UNFORGETTABLE EXPERIENCE

What makes this venue unique in the professional events sector is the fact that all these offers are integrated within a single site. Located just 35 minutes from Paris and within easy reach of two international airports, Disneyland® Paris stands out as Europe's number one integrated conference venue.



"No other destination can compete with Disneyland® Paris when it comes to delivering corporate messages in an unforgettable ways and in unique settings," says Eloi Courcoux, Director of Business Solutions Disneyland® Paris. And we surely believe him. Disneyland® Paris is not only a vacation destination but also a specialist corporate events venue offering a host of solutions. Since 1992 Business Solutions Disneyland® Paris, with its team of 240 professionals, has produced thousands of events. Every project has its own dedicated event manager from

start to finish – a single contact person who can offer companies turnkey and made-to-measure solutions to their needs.

With more than 23,500 m² (252,700 sq. ft) of meeting facilities, a total capacity of 8,200 rooms on site, very close to the 2 convention centres, plus 2 Theme Parks for evening entertainment and a vast array of incentive products, Disneyland® Paris is a truly unique venue, offering unrivalled facilities for hosting conventions, seminars, incentives, exhibitions, gala dinners and themed evenings.

What makes this venue unique in the



©Disney



©Disney

professional events sector is the fact that all these offers are integrated within a single site. Located just 35 minutes from Paris and within easy reach of two international airports, Disneyland® Paris stands out as Europe's number one integrated conference venue.

Meeting facilities

2 Convention centres:

- **Disney's Hotel New York®** conve-

ntion centre: total surface area: 5000 m², 2 plenary rooms, 55 meeting rooms

- **Disney's Newport Bay Club®** convention centre total surface area: 5500 m², 1 plenary room, 29 meeting rooms, 1 exhibition hall.

3 other event venues:

- **Disney® Events Arena**, 6,500 m², located at the heart of this venue, close to the hotels and the two co-

nvention centres, this neutral space can accommodate up to 4,000 people theatre-style, 3,500 for a sit-down dinner and 6,000 for a buffet reception.

- **Disneyland® Pavilion**, 4,200 m². This fully modular structure, located in Disneyland® Park, can accommodate up to 3,000 people theatre-style, 2,000 for a sit-down dinner and 2,500 reception guests.
- **Disney® Village Marquee**, 2,300 m²

Examples of themed evenings

The Twilight Zone Tower of Terror*

On this unforgettable evening a rather eerie lift attendant welcomes your guests and leads them to the elevator of an abandoned historic luxury hotel ... then, from the heights of the 13th floor, they are plunged into the void and total darkness at breakneck speed.

To recover from these thrilling sensations, guests gather afterwards for dinner, set in a typically 30s ambience and accompanied by "supernatural" entertainers. Are you brave enough to take the plunge?

Walt Disney Studios® Park / 150 to 1,400 guests

* Inspired by The Twilight Zone®, a brand owned by CBS, Inc.

The Stars of Cinema

Your guests experience life behind the scenes of the Big Screen in this evening dedicated to cinema. Greeted by a pack of paparazzi, they walk down the red carpet and enter the extraordinary world of CinéMagique, a unique experience which literally transports them inside the world of film. The evening continues at the heart of a film set conjuring up the Golden Age of Hollywood. It's a star-studded setting ideal for a gala dinner – just like being at the Oscars®. Now it's their turn to be in the limelight!

Walt Disney Studios® Park / 150 to 1,070 guests



©Disney

- The Marquee, located at the centre of the hotel complex in Disney® Village, comprises two exterior structures with a capacity of up to 1,200 delegates theatre-style, 1,100 guests for a sit-down dinner and 2,000 for a reception.

The Hotel Complex

Open all year round, the hotel complex boasts a total of 8,200 rooms – 5,800 in the 7 Disney® Hotels, and a further 2,400 rooms in ‘Selected’ and ‘Associated’ Hotels – all within close range of the two convention centres. **Disney’s Hotel New York®, Disney’s Newport Bay Club®, Disneyland® Hotel and Disney’s Sequoia Lodge®** are particularly well-suited to the needs of corporate guests, offering a range of made-to-measure services including separate registration for convention delegates, a business centre, concierge, a welcome desk, etc. These hotels also offer a wide range of sporting activities, allowing delegates to combine work and leisure:

tennis courts, a 27- hole golf course, ice skating, outdoor/indoor swimming pools, fitness centres, and a spa in Disneyland® Hotel.

Evening entertainment

Disneyland® Paris offers event organisers a range of themed evenings

and gala dinners which can be held in **Disneyland® Park** or **Walt Disney Studios® Park**, in **Disney® Village** or in the **Disney® Hotels**.

After the Theme Parks are closed to the public they can be fully or partly hired for private events, for 4 groups of 50 or more – giving guests unlimited access to selected attractions, restaurants and entertainments.

Because two Theme Parks are very different – Disneyland® Park has five themed “lands”, while Walt Disney Studios® Park takes a fascinating behind-the-scenes look at the world of cinema, animation and TV – the range of possibilities for themed evenings is unlimited.

M. Š.

Examples of team-building activities

Treasure Hunt

Equipped with a trail guide and journeying across the whole of the Theme Park, exploring all its hidden corners, delegates will have to solve three intriguing puzzles. From the white beaches of Pirate Island to the chilling ghosts that haunt Phantom Manor, it’s a no-holds-barred, thrilling adventure!

Disneyland® Park / 20 to 300 participants

Davy Crockett Adventure

Set deep in the forest near Disney’s Davy Crockett Ranch®, this adventure course comprises more than 80 tree-top challenges suitable for all levels of ability. With creeper-swinging, suspended footbridges, wobbly tree-trunks, monkey bridges and a 16-metre Tarzan-style leap, thrills are guaranteed! Five trails offer graded levels of difficulty, allowing everyone to enjoy the thrill of taking to the air, moving from tree to tree at their own pace and in perfect safety.

Disney’s Davy Crockett Ranch® / 20 to 216 participants

Example from practice:

Client KIA / agency: Joke agency

- Car industry
- 2 000 guests from 36 countries
- Duration: 4 days
- European conference “fast forward” to inform, motivate around the brand vision, design, and partnership / gala dinner with live band and laser show
- At Disney’s Hotel New York® and Disney’s Newport Bay Club®
- Event at Disney® Events Arena



©Disney

Hotel Olympia - Kongresni centar

USPJEŠNA KONGRESNA SEZONA SE NASTAVLJA



Hotel Olympia je u prvoj polovici godine ugostio brojne kongrese i simpozije istaknuvši se kao turistički lider u gradu Vodicama.

Nakon prošlogodišnjeg potpunog preuređenja smještajnih jedinica, te izgradnjom polivalentne (kongresne i sportske) dvorane, Olympia je hotel koji može kvalitetno ugostiti sportaše i poslovne ljude te se sukladno tome usmjerio na MICE ponudu i sportski turizam. S kongresima se nastavlja u ranoj jeseni, a istovremeno se radi na organizaciji već pristiglih upita i potvrda za kongrese u 2012. godini. Visok nivo usluge koji jamče četiri zvjezdice našim poslovnim klijentima pruža idealne uvjete za rad, opuštanje i zabavu.

Hotel raspolaže s četiri dvorane različitih kapaciteta i opreme, prilagodljive za organizaciju različitih događanja, od kratkog poslovnog sastanka do višednevnog kongresa, svečanih domjenaka i banketa.

Najbolji pokazatelj uspješnosti hotela Olympia u ponudi kongresnog turizma su održani kongresi i simpoziji, koji su ove godine već od siječnja s prvim radnim tjednom započeli svoj niz. Nabrojiti ćemo samo neke:

- Svečanost proglašenja najuspješnijih sudionika automobilističke i karting sezone 2010. Hrvatskog auto i karting saveza
- Seminar i predstavljanje novog modela Volkswagen Passata
- Kongres BOSCH-ovih kupaca i trgovaca
- 20. jubilara Internacionalna body art aerobik konvencija

- XIII Međunarodna manifestacija maslinara i uljara
- Kongres Gastroeneterologa
- Kongres Turizma i sigurnosti
- XV Uskršnja PBZ Leasing regata
- 17. državno natjecanje barmena
- Vigor barmen kup 2011.
- Sportsko rekreativne igre državne razine Hrvatskog Paraolimpijskog odbora 2011.
- Savjetovanje upravitelja nekretninama
- 68. Dani dijabetologa
- TAIEK radionice

XIII Međunarodna manifestacija maslinara i uljara održana je od 18. do 20. ožujka 2011. **Zadružni savez Dalmacije** idejni je začetnik, osnivač i organizator manifestacije NOĆNJAK.



Noćnjak 2011

Cilj manifestacije je unaprjeđenje maslinarstva i uljarstva, nezamjenjivih poljoprivrednih i gospodarskih djelatnosti primorskog dijela RH, te povećanje kvalitete i potrošnje ekstra djevičanskog maslinovog ulja.

U suradnji s hotelom Olympia organizirani su stručni skupovi; prezentacija strojeva i nužnih radova u maslinici; stručno vođene degustacije i prezentacije maslinovih ulja (olio-gastro show, olio bar, burza maslinovih ulja...); predstavljanja maslinarsko – uljarskih tiskovina, projekata, tvrtki, udruženja...; natjecanja u kvaliteti i izgledu proizvoda.

20. jubilara Internacionalna body art aerobik konvencija

Pri pomisli na konvenciju sigurno vam prvo pada na pamet neki pisani akt, no u ovom slučaju govorimo o aerobik konvenciji; seminaru za instruktore i entu-

zijazmom ispunjene vježbače koji su došli po nova znanja, ideje i energiju.

Konvencija u dvodnevnom trajanju okupila je 200 tinjak polaznika (aerobik instruktore, studente i profesore Kineziološkog fakulteta, vježbače i rekreativce, plesače, vlasnike i koordinatore aerobik i fitness centara) iz cijele Hrvatske, Slovenije, Bosne i Hercegovine i Srbije.



Internacionalna body art aerobik konvencija

Tijekom vikenda u tri dvorane uz najbolje strane i domaće prezentere kao što su Julian Crespo, Dubravko Ratkajec, Mario Valentić, Ana Matejak, Mirrela Anić, Goran Obrovac Goky, Amika Tomčić, Jelena Butigan, Sanjin Crnković i mnogi drugi; učesnici Konvencije uživali su u novitetima koje su sami odabrali – Functional workout, Step, Zumba fitness, Aerobics, Body & Mind, Pilates, 3D Fusion, Drill, Hio-hop, House, Circuit workout, Interval workout, Strech & Relax, Vježbe za trudnice i mlade mame...



68. Dani dijabetologa Hrvatske



Olympia Hotel - Congress Centre

SUCCESSFUL CONFERENCE SEASON CONTINUES

The Olympia Hotel hosted numerous congresses and symposia in the first half of the year, distinguishing itself as a tourist leader in the town of Vodice.

After the complete rearrangement of the accommodation capacities last year, and since the construction of a polyvalent hall (congress and sports



facilities), Olympia is a hotel which can comfortably entertain sportsmen and businessmen, thus focusing on MICE offer and sports tourism.

The congress season continues into early autumn, and at the same time Venue is processing the queries and confirmations submitted for the meetings in 2012.

The high level of service, guaranteed by the four stars, offers to our clients ideal conditions for work, leisure, and fun. The Hotel has four large halls of different capacities and equipments, adaptable for organizing various events, from a short-lasting business meeting to a few days-long congresses, ceremonial parties and banquets.

The best indicators of the success of the Olympia Hotel in servicing meeting industry are the previously held congresses and symposia, which have started the new series this year since the first working week in January.

We shall point out just a few of them:

- Ceremony of pronouncing the most successful participants in automotive and karting season of 2010 of the Croatian Auto and Karting Association
- Seminar and presentation of the new Volkswagen Passat model
- Congress BOSCH's buyers and traders

- 20th jubilee International body art aerobics convention
- 13th International manifestation of olive growers and oil producers
- Congress of Gastroenterologists
- Tourism and Safety congress
- 15th Easter PBZ Leasing regatta
- 17th State competition of barmen
- Vigor Barman Cup 2011
- State Sports and Recreational Games 2011 of the Croatian Para-Olympic Board
- Real estate managers conference
- 68th Diabetologists Days
- TAIEX workshops

The 13th International Manifestation of Olive Growers and Oil Producers was held from 18th to 20th of March 2011. **Cooperative Alliance of Dalmatia** was the initiator, founder and organizer of the manifestation named NOČNJAK. The goal of the manifestation is to make progress in olive



growing and oil producing, which are irreplaceable agricultural and economic sectors in the littoral region of the RC, and also to improve quality and consumption of the extra pure olive oil. In co-operation with the Olympia Hotel expert meetings were organized; presentations of machines and necessary works in the olive groves, expertly supervised tastings and presentations of olive oils (olio-gastro show, olio bar, olive oil stock exchange...); presentation of olive-oil printed matters, projects, companies, associations...; competitions in product quality and packaging.

20th jubilee International body art aerobics convention

When one hears the word convention

one surely thinks first of a written document, but in this case we are talking about an aerobic convention; it is a seminar for instructors and gymnasts filled with enthusiasm, who came to gain new knowledge, ideas, and energy.

The convention which lasted for two days gathered about 200 attendants (aerobics instructors, students and professors from the Kinesiology College, gymnasts and recreationists, dancers, aerobics and fitness centres owners and coordinators) from all over Croatia, Slovenia, Bosnia and Herzegovina, and Serbia.



During the weekend, in three halls, along with the best foreign and home presenters, such as Julian Crespo, Dubravko Ratkajec, Mario Valentić, Ana Matejak, Mirela Anić, Goran Obrovac Goky, Amika Tomčić, Jelena Butigan, Sanjin Crnković, and many others. Participants at the Convention enjoyed the novelties they chose for themselves - Functional workout, Step, Zumba fitness, Aerobics, Body & Mind, Pilates, 3D Fusion, Drill, Hip-hop, House, Circuit workout, Interval workout, Stretch & Relax, Exercises for pregnant women and young mothers...



Neobični prostori

DOŽIVETI SRBIJU KROZ NEOBIČNE PROSTORE

Salaši, etno sela i etno parkovi, vinski podrumi, građevine istorijskog nasleđa, zasigurno su neobični prostori koje treba doživeti uz, naravno, raznoliku ponudu Beograda kao metropole.

U nastavku prikazujemo samo jedan deo koji Srbija može da ponudi.

BELI DVOR - nalazi se sa Kraljevskim dvorom u okviru dvorskog kompleksa na najvišem delu Dedinja u Beogradu, na imanju površine 135 hektara. Gradnju Belog dvora započeo je 1934. godine, privatnim sredstvima kralj Aleksandar sa željom da napravi rezidenciju za svoje sinove (kraljevića Petra, Tomislava i Andreja), ali nije doživio da vidi završetak radova.

Izgradnju dvora dovršio je knez Pavle koji je, kao veliki ljubitelj umetnosti, dvor opremio vrednim umetničkim delima. Ovo zdanje pleni svojom jednostavnošću, otmenom elegancijom i uravnoteženim, simetrično raspoređenim masama. Dvorski kompleks na Dedinju proglašen je za kulturno dobro i spada među spomenike kulture od izuzetnog značaja. Kao takva institucija, Dvor je otvoren da podrži sve vrste kulturnih i drugih manifestacija, koje su od izuzetne važnosti za Republiku Srbiju. Verovatno najpoznatiji deo Belog Dvora je Zlatni salon koji je povezan skoro sa svim delovima palate. Svim zainteresovanim građanima omogućene su turističke ture i poseta Dvorskom kompleksu, preko Turističke organizacije Beograda, tokom turističke sezone koja traje od aprila do oktobra meseca. www.dvor.rs



Centralni Dom Vojske Srbije



Beli Dvor

CENTRALNI DOM VOJSKE SRBIJE -

Nekadašnji Dom JNA u Beogradu, građen u vreme Kraljevine Jugoslavije iz sredstava prikupljenih od kraljevskih oficira, ima već dugu tradiciju organizovanja svečanosti svih vrsta: koktela, korporativnih događaja, tematskih večeri, proslava preduzeća, svadbi i matura. Dom Vojske pruža povoljnu i uslugu visokog kvaliteta u najstrožem centru grada. U sastavu VU „Dedinje“ posluje restoran sa 300 mesta, a po dogovoru može se koristiti i svečana sala Doma (400 mesta), na spratu.

www.vudedinje.com

DOMVS SCIENTIARVM VIMINACIVM -

Viminacijum se nalazi na ušću Mlave u Dunav u poslednjim dolinama ispred Đerdapske klisure. Lociran je na strateškom raskršću puteva koji su vodili od zapada ka istoku i od severa ka jugu. Domvs Scientiarvm predstavlja izuzetno odredište koje ima višeznačnu ulogu kako u poslovnom tako i u naučnom smislu.

To je sastavni deo neodvojive celine uz rimski grad i vojni logor. Domvs Scientiarvm je vrhunac u specifičnoj i jedinstvenoj turističkoj ponudi sa autentičnim rimskim ambijentom.

Objekat treba da omogući kroz prijem posetilaca, organizaciju kongresa



Viminacijum

i tematskih skupova, prihod koji će doneti finansijska sredstva iz kojih će biti finansirana dalja istraživanja i razvoj arheološkog parka. Ukupna neto površina objekta od 3.701,36 m² može predstavljati izazov za organizatore i pružiti mnogobrojne maštovite događaje. www.viminacium.org.rs

NIŠKA TVRĐAVA - Tokom svoje viševjekovne istorije, prvobitna Niška tvrđava na čijem prostoru se nalazi današnja turska tvrđava, bila je u posedu mnogih država, počevši od Rimljana čiji se car Konstantin rodio nedaleko od današnjeg grada Niša, preko Stefana Nemanje koji je u njoj neko vreme držao svoju prestonicu krajem XII veka do Osmanlija koje su je zauzele 1395. godine.

U sklopu tvrđave se danas nalazi brojni turistički sadržaji, prodavnice suvenira, likovne galerije, ugostiteljski objekti i letnja pozornica koja pre-



dostavlja svojevrsan kulturni centar grada tokom letnjih meseci.

Letnja pozornica može da ugosti nekoliko hiljada posetilaca, pri čemu je organizatorima događaja obezbeđeno filmsko platno, bina i izvanredno ozvučenje.

Pored letnje pozornice tvrđavu odlikuju i zelene površine, zanimljive staze i uzbudljivi rovovi kao inspiracija za organizaciju team buildinga, muzičkih dešavanja, izložbi...

OPERA I TEATAR MADLENIANUM - osnovan je 1997. godine, kao prva privatna opera u ovom delu Evrope. Uklopljen u ambijent i duh starog Zemun, Madlenianum je centar kulturnih i umetničkih zbivanja ovog dela Beograda.

Svojim izgledom, stilom i elegancijom enterijera, ekskluzivnim sadržajima i vrhunskom scenskom tehnikom i opremom, ovaj objekat zadovoljava najveće evropske zahteve ove vrste.

Enterijer velike sale u kojoj je, sem partera, formiran i potpuno novi prsten loža na nivou galerije ima ukupni kapacitet od oko 500 mesta.

www.madlenianum.rs

GALERIJA O3ONE - predstavlja jedinstveni prostor, na ekskluzivnoj lokaciji u najelitnijem delu grada Beograda, u neposrednoj blizini Savezne skupštine i Skupštine grada, sa pogledom na park. Kao takav može biti idealan za okupljanja povodom prezentacija, press konferencija, koktela ili organizaciju proslava. Kapacitet prostora iznosi 120 m² što podrazumeva 70 mesta za sedenje ili 200 za stajanje.

www.o3one.rs

S. G.



Special venues

EXPERIENCE SERBIA VIA SPECIAL VENUES

Farmsteads, ethno villages and ethno parks, wine cellars, historic heritage edifices, these are surely special venues to be experienced in Serbia, along with various offers in Belgrade as the metropolis. The following is just a part of what Serbia has to offer.

THE WHITE PALACE (BELI DVOR) - together with the Royal Palace, it is part of the 135-hectare estate of the royal complex on the topmost posh



area of Dedinje in Belgrade. King Alexander began the construction of the White Palace in 1934 out of his own private means, as he wished to build a residence for his sons (the Princes Peter, Tomislav, and Andrej), but he did not live long enough to see the works completed. The Palace was finished under the supervision of the Prince Regent Paul, a great lover of arts, who decorated the Palace with valuable works of art. This structure fascinates people with its simplicity, noble elegance and balanced, symmetrically distributed masses. The Royal compound in Dedinje was proclaimed cultural wealth and ranks among cultural monuments of exceptional value. As such an institution, the Palace is open to support all kinds of cultural and other sorts of events of particular importance to Serbia. Probably the

most famous part of the White Palace is the Golden Salon connected to almost all other parts of the palace. Sightseeing of The Royal Compound is made possible thanks His Royal Highness Crown Prince Alexander II and the joint work of the Tourist Organization of the City of Belgrade. Visits are allowed during the tourist season lasting from April to October.

www.dvor.rs

CENTRAL HOUSE OF THE ARMY OF SERBIA - Former JNA Centre (Yugoslav National Army) in Belgrade, erected during the Kingdom of Yugoslavia out of funds collected by royal officers, has a long tradition of organizing ceremonies of all sorts: cocktails, corporative events, theme evenings, company celebrations, weddings and graduations. The Army Centre offers a



Central House of the Army of Serbia

top quality affordable service in the very centre of the city. As part of military institution "Dedinje" Company, the restaurant seats 300 persons, and the Centre's ceremonial hall (400 seats) on the first floor can also be used. www.vudedinje.com

DOMVS SCIENTIARVM VIMINACIVM - Viminacium is located where the Mlava flows into the Danube, in the few remaining valleys before the Djerdap Gorge. It is situated at the strategic crossing of roads leading from the West to the East, and from the North to the South. Domvs Scientiarvm represents an exceptional destination with multiple roles, both in the business and the scientific sense. It is a composite part of an inseparable whole, together with the Roman town and the military encampment. Domvs Scientiarvm is a gem of the specific and unique tourist offer in an authentic Roman setting. By admitting visitor tours, organizing congresses and theme conventions, the complex is expected to turn profitable, thus creating funds wherefrom further research and development of the archaeological park would be



Viminacium Party

financed. The total surface space is 3.701,36 sq. m., which may be a challenge for event organizers, but also provides for many imaginative happenings. www.viminacium.org.rs

NIŠ FORTRESS - In its centuries long history, the original Niš Fortress, where the present Turkish fortress is today, was under the rule of many a conqueror, beginning with the Romans whose Emperor Constantine was born on the outskirts of the modern city of Niš, continuing with Stefan Nemanja who held his court there for a certain time by the end of the 12th century, to the Osmanlis who conquered it in 1395. The Tower is composed today of numerous tourist sites, with souvenir shops, art galleries, restaurants, and a summer stage, which is a specific cultural centre in the city during the summer season. The summer stage can host several thousand visitors, with movie screen and exceptionally good sound equipment provided to

event organizers. Apart from the summer stage, the Tower is characterised by its greenery, interesting paths and exciting ditches, like an inspiration for the organization of team building, music events, exhibitions....

MADLENIANUM OPERA & THEATRE - was established in 1997, being the first private opera house in this part of Europe. Immersed in the setting and spirit of old Zemun, Madlenianum is the centre for cultural and artistic events in this part of Belgrade. With its imposing appearance, style and elegance of its interior, with exclusive performances and supreme stage technique and equipment, the venue meets the highest European standards and requirements. Inner big theatre, where a brand new ring of box seats at the gallery level was added to the main floor, has the total capacity of around 500 seats. www.madlenianum.rs

O3ONE ART GALLERY - is a unique spot at an exclusive location in the most elite Belgrade quarter, in close vicinity to the National Assembly and the Assembly of the City of Belgrade, looking onto a park. It can be an ideal place for gatherings concerned with presentations or press conferences, for organizing cocktails or parties. The capacity of the Gallery is 120 sq. m., which means 70 seats or 200 standing places. www.o3one.rs



Niš Fortress, Film Festival

S. G.

Unique Place to Stay & to Celebrate

Posebno mesto za Vaš boravak i Vaše proslave



Standard and deluxe accommodation that includes american buffet breakfast, high speed internet and use of Health Club.

Standard i deluxe sobe sa uključenim američkim bife doručkom, brzim internetom i upotrebom Rekreativnog centra.

Get married in style in luxurious surroundings. Unique and memorable celebrations.

Venčanje za pamćenje u luksuznom okruženju. Neponovljive i nezaboravne proslave.

Top quality banquet space for your corporate meetings and events.

Najkvalitetniji banket prostor za Vaše korporativne sastanke i događaje.



CONTINENTAL
HOTEL BEOGRAD

NBGP Properties d.o.o. - Continental Hotel Beograd
Vladimira Popovića 10, 11070 Belgrade, Serbia,
T: +381 11 220 4204, F: +381 11 311 1402

www.continentalhotelbeograd.com



Neobični prostori

VELIČANSTVENE DVORANE U HRVATSKOJ KAO PEČAT ISTORIJE

Jedinstvena zemlja sa fantastičnom 1.778 kilometara dugom obalom i neverovatnih 1.244 ostrva, Hrvatska je zemlja čija se bogata kulturna baština otkriva unutar brojnih muzeja, galerija i crkava. Među mnogobrojnim znamenitostima Hrvatske, želeli smo da istaknemo nekoliko posebnih prostora za organizaciju događaja koji svakako plene i privlače pažnju kako domaćih tako i inostranih organizacija.

KONCERTNA DVORANA VATROSLAV LISINSKI - Produkcija i organizacija vrhunskih muzičkih, ali i brojnih multimedijalnih priredbi osigurali su Koncertnoj dvorani Vatroslava Lisinskog vodeće mesto na području muzičko-koncertne delatnosti u Hrvatskoj, ali i u užoj regiji.

Dvorana organizuje filmske premijere, zanimljive izložbe, a često je i domaćin međunarodnih kongresa i skupova. Koncertna dvorana Vatroslava Lisinskog u svom sastavu ima Veliku dvoranu (1.847 mesta), Malu dvoranu (304 mesta), četiri salona za sastanke, veliko funkcionalno predvorje i tri snack bara.

Izgradnja Dvorane počela je 1961. godine. Uz autore i izvođače, zasluge pripadaju tadašnjim predstavnicima Grada Zagreba a dvorana je nazvana prema Vatroslavu Lisinskom, kompo-



Koncertna dvorana Vatroslav Lisinski

zitoru prve hrvatske opere Ljubav i zloba. www.lisinski.hr

HRVATSKA AKADEMIJA ZNANOSTI I UMJETNOSTI - ILIRSKA DVORANA - Neposrednu akciju za osnivanje Akademije u Zagrebu započeo je 1860. đakovačko-srijemski biskup Josip Juraj Strossmayer.

Do danas, Hrvatska akademija znanosti i umjetnosti organizovala je preko stotinu naučnih skupova. Osim toga, organizovani su brojni skupovi posvećeni proučavanju istorije i privrednog razvoja hrvatskih krajeva i gradova, kao i naučni skupovi o razvojnim problemima Hrvatske.

Izuzetno atraktivna za organizaciju poslovnih sastanaka, prijema i promocija, Ilirska dvorana (kapacitet 220

mesta) danas se smatra najlepšim klasicističkim interijerom u Zagrebu. www.hazu.hr

HRVATSKI INSTITUT ZA POVIJEST - ZLATNA DVORANA - Nazvana je zlatnom zbog sjaja kojim odiše cela dvorana.



Zlatna dvorana

Dvorana je galerija hrvatske umetnosti s kraja XIX veka u Zagrebu, čiji interijer krase vredna umetnička dela hrvatskih slikara i vajara Csikos-Sešsije, Frangeša, Medovića, Tisova i dr. Zlatna dvorana poseduje kapacitet od 60 mesta, s tim što pri organizaciji događaja, zbog specifičnosti prostora iste, nije dozvoljeno korišćenje konferencijske i video opreme. www.isp.hr

KAZALIŠTE MARIN DRŽIĆ - Nazvano po poznatom renesansnom dubrovačkom komediografu (rođen je u Dubrovniku 1508. godine, a umro je u Veneciji 1567. godine), pozorište se nalazi u zgradi izgrađenoj 1865. godi-



Narodni dom HAZU



Kazalište Marin Držić

ne u Dubrovniku. Kao profesionalno pozorište posluje od 1944. godine. Danas, pozorište može ugostiti razne manifestacije od korporativnih do naučnih, kulturnih i muzičkih. Glavna dvorana raspolaže sa 240 mesta, dok teatar Bursa kao dodatna dvorana raspolaže sa 70 mesta. Pozorište poseduje savremenu audio - vizuelnu opremu, profesionalno te-



Istarska sabornica

hničko i pomoćno osoblje.
www.kazaliste-dubrovnik.hr

ISTARSKA SABORNICA - Smeštena u samom starogradskom jezgru Poreča, sabornica je izvorna franjevačka gotička crkva (XIII vek) čiji enterijer zadobija barokna stilska obeležja tokom XVIII veka. Već decenijama je mesto održavanja brojnih kulturno-

umetničkih projekata muzičko-scenskog i likovnog karaktera od kojih se svojom reprezentativnošću i kontinuitetom posebno ističe porečki Annale kojem se pridružuju brojne značajne individualne i grupne izložbe aktivno promovišući domaću i internacionalnu likovnu scenu.

www.muzejporec.hr

S. G

Special venues

MAGNIFICENT HALLS IN CROATIA AS HALLMARKS OF HISTORY

Unique country with fantastic 1,778 kilometres of coastline and incredible 1,244 islands, Croatia is rich with cultural heritage which is revealed in numerous museums, galleries and churches. Among multitude of landmarks in Croatia, we wanted to point out several special venues for organizing of events, which attract attention of both domestic and foreign organizations.

VATROSLAV LISINSKI CONCERT HALL - Production and organization of ultimate music entertainments and numerous multi-media shows secured the leading position to the Vatroslav Lisinski Concert Hall in the music-concert activities in Croatia and surrounding region. The Hall organizes film premieres, interesting

exhibitions, and it often hosts international congresses and conventions. The Concert Hall Vatroslav Lisinski has a Big Hall (1,847 seats), Small Hall

(304 seats), four meeting parlours, a large functional lobby, and three snack bars. The construction of the Hall began in 1961. Beside designers



Vatroslav Lisinski Concert Hall



The Illyrian Stateroom

and executioners, merits also go to the former City of Zagreb representatives, and the hall was named after Vatroslav Lisinski, composer of the first Croatian opera Love and Malice. www.lisinski.hr

CROATIAN ACADEMY OF SCIENCE AND ARTS – ILLYRIAN STATEROOM -

Direct action for the founding of the Academy in Zagreb was initiated in 1860 by the Djakovo-Srem bishop Josip Juraj Strossmayer. Up to this day the Croatian Academy of Science and Arts organized more than one hundred scientific conventions. Besides, numerous conferences dedicated to the study of history and economic development of Croatian regions and towns were organized, as well as scientific conventions on developmental problems in Croatia. The Illyrian Stateroom (capacity of 220 seats) is particularly attractive for the organization of business meetings, receptions and promotions, and it is considered today to be the most beautiful classic interior in Croatia. www.hazu.hr

CROATIAN INSTITUTE OF HISTORY – GOLDEN HALL -

It was thus named due to the splendour emanating from all over the Hall. The Hall is a gallery of Croatian art from the end of the 19th century in Zagreb, the interior of which is decorated with valuable paintings and sculptures by Croatian artists Csikos-Sessija, Frangeš, Medović, Tisov, and others. The Golden Hall

has the capacity of 60 seats, but when organizing events, due to specifics of the facility, it is not allowed to use conference and video equipment. www.isp.hr



The Golden Hall

MARIN DRŽIĆ THEATRE -

Named after the renowned Renaissance Dubrovnik comedy author (born in Dubrovnik in 1508, died in Venice in 1567), the theatre is situated in a building erected in 1865 in Dubrovnik. It is operating as a professional theatre since 1944. Today the theatre can host various manifestations, from

corporate to scientific, cultural and music events. The central hall has 240 seats, and the theatre Bursa, as an additional hall, has 70 seats. The theatre is equipped with modern audio-visual devices, professional technical and assisting staffs.

www.kazaliste-dubrovnik.hr

ISTRIAN ASSEMBLY HALL -

Situated in the very old town centre of Poreč, the assembly hall was originally a Franciscan gothic church (13th century), the interior of which gained Baroque-style characteristics in the 18th century. For decades now it has been the venue for numerous cultural-artistic projects of music-stage and fine-arts character, with the Annals of Poreč standing out for their representative form and continuity, where a great number of individual and group exhibitions are organized, promoting domestic and international artistic scene. www.muzejporec.hr

S. G



Istrian Assembly Hall



Marin Držić Theatre

Four Stars in the Heart of the Adriatic



HOTEL ★ ★ ★ ★
OLYMPIA
VODICE - CROATIA

Ljudevita Gaja2 | Vodice
+385 (0)22 452 452
prodaja@olympiavodice.hr
www.olympiavodice.hr

Business
wellness

HOLIDAY

Neobični prostori

CRNA GORA - MALA ZEMLJA PUNA RAZNOLIKOSTI

Crnu Goru kao turističku destinaciju odlikuje mala površina zemlje koja ima dosta toga da pruži.

U jednom danu, posetilac može sebi priuštiti jutarnju kafu na jednoj od mnogobrojnih plaža Budvanske rivijere, ručak na Skadarskom jezeru, i večeru uz ognjište na obroncima velebnе planine Durmitor. Burna istorija ove male države, ostavila je za sobom neprocenjivo blago, koje se ogleda u istorijskim spomenicima širom zemlje. Neki od njih nastavili su da žive i u ovom modernom dobu, otvarajući svoja vrata, između ostalih, i organizacijama korporativnih događaja.

KANLI KULA - Izgrađena na čvrstoj krečnjačkoj steni, na 85 metara iznad mora, Kanli kula prvi put se u pisanim



dokumentima pominje kod turskog putopisca Evlije Čelebije sredinom XVII veka. Pretpostavlja se da je izgrađena u srednjem veku, a današnji izgled dobila je u vreme turske vladavine sredinom XVI veka. Danas se na njoj nalazi naljepša letnja pozornica na Jadranu sa čak oko 1.005 numerisanih sedišta. Sedište je napravljeno, kako drugačije nego od kamena, preko kojeg se u vreme održavanja raznih festivala poput HercegNovskog filmskog festivala, nekada Sunčanih Skala, Guitar Art summer festa, i raznih drugih susreta, stavlja gumena podloška (strunjača). Pri organizaciji bilo kog događaja poželjno je znati



Tvrđava Citadela, Budva

da su vremenski uslovi u Herceg Novom jako promenljivi i da bi organizacija zahtevala dosta truda i sredstava, a koji se ipak na kraju isplate. Pozornica, s pogledom na izlaz iz Bokotorskog zaliva, Lušticu i Prevlaku, kao i na krovove Starog grada, zasigurno odiše nesvakidašnjim i posebnim ambijentom.

TVRĐAVA CITADELA, BUDVA - Srednjevekovni kastel grada Budve, posvećen Sv. Mariji, danas poznatiji kao Citadela, najmonumentalniji je građevinski objekat unutar budvanskih gradskih zidina. Kompleks građevina je arhitektonski potpuno au-

tonoman, a u okviru njega se nalaze bedemi, ostaci srednjevekovne crkve Sv. Marije, kapije, više platoa i zgrade nekadašnje kasarne. Restoran koji se nalazi na prvom spratu svojim ambijentom i intimnim separeima predstavlja idealno mesto za okupljanja uz vrhunsko kulinarsko umeće i vanserijsku uslugu. Restoran čini celinu sa prostranom terasom na istočnoj kuli sa koje se pruža omamljujući pogled na ostrvo Sv. Nikola i morsku pučinu.

VINSKI PODRUM ŠIPČANIK - Podrum je otvoren krajem 2007. godine, nakon prve faze rekonstrukcije koja je trajala nešto više od godinu dana



Vinski podrum Šipčanik

i u koju su „Plantaže“ uložile 2 miliona evra. Čitav projekat uključuje i uređenje okolnog prostora. Brdo Šipčanik se nalazi na istočnoj strani Podgorice i oslanja se na kompleks vinograda Čemovskog polja. Sa tvrđave, koja je na samom uzvišenju, pruža se predivan pogled na Skadarsko jezero i grad Podgoricu. Podrum se nalazi na prosečnoj dubini od preko 30 metara. U obliku je tunela dugog 356 metara, prosečne širine 13,5 metara i visine 7 metara. U podrumu Šipčanik, na blizu 7.000 kvadratnih metara, mogu se priređivati mnogobrojni događaji, a najčešće su to prijemi, prezentacije i korporativne proslave uz naravno degustaciju vina.

GOSPA OD ŠKRPJELA - Ostrvo ispred Perasta je veštačko ostrvo napravljeno krajem XV veka, gde su prema predanju braća Moršići pronašla goblen Gospe. Goblen je autoportret, koji je ona izvezla od svoje kose, čekajući svog dragog. A zatim su Peraštani odlučili da na tom mestu sagrađe



Gospa od Škrpjela

srpski pravoslavni hram Bogorodici. Veliki pomorci koji su dolazili u Boku donosili bi u svojim jedrenjacima kamenje koje bi na tom delu zaliva bacali u more, a kada je stvoreno ostrvo ubrzo zatim je i sagrađena crkva. Čak i danas taj običaj se sačuvao. Peraška fašinada, održava se 22. jula, predstavlja tradicionalnu manifestaciju sastavljanja barki iz Perasta. Barke

se ukrašavaju i na njih se stavlja po koji kamen i posle obilaska obale grada Perasta svi kreću ka ostrvu. Tamo nastupa slavlje i svi bacaju kamenje u more oko ostrva. Ovo jedinstveno ostrvo na crnogorskoj obali pruža izuzetan doživljaj pri organizaciji druženja, koktela, korporativnih proslava a može ugostiti oko 100 delegata.

S. G.

Special venues

MONTENEGRO - A SMALL COUNTRY OF GREAT VARIETY

Montenegro as a tourist destination is characterised by small ground surface of the country that has so much to offer. A visitor can arrange for himself his morning coffee at one of many beaches of the Budva Riviera, a lunch at the Lake Skadar, and dinner beside a fireplace on slopes of the magnificent mountain Durmitor. Turbulent history of this small country left behind a priceless treasure reflected in historic monuments all over the country. Some remain living in these modern times, opening their doors to everyone interested, among them to the corporate events organizers, too.

KANLI TOWER - It was built on a solid limestone rock, at 85 metres above the sea. The Kanli Tower was first mentioned in written documents by

the Turkish traveller and writer Evliya Celebi by mid-17th century. It is supposed that it was built in mediaeval times, and it got its present shape in the period of the Turkish rule by mid-

16th century. Today it boasts with the most beautiful summer stage on the Adriatic, with no less than 1,005 numbered seats. A seat is made - how else? - out of stone onto which they



Kanli Tower



Fortress Citadel, Budva

place a rubber pad (mat) at the time of holding various festivals, such as Herceg Novi Film Festival, once for the Sunčane Skale, the Guitar Art Summer Fest, and all sorts of other events. In organizing some kind of event it is advisable to know that weather conditions in Herceg Novi are rather changeable, so that organization of event is quite demanding in terms of effort and means, but it all pays off in the end. The stage with a view on the Bay of Kotor, the Luštica, the Prevlaka, and over the rooftops of the Old Town, surely emanates an uncommon and distinct ambience.

FORTRESS CITADEL, BUDVA - The mediaeval castle in the town of Budva, dedicated to St. Mary, renowned today as Citadel, is the most monumental building within the Budva town walls.

The complex of buildings is completely autonomous in architectural sense, and it houses the ramparts, remnants of the mediaeval St. Mary's church, gates, several plateaux, and former barracks.

The restaurant on the first floor is an ideal place for assemblies in its special setting and intimate private dining rooms, along with supreme culinary skills and extra good service.

The restaurant makes one single unit with a spacious terrace on the eastern tower, where one gets a fascinating view onto the island of St. Mark and the sea offing.

ŠIPČANIK WINE CELLAR - The cellar was opened by the end of 2007, after the first phase of reconstruction which lasted for more than a year, with 2 million Euros invested by "Plantaže". The complete project includes the planning of the surrounding area. Šipčanik Hill is on the east side of



Šipčanik wine cellar

Podgorica, leaning on the complex of vineyards of the Čemovsko Field. The fortress, situated on the very top, opens up to the beautiful view of the Lake Skadar and the city of Podgorica. The cellar is at the average depth of over 30 metres. It is in the shape of a tunnel which is 356 metres long,

its average width is 13.5 metres, and its height is 7 metres. In the Šipčanik Cellar, on the surface of almost 7,000 square metres, numerous events can be organized, such as receptions, presentations, and corporative celebrations, including the wine tasting.

GOSPA OD ŠKRPJELA - The island facing the town of Perast is an artificial island made by the end of the 15th century. According to a legend, brothers Moršić found there a gobelin of Lady (Gospa). The gobelin is auto-portret, which was made from Lady's hair, while she was waiting for her beloved. The townspeople of Perast decided to erect a Serbian Orthodox temple dedicated to Virgin at that spot. The great seafarers coming to the Bay of Kotor would bring along some stones in their sailboats and then they would throw them into the sea at that spot.

Once the island was created it was not long before the church was built as well. The custom survives even today. The Perast Festivities, held on July 22, is a traditional manifestation when people join their boats in Perast. The boats are first decorated and then some stones are put on deck. After cruising along the Perast coast, everyone heads to the island. There the jubilation starts and everyone throws stones into the sea around the island. This unique island on the Montenegrin coast offers an exceptional experience when organizing assemblies, cocktails, corporative celebrations, with its capacity of about 100 delegates.

S. G.



Gospa od Škrpjela

Neobični prostori

UKRŠTENE KULTURE I RELIGIJE OBEZBEĐUJU DOGAĐAJE ZA PAMĆENJE U BOSNI I HERCEGOVINI



Bijeljina etno selo

Prepuna tragova ukrštanja različitih kultura i religija, Bosna i Hercegovina se može izdvojiti po veličanstvenim znamenitostima poput Srednjovekovnog nadgrobnog spomenika – Stećak, Starog Mosta – Mostar, Pećine Vjetrenica, Nacionalnog parka Hutovo Blato, Evropske kišne šume – Perućica, Bosanskih piramida i mnogo čemu ostalom. U pogledu neobičnih prostora za organizaciju korporativnih događaja, izdvojili smo nekoliko koji po svakom osnovu mogu privući pažnju na sebe i obezbediti nezaboravan doživljaj onima koji u njima gostuju.

ATOMSKA RATNA KOMANDA (vojni naziv D-0) nalazi se nedaleko od Konjica, u unutrašnjosti brda, u podnožju planine Zlatar, podigla ga je bivša JNA na površini od 6.500 m². Smešten na dubini od 280 metara ispod ze-



Atomska ratna komanda

mlje, bunker je sagrađen sa namerom da u slučaju (atomskog) rata funkcioniše kao centar vojnih operacija (sklonište za štab vrhovne komande) i sklonište za predsednika Tita, njegovu porodicu i najbliže saradnike. Ovaj objekat, koji podseća na lavirint sa više od stotinu prostorija i potpuno sačuvanim inventarom (sastoji se od brojnih rezidencijalnih prostora, sala za konferencije, kancelarija i predse-dničkog bloka), bio je predviđen da obezbedi nesmetan život 350 ljudi tokom 6 meseci. Do 90-ih godina izgrađnja (koja je trajala od 1953. godine do 15.09.1979. godine, i za koju je investirano 4,6 milijardi američkih dolara) i postojanje ovog bunkera bila je najstrožije čuvana tajna. Neke od zanimljivosti u vezi ovog objekta su:

- Preko 20.000 tona zemlje iskopano je većinom ručno i izbačeno iz brda Zlatar

- U objektu svetli 6.015 neonskih lampi
- Za postojanje ovog objekta znalo je samo 19 osoba koje su 37 godina čuvali najstrožiju državnu tajnu
- Objekat raspolaže sa svojom pitkom vodom, ventilacijom, kablovskim sistemom i 2 cisterne sa 25 tona goriva
- Prostorije Generalštaba - Vrhovne komande nalaze se 275 metara pod zemljom i armiranim betonom
- Titov kabinet nalazi se 220 metara ispod zemlje dimenzija 5,57 m x 3,20 m.

TEŠANJSKA TVRĐAVA - Tešanj predstavlja spoj prošlosti i modernog perioda, pa se u njemu nalazi i tvrđava koja datira iz ilirskog perioda.

U srednjovekovnom periodu, tvrđava je znatno nadograđena, a kasnije je



Tešanj

u njoj napravljena i sahat-kula koja je i danas u funkciji. Tvrđava ima dva bedema i ugostiteljski objekat. Pored tvrđave u kojoj se održavaju brojne kulturno-turističke manifestacije, u Tešnju gosti mogu posetiti i Ferhadbegovu džamiju iz XVII veka koju je sagradio rođak sultana Sulejmana Veličanstvenog, Ferhad-beg. Tešanjaska tvrđava poseduje binu koja se nalazi

Kulturni događaj Evrope

Bijenale D-0 Ark Underground Time Machine održao se 27. maja 2011. godine, kada je održano i svečano otvaranje. Finski umetnik, profesor državne Akademije likovnih umetnosti, Villu Jaanisoo, poznat po instalacijama velikih dimenzija, uz pomoć četiri finska studenta likovnih umetnosti i pet studenata sarajevske Akademije likovnih umetnosti, kao i dvadeset mladih volontera iz Konjica, organizovao je postavku svog umetničkog rada u Bloku 9, tačnije, u energetskom bloku Atomskog skloništa. www.bijenale.ba

na „platou“ u okviru tvrđave, a koja predstavlja veoma zanimljivo mesto za održavanje seminara, konferencija i slično.

ZEMALJSKI MUZEJ BOSNE I HERCEGOVINE - Sa kapacitetom od 200 do 300 mesta može biti dobar izbor za organizaciju raznih manifestacija i kulturno-zabavnih programa, balova, prijema. Pored unutrašnjeg prostora izdvaja se i veličanstveni otvoreni prostor, Botanička bašta, sa kapacitetom do 500 mesta.
www.zemaljskimuzej.ba



BOŠNJAČKI INSTITUT - Posebno mesto u kompleksu zdanja Bošnjačkog instituta zauzima Gazi Husrev-begov Hamam. To je prostor u kojem se, na jedinstven način, dopunjavaju orijentalna arhitektura sa modernim uređenjem, stvarajući prelep i ugodan prostor gde se neguje i odvija živa kulturna aktivnost. Hamam, sa kapacitetom od 100-120 mesta, je mesto događanja brojnih kulturnih sadržaja poput promocija knjiga, književnih večeri, koncerata, izložbi, ali i mesto za druženje i susrete.

Rad i celokupna delatnost Bošnjačkog instituta odvija se po najvišim svetskim standardima. Tako, između ostalog, u Institutu postoje i multi-medijalni prostori koji se koriste za izložbe, promocije, koncerte, simpozijume, okrugle stolove, predavanja istaknutih profesora, naučnika itd. Bošnjački institut u nepunih 5 godina svoga postojanja u Sarajevu postao je najposećenija kulturna institucija.
www.bosnjackiinstitut.ba

S. G.

Special venues

CROSSED CULTURES AND RELIGIONS PROVIDE UNFORGETTABLE EXPERIENCES IN BOSNIA AND HERZEGOVINA



Filled with traces of crossings of different cultures and religions, Bosnia and Herzegovina can be distinguished by her magnificent heritage such as the mediaeval tombstone – Stećak, the Old Bridge – Mostar, the Vjetrenica Cave, the Hutovo Blato National Park, the European rain forest – Perućica, Bosnian pyramids, and many other monuments.

As for special venues for corporate events organization, we pointed out several of those which can attract attention in every respect, providing for an unforgettable experience to those who visit them.

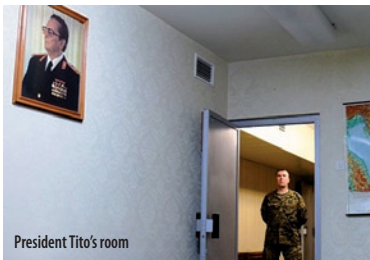
NUCLEAR WAR COMMAND (military code name D-0) is located near Konjic, inside a hill, at the foot of Mt. Zlatar, constructed by former JNA (Yugoslav National Army) on the surface area



Cultural Event of Europe

Biennale D-0 Ark Underground Time Machine was held on 27th of May 2011, when it was ceremoniously opened. A Finnish artist, professor at the state Academy of Arts, Villu Jaanisoo, renowned for his large-scale installations, aided by four Finnish students of fine arts and five students of the Sarajevo Academy of Fine Arts, as well as twenty young volunteers from Konjic, organised an exhibition of his artistic works in Bloc 9, that is in the energy bloc of the Atom Shelter. www.bijenale.ba

of 6.500 sq. m. Situated at the depth of 280 metres below ground level, the bunker was erected with the intention of having it operational in case of (atomic) war as the centre of military operations (bomb shelter for the Supreme Command HQs.), and as a shelter for president Tito, his family and closest associates. The construction, reminiscent of a labyrinth with more than a hundred rooms and fully preserved inventory (consisting of numerous residential apartments, conference halls, offices, and a presidential block of rooms), was designed to provide space for unobstructed living to 350 people for 6 months. Until the '90s the construction (lasting from



President Tito's room

1953 to 15 September 1979, with 4.6 billion US dollars invested) and existence of this bunker was a top secret. Some interesting points concerning the building are:

- Over 20.000 tons of earth dug out mostly by hand out of Mt. Zlatar
- There are 6.015 neon lamps inside
- Only 19 persons knew about the existence of this construction and they kept the top state secret for 37 years
- The building has its own potable water, ventilation, cable system, and 2 tanks with 25 tons of fuel
- General Headquarters – Supreme



Tešanj tower

Command rooms are 275 metres below ground level in reinforced concrete

- Tito's office is 220 metres below ground level, it measures 5.57 m. x 3.20 m.

TEŠANJ TOWER - Tešanj is a combination of past and modern, and it has a fortress dating back from the Illyrian period. In the mediaeval times the fortress was largely reconstructed and enlarged, later on it was annexed by a clock tower which is operational even today. The fortress has two ramparts and a catering facility. Beside the fortress with its numerous cultural-tourist manifestations, guests in Tešanj can also visit Ferhad-bey's mosque from 17th century, constructed by Ferhad-bey, relative of Sultan Suleyman the Magnificent. Tešanj Fortress houses a stage situated at a 'plateau' within the Fortress, a very interesting venue for seminars, conferences, and similar.

THE NATIONAL MUSEUM OF BOSNIA AND HERZEGOVINA - Capacity of 200 – 300 people, can be a good

choice to organize various manifestations and cultural-entertainment programmes, balls, and receptions. Beside the indoor facilities, there is a magnificent open space, the Botanical Garden, with the capacity of 500 seats. www.zemaljskimuzej.ba

BOSNIAN INSTITUTE - A particular place within the Bosnian Institute complex is occupied by the Gazi Husrev-bey Hamam. It is the space where Oriental architecture is complimented in a unique way with modern arrangements, creating a beautiful and cosy ambience where vivid cultural activities are nurtured



Bosnian Institute - Hamam Conference Hall

and developed. Hamam, with its capacity of 100-120 seats, is a venue for numerous cultural events, such as book promotions, literary evenings, concerts, exhibitions, but also a spot where people can socialise and meet one another.

The work and overall activity of the Bosnian Institute is developed according to the highest standards. So, inter alia, the Institute also houses multi-media rooms used for exhibitions, promotions, concerts, symposia, round tables, lectures by distinguished professors, scientists, and so on. The Bosnian Institute in its five years of operating in Sarajevo became the most visited cultural institution. www.bosnjackiinstitut.ba



The National Museum of Bosnia and Herzegovina

S. G

Neobični prostori

ZAMKOVI I NEOBIČNI PROSTORI U SLOVENIJI NISU RETKOST

POSTOJSKA JAMA - Kako bi se organizovao neki događaj i od njega napravio poseban doživljaj, nešto više od onog što se nudi kao deo standardnog niza proizvoda i usluga, Postojnska jama može predstavljati najbolji izbor i kreirati poslovnu ili privatnu proslavu, društveni događaj ili sastanak, direktno po zahtevu klijenta. Sve vrste događaja, od posebnih događaja za pojedince do događaja za grupe, institucije i kompanije, mogu biti organizovani u Postojnskoj jami.

Palata Jamski dvorec poznata je kao vrhunski centar kulinarstva i događanja, smeštena u divnom okruženju tačno ispred ulaza u Postojnsku jamu. U njoj je smešteno nekoliko kongresnih hala, restorana i terasa a sadrži i svu potrebnu opremu.

Gostima se doživljaj u palati može učiniti još interesantnijim ako iskoriste prednosti tura i drugih usluga u pećinama, u zamku Predjama ili bilo gde u okviru destinacije.

www.postojnska-jama.si

ZAMAK LJUBLJANA - Srednjevekovni Zamak Ljubljana služio je mnogim svrhama u prošlosti; prvobitno je bio utvrđenje, zatim boravište provincijskog guvernera, vojna kasarna, čak i zatvor. U novije vreme, njegovim mnogim ulogama može se dodati i uloga glavne turističke atrakcije i gradskog obeležja. Eksterijer zamka, kako sad izgleda, datira od sredine XVI i početka XVII veka.

Obuhvatna obnova tokom proteklih godina, koja je sada okončana, ovaj sjajnoj lokaciji je obezbedila moderne prostore za sastanke i bankete, time je preobražavajući u jedinstveno mesto za manje poslovne sastanke i naročito za društvene funkcije. Zamak odlikuje sedam unutrašnjih funkcionalnih prostora koji mogu, na prijemima, da ugoste maksimum 400 gostiju u najvećem od njih, uz prostrano dvorište koje nudi kapacitet od 800 gostiju.



Postojnska jama

Najnoviji dodatak tokom 2009. godine su dve funkcionalne prostorije, Friedrick 1 i 2, koje su pored Palatiuma i sale Estates.

www.ljubljanacastle.si



Zamak Ljubljana

PALATA AUERSPERG - Gradski muzej postaje sve popularniji prostor za organizaciju prijema, banketa, manjih konferencija ili seminara, kao i kulturnih i drugih događaja. Atrijum muzeja ili srce renesansne palate, odlikuje se svojom čistom elegancijom i funkcionalnošću.

Beli mermer, staklene galerije, stubovi i lukovi od čvrstog kamena koji pružaju pogled na otvoreno unutrašnje dvorište, dodaju mu naročitu atmosferu koja je savršen okvir za ranovrsne društvene događaje. Atrijum može da ugosti do 200 gostiju (ili 400, ako se spoji sa dvorištem) za prijeme ili do 80 gostiju za bankete / večere sa sedenjem.

Muzejski prostori pružaju i druge originalne funkcionalne celine, uključujući i Projekcionu salu sa 81 sedištem, a to je i konferencijska prostorija pogodna za manje konferencije, predavanja, panel - diskusije, prezentacije sa okruglim stolovima, kada se mogu postaviti i dodatnih 30 mesta. Takozvana Gradonačelnikova soba najpogodnija je za protokolarnu prijem, ceremonije uručivanja nagrada i zvanične društvene događaje, sa prostorom za 60 gostiju ako stoje,



Palata Auersperg



Zamak Bled

ili sa 45 sedišta. Ona postaje bliska srcu posetilaca zbog svog crvenog i zlatnog sjaja i odabira najdragocenije simbole grada.

www.mgml.si

ZAMAK BLED - Prema pisanim izvorima, zamak Bled je najstariji zamak u Sloveniji. Prvi put se pominje 1011. godine u darodavnoj tapiji kao selo Veldes (castellum Veldes). Kao simbol Bleda i Slovenije, smešten na vrhu

strme litice koja se izdiže 130 metara iznad ledničkog jezera Bled, nalazi se istoimeni zamak. Slika zamka koji čini dramsku pozadinu za romantično ostrvce sa crkvom na njemu, donela je ovom kompleksu svetsku reputaciju tokom vekova. Terasa zamka pružaju spektakularan pogled na jezero i ostrvo, duž oblasti Dežela sa Lescem i Radovljicom, a preko planinskih venaca Karavanki i julijskih Alpi. Usled svoje strateške geografske lokacije, Bled je

oduvek bio važno mesto za političke i druge zvanične sastanke visokog ranga. Zamak posećuje niz visokih zvaničnika i državnika koji uživaju u divnim prizorima okolne prirode koji oduzimaju dah. U zamku se mogu ugostiti događaji, kao što su: politički i korporativni događaji, poslovni sastanci, srednjeevokovne priredbe i događaji, venčanja, koncerti, kulturni događaji.

www.blejski-grad.si

S. G.



Zamak Bled

Special venues

CASTLES AND UNUSUAL PLACES NO RARITY IN SLOVENIA

POSTOJNA CAVE - In order to organize some event and make of it special experience, something more than what is offered as part of standard range of products and services, Postojna Cave can come up with best options and create a tailor - made private or business celebration, social event or meeting. All types of events - special events for individuals, groups, institutions and companies can be organized in Postojna Cave.

The Jamski dvorec Mansion is renowned as a top - notch event and culinary centre in a wonderful setting right in front of the entrance to the Postojna Cave. It accommodates several conference halls and restaurants, a terrace and all the necessary equipment.

Guest's experience of the mansion can be made even more interesting



Postojna Cave

if they take advantage of tours and other services in the caves, at the Predjama Castle or anywhere else within the destination.

www.postojnska-jama.si

LJUBLJANA CASTLE - The medieval Ljubljana Castle has served to many different purposes in the past - it was first a fortress, then residence to the provincial governor, a barracks and



Ljubljana Castle, Pallatium Hall

even a prison. In newer times, we can add to its many roles that of a major tourist attraction and city landmark. The exterior shell, as it now appears, is predominantly from the mid-16th and the following century. The extensive renovation over the more recent years, which is now being concluded, has provided this splendid location with modern meeting and banqueting facilities, thus transforming it into a unique venue for smaller business meetings and, especially, social functions.

The Castle features seven indoor function spaces, which can, for standing receptions, welcome a maximum of 400 guests in the largest one, while the spacious courtyard offers the capacity for up to 800 guests. The latest novelty in 2009 are two function rooms, Friedrich 1 and 2, adjacent to the Palatium and the Estates Hall.

www.ljubljanacastle.si

AUERSPERG PALACE - The City museum, is becoming an increasingly popular special venue for the organisation of receptions, banquets, smaller conferences or seminars, as well as cultural and other events.

The Museum's atrium or the heart of the renaissance palace, is distinguished for its pure elegance and functionality.

The white marble, glass galleries and solid stone columns and arches, which offer a view of the open inner courtyard, lend it a special atmosphere that is a perfect frame for various social functions. The atrium can welcome

up to 200 guests (or 400 joined if joined with the courtyard) at receptions and up to 80 guests for a banquet / seated dinner. The Museum's premises offer other original function areas, including the 81-seater Projection



Auersperg Palace

room, which is a conference room suitable for smaller conferences, lectures, panels, round tables presentations, in which 30 more seats can be added. The so-called Mayor's Room is

most suitable for protocol receptions, award-giving ceremonies and formal social functions, with space for 60 guests standing or up to 45 seats. It captures the visitors' hearts with its red and golden glow and its selection of the most precious symbols of the city. www.mgml.si

BLED CASTLE - According to written sources, Bled castle is the oldest castle in Slovenia, first mentioned in a 1011 donation deed as castellum Veldes. Perched atop a steep cliff rising 130 metres above the glacial Lake Bled is a symbol of Bled and Slovenia - Bled Castle. The image of the castle forming a dramatic backdrop to the romantic island and the church on it has earned the resort worldwide recognition through the centuries. Castle terraces offer spectacular views of the lake and the island, down the Dežela area with Lesce and Radovljica and over to the mountain ranges of the Karavanke and the Julian Alps. Owing to its strategic geographic location, Bled has always been an important venue of high - level political and other official meetings. Its castle has been visited by a number of high-ranking statesmen who enjoyed the breathtakingly beautiful views of the surrounding nature. Castle can host events such as: political and corporate events, business meetings, medieval shows and events, weddings, concerts, culture events.

www.blejski-grad.si

S. G.



Bled Castle

Neobični prostori

ANTIČKA TRADICIJA NA MAKEDONSKIM PROSTORIMA UČINIĆE VAŠ DOGAĐAJ NEZABORAVNIM



Divni zalasci sunca na Ohridu, inspirativna planinska odmarališta na zapadu Makedonije, brojne duhovne znamenitosti, svi oni mogu ugostiti mnoge vrste događaja. Bogata kulturna baština, gostoprimstvo ljudi i višenamenski poslovni objekti čine Makedoniju privlačnom i još pristupačnijom destinacijom za kongresnu industriju.

Neki od neobičnih prostora za organizaciju događaja u ovoj slikovitoj zemlji su predstavljeni u nastavku.

STOBI, ARHEOLOŠKO NALAZIŠTE - Smešten u plodnoj dolini na samo nekoliko minuta od centralnog autoputa od severa ka jugu, koji povezuje Makedoniju sa Grčkom, antički grad Stobi je bio vitalni trgovački put u svoje vreme. Raskrsnica antičkih civilizacija ostavila je bogato nasleđe antičkih teataru, ruševine palata, sjajno obojene mozaike i religiozne relikvije kako bi posetioци u njima danas uživali. Ovo arheološko nalazište (smešteno na samo 3 km ili 1.8 milja od Gradskog izlaza na Autoputu E-75) pruža opsežan pogled na centralnu

makedonsku dolinu a u njemu se nalaze građevine kao što su amfiteatar iz II veka, Teodosijina palata i ranohrišćanske ruševine sa velikim i ukrašenim podnim mozaicima. Ovaj prostor može da ugosti događaje kapaciteta od 200 delegata.

VINARIJA TIKVEŠ - KAVADARCI - Ručno pravljeni sa trudom i strpljenjem, tikveška vina su odličje makedonske antičke tradicije u pravljenju vina. Smeštena u srcu makedonske vinarske oblasti, Vinarija Tikveš odraz je 120 godina stare kulture koja slavi celokupan doživljaj vina. Restoran sa 50 mesta unutar vinarije, radnja sa suvenirima i dodatni prostor za isprobavanje vina u grupama, idealno su sagrađeni da zabave i poduče razne posetioce. Njihovo stručno osoblje će osigurati da boravak u Vinariji Tikveš gostima bude urezan u pamćenje.

SULI AN, SKOPLJE - Suli An predstavlja spomenik kulture a nalazi se na skopskom Bazaru. Suli An je smatran za jednu od najlepših građevina iz prve polovine XV veka. Građevina



se sastoji od prostranog kvadratnog atrijuma oko kojeg je trem sa lukovima kroz koje se ulazilo u prostorije. Posle obnove, gostionica se može koristiti za više funkcija, a u njemu su smešteni Muzej starog skopskog Bazara - Suli An i Likovna akademija Republike Makedonije. Suli An ima kapacitet od 300 mesta.

MAKEDONSKA OPERA I BALET, SKOPLJE - U potpunosti sagrađena od armiranog betona i sa snežnobelim cementnim oblogama, predstavlja veoma karakterističnu i uglednu



zgradu u skopskom gradskom tkanju. Pozorište ima prostranu binu i mesta za 850 gledalaca, kao i malu binu za 200 gledalaca i jednu salu na otvorenom za razne tematske događaje za 500 gostiju. Međutim, sala se može prilagođavati u skladu sa brojem posetilaca i temom događaja.

S. G.



Special venues

ANCIENT TRADITION IN MACEDONIAN VENUES WILL MAKE YOUR EVENTS MEMORABLE

Ohrid's beautiful beach sunsets, Western Macedonia's inspirational mountain resorts, the numerous spiritual landmarks, can all be the host of many kinds of events.

The rich cultural heritage, people's hospitality and multipurpose business facilities make Macedonia an



Ohrid Lake

attractive yet accessible destination for meeting industry. Some of special events venues in this colorful country are presented below.

STOBI, ARCHEOLOGICAL SITE - Lying in a fertile valley just a few minutes off the central north-south highway that connects Macedonia with Greece, the ancient city of Stobi was a vital trade route in its days.

This crossroad of ancient civilizations has left a rich legacy of antique theaters, palace ruins, brightly-colored mosaics and religious relics for visitors to enjoy today. This archaeological site (located just 3 km or 1.8 miles from the Gradsko exit on Highway E-75) offers sweeping views of the central Macedonian plain and contains edifices such as the 2nd century am-



Stobi

phitheater, the Theodosia palace and early Christian ruins with extensive and ornate mosaic floors. This venue can be host of events with capacity of 200 delegates.

TIKVES WINERY - KAVADARCI - Hand-crafted with passion and patience, Tikveš wines are emblematic of Macedonia's ancient tradition of winemaking. Located in the heart of Macedonia's wine country, Tikveš wines reflect over 120 years of a culture which celebrates the entire



Tikveš fields Kavadarci

wine experience. The 50-seat restaurant within the winery, the souvenir shop and additional space for group wine-tasting, are ideally constructed to entertain and educate various visitors. Their specialized personnel will



Tikveš winery restaurant

make sure guest's stay at Tikveš Winery a memorable one.

SULI AN, SKOPJE - Suli An represents a monument of culture and it is situated in the Skopje Bazaar. Suli An has been considered as one of the most beautiful constructions in the first half of the XV century. The building



Suli An

is consisted of wide square atrium around which there is a porch with archers from where the rooms were entered in. After the restoration the inn has more functional usage and it houses the Museum of the Old Skopje Bazaar - Suli An, the Academy of fine arts of Republic of Macedonia. Suli An has capacity for 300 delegates.

MACEDONIAN OPERA AND BALLET, SKOPJE - Completely constructed of reinforced concrete and with snow-white cement cladding, it is highly distinctive and prominent building in the Skopje's urban fabric. The theatre has a big stage and seats for 850 spectators, and a small stage for 200 spectators and an open-space hall for different theme events for 500 guests. However, the hall can be tailor-made according to your number of guests and the theme of event.

S. G.



Macedonian Opera and Ballet

Neobični prostori

MISTIČNI ZAMKOVI U RUMUNJI ZA HRABRE DELEGATE

Rumunija kao destinacija, između ostalog, poznata je i po svojim dvorcima, palatama i legendi o Grofu Drakuli. Izdvajamo nekoliko zankova koji kao posebni prostori mogu biti izuzetna inspiracija za organizovanje team buildinga, incentive putovanja ili koktel proslava.

ZAMAK HUNEDOARA (ZAMAK CO-RVINESTI) - Predstavlja zamak u gotskom stilu sagrađen na rimskim ruševinama iz XIV veka. Vlad Tepes je kao mlad bio zatočen u njemu 7 godina. Ovaj zamak je tvrđava od čvrstog kamena koju su sagradili turski zatvorenici. Ona nosi 3 ogromne šiljate kule, pokretni most i visoke zidine, ima 5 mermernih stubova koji delikatnim rebrastim svodom nose dve sale, kao i Vitešku salu. Zamak je služio kao tvrđava do sredine XIV veka, kada postaje rezidencija vladara Transilvanije, lancu de Hunedoara. lancu je poboljšao utvrđenje i ono je uskoro postalo poznato kao najbolji zamak u Transilvaniji.

Danas su tu Galerija, Kula buzdovana, Viteška dvorana, Dvorana Saveta, Kapela, kao i 100 stopa dvorišta. Raskošna dvorana zamka, Viteška dvorana može da ugosti sastanak do 300 gostiju.



Zamak Bran

ZAMAK BRAN - Poznat kao "Drakulin zamak", prvobitno je sagrađen 1212. godine kao tvrđava za vitezove Tevtonce, a kasnije su ga Saksonci



Zamak Hunedoara

dogradili u XIII veku kako bi odbranili grad Brosov. Neke verzije pominju zamak Bran kao sedište Vlada Tepesa. To je jedan od najživopisnijih zankova u Rumuniji, na brdu sa koga se pruža veličanstven pogled. Sadrži zbirku starog nameštaja iz XIV - XV veka i etnografski muzej pod vedrim nebom o starim seoskim građevinama sa izložbom nameštaja, kućnih stvari i odežde.

DVORAC PELES - Sa prirodnom pozadinom od Karpatskih planina, Dvorac Peles je remek delo nemačke renesansne arhitekture. Nekada je dvorac bio letnja rezidencija i utočište rimskim velikodostojnicima. Sada je 160 prostorija Dvorca ukrašeno najlepšim primercima evropske umetnosti, sa kristalnim lusterima od Murano stakla, prozorima od nemačkog vitražnog stakla, zidovima prekrivenim kožom iz Kordobe, porcelanom iz Majnsa i Sevra, sa skulpturama od abonosa i slonovače. Njegova zbirka srednjovekovnih mačeva i viteških oklopa je prosto zapanjujuća.

TVRĐAVA FAGARAS - Sagrađena u XV veku od strane prinčeva Transilvanije, jedana je od najbolje očuvanih srednjovekovnih zankova u Rumuniji. Tvrđava ima 80 soba, a okružuje je dubok i širok šanac. Citadela se svrstava među najjače u Transilvani-



Dvorac Peles

ji, odolevala je i turskim i tatarskim invazijama. Pristup je mostom preko odbrambenog jarka a u centru tvrđave se nalazi zamak. On ima tri nivoa (podrum, prizemlje, prvi sprat) i pet kula (Crvena kula, Crna kula, Zatvorska kula, kula Tomori i Šarena kula). Unutra se nalazi Muzej pokrajine Fagaras; sastoji se od arheološkog odeljka, gde se prikazuje evolucija varoši Fagaras; istorijskog odeljka, gde se izlažu artefakti iz Rimskog doba pored zbirke srednjovekovnog oružja i etnografskog odeljka, koji se bavi umetničkim i narodnim rukotvorinama te oblasti.

S. G



Tvrđava Fagaras

Special venues

SCARY CASTLES IN ROMANIA FOR THE BRAVE DELEGATES



Romania as a destination, among other attractions, is also renowned for her castles, palaces, and the legend about Count Dracula. We pointed out several castles as special venues that can inspire greatly in organizing a team building event, incentive travel or a cocktail celebration.

BRAN CASTLE - Often referred to as "Dracula's Castle", originally built as a fortress for the Knights of the Teutonic in 1212. It was later re-built in 13 C by the Saxons to protect the city of Brosov. Some versions refer to Bran Castle as the base for Vlad Tepes. One of the most picturesque castles in Romania, sitting on a hilltop with magnificent views.

Contains a collection of antique furniture from 14 - 15 C and an open air ethnographic museum of old village buildings with exhibits of furniture, household objects and costumes.

PELES PALACE - In the natural back drops of the Carpathian mountains the Palace of Peles is a masterpiece of German Renaissance architecture. Used to be the Romanian Royalty Summer residence and retreat.

The Palace's 160 rooms are adorned by the finest examples of European art, Murano crystal chandeliers, German stained-glass windows, walls covered with Cordoba leather, Meissen and Sevres porcelains, ebony and ivory sculptures. Its medieval collection of swords and knights armour are simply astonishing.

FAGARAS FORTRESS - Built in 15 C by Transylvania princes, is one of the most well preserved medieval castles in Romania.

The castle has 80 rooms, and is surrounded by a deep and wide moat. The citadel was ranked among the strongest in Transylvania, standing up to Turkish and Tartar invasions.

Access is made through a bridge over the defense moat. At the centre of the citadel stands the castle. It has three levels (basement, ground floor, first floor) and five towers (the Red Tower, the Black Tower, the Prison's Tower, Tomori Tower and the Motley Tower). Inside is the Museum of Fagaras County; comprised of an archaeology section, which render the evolution of the Fagaras borough; history section, which display Roman artifacts and a collection of medieval weapons, and ethnographic section, which focus on artistic and folk crafts in the area.

S. G



HUNEDOARA CASTLE (CORVINESTI CASTLE) - Gothic style castle built on roman ruins in 14 C. Vlad Tepes was imprisoned here during his youth for 7 years. This castle is a solid rock fortress fiercely built by Turkish prisoners. Holds 3 huge pointed towers, a drawbridge and high battlements, 5 marble columns with delicate ribbed vaults support two halls, and Knight's Hall. It served as a fortress until mid the 14 C when it became the residence of Transylvania's ruler, Iancu de Hunedoara. Iancu upgraded the fortress and it soon became known as the most beautiful castle in Transylvania. Today it has Gallery, Maces Tower, the Knights Hall, the Council Hall, Chapel, and 100 ft courtyard. Its sumptuous Knights' Hall can host meeting for up to 300 guests.



DMC VEKOL

MOTIVACIJA MENADŽMENTA I TIMOVA ZA OSTVARIVANJE ŠTO BOLJIH REZULTATA KOMPANIJE

Era globalizacije i tehnološke revolucije, a koju prati svetska ekonomska kriza, ima za posledicu sve veću otuđenost ljudi i življenje pod stresom. Sve manje je komunikacije, kako na opštem planu tako i u okviru korporacija i kompanija, što dovodi do manje produktivnosti i ostvarivanja manjih profita.

Zbog toga, ozbiljne kompanije se sve više bave ovim problemom, motivišući svoj menadžment i timove za bliže upoznavanje i komunikaciju, za jačanje motivacione volje, za ostvarivanje što boljih rezultata za kompaniju, a kompanije za njih stvaraju što bolji i humaniji ambijent za rad.

Da bi se podigao stepen inicijative, razvio timski duh, poboljšala komunikacija zaposlenih, da bi se zaposleni



oslobodili stresa, kompanije uvode posebne programe Team Buldinga, kroz koje se ostvaruje međuljudska komunikacija na rešavanju postavljenih zadataka i ostvarivanju ciljeva, jačanju volje učesnika, što čini važnu stavku u organizaciji kompanije, i jedan od osnova produktivnosti i efikasnosti poslovanja.

Zato je kompanija DMC VEKOL uvrstila u svoj poslovni profil organizaciju Team Bulding programa i sa svojim profesionalnim timom kreira progra-

me za različite kompanije, prema njihovim potrebama i ciljevima.

Sledi jedan od primera uspešno sprovedenog programa za jednu poznatu svetsku kompaniju.

U kompaniji DMC VEKOL u pripremi programa za poznatu svetsku kompaniju su zaključili da vodeći menadžment u regionu ostvaruje slabu međusobnu komunikaciju, što im zadaje ozbiljne probleme.

Kreirali su zadatak da snime film o jednom selu i da predstave selo kao prirodnu atrakciju. Ali takođe treba i da ostvare komunikaciju sa seoskim stanovništvom i da od njih dobiju podatke za film, da identifikuju njihove probleme kroz obavljanje intervjua, ali bez prevodilaca.

Drugi zadatak je bio da naprave Eko orkestar i da izvedu koncert sa karakterističnim seoskim melodijama, a da gosti na koncertu budu seljaci sa kojima su ostvarili komunikaciju prilikom snimanja filma. Zadaci su bili veoma teški, ali kako se radilo o vodećim menadžerima jedne vodeće kompanije, s razlogom se očekivalo da će ispuniti zadatak.

Neki od ovih nimalo lakih zadataka bili su: pronalaženje zaseoka pomoću





tada obavljaju neophodne poslove oko životinja, kao što su muža, hranjenje i čišćenje i tek onda se ide kućama.

Kod štala se odvija i društveni život uveče, pošto su štale obično grupisane od više domaćinstava. A uveče je najživlje. Nekada se tu posle teških radova, odmaralo, igralo i pevalo, čak su postojali celi orkestri koje su činili domaćini, i svako je znao da svira na nekom instrumentu.

Sada, međutim toga više nema, jer sela odumiru, i retka su ona sela koja još drže do svoje tradicije i običaja kao ovo selo.

karte, pronalaženje ikone i učenje o slavi i šta ona znači srpskom narodu, intervju sa seljacima i prikupljanje informacija o životu i radu na selu, učestvovanje u seoskim radovima, kao što je muža krava i poslovi u štali, zatim poseta mlekarniku i učestvovanje u pravljenju sira, ali i degustacija seoskih proizvoda i drugi.

Posebnost ovog sela vezana je za način i organizaciju života i rada u njemu. U Sitaricama kuća za stanovanje -

domaćinstvo je odvojeno od njiva koje se obrađuju i krupne domaće stoke, koja se smešta u štale locirane na imanjima, a ne u dvorištima.

U dvorištima seoskog domaćinstva su samo sitne životinje, koje hrani i odgaja domaćica kuće, a o krupnoj stoci se brinu drugi članovi domaćinstva.

Kod štala se odvija ekonomski život jednog domaćinstva. Zaposleni ove poznate svetske kompanije se vraćaju štalama sa teških poljskih radova i



DMC VEKOL

MANAGEMENT AND TEAM MOTIVATION TO REALIZE EVEN BETTER COMPANY RESULTS

The era of globalisation and technological revolution, followed by the world economic crisis, proved to cause an ever growing alienation of people and life under stress. There is less and less communication, both at general level and within corporations and companies, leading to lower productivity and decreased profits.





Respected companies are, therefore, dealing with the problem in a growing measure, motivating their managements and teams to get acquainted and communicate more closely,

empowering their motivational will to realize ever better results in the company, and making the companies create an improved and more humane work setting.

In order to elevate the degree of motivation, develop the team spirit, improve the communication between employees and relieve them from stress, the companies are introducing special Team Building programmes, which foster interpersonal communication in solving the set tasks and in realizing the goals, making the participants' will stronger, which is an important item in a company's organization and one of the foundation stones for productivity and business efficiency.

This is the reason why the company DMC VEKOL included in its business profile the Team Building organisa-



tional programme, creating with its professional team programmes for various companies, according to their needs and goals.

The following is an example of a successfully applied programme for a world renowned company.

When preparing the programme for a world renowned company, the company DMC VEKOL concluded that the leading management in the region has a poor communication, which creates serious problems to them.

They created a task to shoot a film about a village, presenting the village as a natural attraction.

But they also had to communicate with local villagers and get information for the film from them, identifying their problems via interviews, but without the aid of an interpreter.

The next assignment was to team up



and form an Eco band to perform a concert of characteristic bucolic melodies, with concert audience made up of villagers who communicated with them when they shot the film.

The duties were difficult enough, but as it was the case of top managers of a leading company it was expected they would complete the task successfully.

Some of the rather difficult duties were: finding a hamlet with the aid of a map, discovering an icon, and lectures on Orthodox Patron's Day (Slava) and its meaning to the Serbian people, interviews with farmers and gathering information on life and work in the countryside, taking part in village works, such as milking cows and stable duties, visit to a dairy farm and taking part in making cheese, tasting the farm produce, and similar.

Zagreb

GRAD MILIJUN SRCA

Zagreb je poslovno, gospodarsko, diplomatsko i kulturno središte Hrvatske, u kojem živi gotovo milijun stanovnika. Taj „grad milijun srca“, oduvijek je privlačio pozornost turista i posjetitelja, što je izrazito naglašeno u posljednje vrijeme, u očekivanju skorog ulaska Hrvatske u Europsku uniju. Blizina i dobra povezanost s ostalim europskim gradovima dodatno čine Zagreb idealnom kongresnom i incentive destinacijom.

Glavni grad Republike Hrvatske - Zagreb - jedna je od europskih najmlađih metropola, a istovremeno i jedan od najstarijih europskih gradova čija pisana povijest datira još iz 11. stoljeća. Zagreb je poslovno, gospodarsko, diplomatsko i kulturno središte Hrvatske, u kojem živi gotovo milijun stanovnika. Taj „grad milijun srca“, oduvijek je privlačio pozornost turista i posjetitelja, što je izrazito naglašeno u posljednje vrijeme, u očekivanju skorog ulaska Hrvatske u Europsku uniju.

Blizina i dobra povezanost s ostalim europskim gradovima dodatno čine Zagreb idealnom kongresnom i incentive destinacijom.

Zagreb je također grad znanosti i kulture. Mnogi vrsni zagrebački znanstvenici i umjetnici obogatili su hrvatsku i svjetsku kulturnu baštinu. Tu je smješteno pedesetak muzeja i galerija, te privatnih umjetničkih zbirki i dvadesetak kazališta i koncertnih dvorana. Od proljeća pa sve do jeseni, kada je vrijeme lijepo, mnoge izložbe i događaji sele se na zagrebačke ulice,



Hrvatsko narodno kazalište iz zraka

trgove i parkove. Tada Zagreb postaje jedna velika šarena pozornica koja svojom raznolikošću i šarmom posebno privlači strane i domaće posjetitelje.

Najznačajnije kulturne atrakcije i hoteli, od kojih mnogi pripadaju svjetski poznatim hotelskim lancima, smješteni su u samom središtu Zagreba, a međusobno su udaljeni na kojih 20-ak minuta lagane šetnje.

Zagreb nije samo poznat po svojim gotičkim crkvama, baroknim palačama, zgradama iz doba art decoa, prekrasnim urbanim parkovima, nego i po fascinantnoj atmosferi koja obavija povijesni Gornji Grad, a kojoj pridonosi i mnoštvo kafića i barova na čijim terasama se, uz lagano ispijanje kave, upija i osjeća pravo bilo grada.

Još jedna nezaobilazna zagrebačka atrakcija je tržnica Dolac - jedna od najživopisnijih europskih tržnica na otvorenom pod jarko crvenim veselim suncobranima. To je kultno mjesto gdje se isprepliću boje, mirisi i okusi, raznobojno svježe ubrano voće i povrće, svježe ulovljena riba iz Jadranskog mora, meso, sirevi i ostale mliječne prerađevine, te ostali proizvodi koji nas vraćaju natrag u djetinjstvo.

Iako geografski, kulturno i po baroknom nasljeđu pripada središnjoj Europi, u Zagrebu se, po mnogočemu, živi mediteranskim načinom života. Velik broj nezaobilaznih kafića s terasama, posebno u središtu grada čine



Splavница

ga „najvećim europskim kafićem“. Zahvaljujući raznim utjecajima, Zagreb zrači i privlači posebnim šarmom, a njegovi stanovnici su poslovično dobri i srdačni domaćini.

U Zagrebu je moguće istovremeno biti u strogom centru grada i uživati u pravoj prirodi i zelenilu. U kojem god



Crkva Svetog Marka



Umjetnički paviljon u Zagrebu

smjeru krenuli, Zagreb privlači cijelim nizom svojih urbanih parkova s dugom tradicijom i izrazito vrijednim prirodnim naslijeđem.

Otismo li se malo dalje, Zagrebačka okolica sa svojom posebno netaknutom prirodom mami brojne posjetitelje; srednjovjekovni dvorci, romantične legende, vinogradi i vinske ceste, toplice, lokalni gastronomski specijaliteti i tradicionalno dobri

domaćini nikoga ne ostavljaju ravnodušnim. Zagreb ima tisuću lica, i svako je istovremeno i profesionalno i opušteno, i suvremeno i uronjeno u tisućljetnu tradiciju, i kulturno i gospodarsko, i urbano i avanturističko... ukratko, Zagreb je grad koji se jednostavno mora otkrivati i otkrivati, i opet nanovo otkrivati...

Bogata ponuda zagrebačkih smještajnih kapaciteta i prostora za održava-

nje kongresa i poslovnih sastanaka svake vrste zajedno sa starom gradskom jezgrom, bogatim povjesnim naslijeđem, živopisnom kulturnom ponudom, srdačnim domaćinima, opuštenom atmosferom, uzbudljivim gastronomskim avanturama i zadivljujućom okolicom, čine Zagreb idealnom destinacijom za kongrese, konferencije, poslovne sastanke i incentive putovanja. Zagreb raspolaže sa velikim brojem raznovidnih prostora za male i velike poslovne sastanke, te kongrese s velikim brojem delegata, a nudi i zanimljive mogućnosti za organizaciju nezaboravnih incentiva ili evenata.

Hoteli s 4 i 5 zvjezdica, dvorane smještene u samoj povijesnoj jezgri Zagreba, mnogobrojni muzeji i galerije, kao i profesionalni PCO-i i DMC-i pretvorit će Vaš kongres, incentive ili event u uspješni događaj o kojem će se još dugo pričati.

Zagreb je grad u kojem uspješan posao i dobra zabava uvijek idu zajedno.

Zagreb

THE CITY OF MILLION HEARTS

It is the administrative, economic, diplomatic and cultural capital of the country, with a population of almost one million. This "city of million hearts" as locals call it, has always been attracting visitors' attention. Lately, this interest has been growing faster than ever before due to Croatia's soon accession to the European Union. In addition, its central European location makes it easily accessible from all parts of Europe.

Zagreb, the capital of the Republic of Croatia, is one of the oldest European cities with its history running back to the 11th century, and is yet one of Europe's youngest metropolises.

It is the administrative, economic, diplomatic and cultural capital of the country, with a population of almost one million.

This "city of million hearts" as locals call it, has always been attracting visitors' attention.

Lately, this interest has been growing faster than ever before due to Croatia's soon accession to the European Union. In addition, its central European

location makes it easily accessible from all parts of Europe.

Zagreb is also the city of science and culture. Many excellent scientists and artists who have enriched Croatian and world heritage, work here. The city has approximately fifty museums and galleries, as well as private art collections and about twenty theatres and musical venues.

From spring to autumn many events and exhibitions take place outdoors. They are a real treat for the visitors and they largely contribute to Zagreb's special atmosphere. The most important cultural attractions



Maksimir Park



and hotels, many of which are members of international hotel chains, are conveniently located in the heart of the city, all within 20 minutes walking distance.



Not only is Zagreb renowned for its Gothic churches, Baroque palaces, Art Deco buildings, beautiful city parks, but is also famous for the fascinating atmosphere in the historic Upper Town and the numerous downtown outdoor cafes where the true pulse of the city becomes captivating.

Other main attractions include one of Europe's most lively outdoor markets, Dolac, with its cheerful red parasols – it is here that the scents and the colourful diversity of fresh picked fruits, vegetables, fresh fish from the nearby Adriatic, meat and dairy products make you remember those almost forgotten tastes of your childhood... Despite being a Central European city in geography, culture and baroque architecture, in many ways, Zagreb has a Mediterranean way of life. Its

numerous downtown open air cafés give Zagreb the image of the biggest European café.

Thanks to its many influences, the city has a special charm and that unique hospitable feel generated by its proverbial open-hearted inhabitants.

To be in the city center and enjoy nature and greenery at the same time – this is all possible in Zagreb. Whichever way you go, Zagreb delights with its beautiful parks as the city boasts a long park tradition and particularly valuable natural heritage.

In addition, Zagreb and its surroundings with its exceptionally preserved nature lure numerous visitors to explore the mysteries of the region: the castles, romantic legends, vineyards,

spas, local gastronomic delicacies and traditionally hospitable hosts.

Zagreb has a thousand faces and each one is – professional yet relaxed, modern, with a dash of a thousand years of longevity, cultural and economic, urban and adventurous... in short, Zagreb is the city that simply has to be discovered and rediscovered over and over again.

The wide range of accommodation and convention facilities in Zagreb combined with the old city core, rich historical heritage, vibrant cultural life, friendly people, relaxed atmosphere, exciting gastronomical adventures and fascinating surroundings make Zagreb the ideal destination for conventions, conferences, meetings and incentives.

The city houses a rich variety of venues for both small meetings and big congresses, and offers numerous exciting possibilities for setting up a memorable incentive or a fascinating event.

High class congress hotels, halls in the very historical core of the city, numerous museums and galleries in addition to top quality PCOs and DMCs will make your congress an event talked about long after.

Zagreb is a city where captivating city atmosphere and making business make a perfect match.



Zlatan Muftić, direktor Kongresnog biroa Turističke zajednice grada Zagreba

SREDNJOEUROPSKI I MEDITERANSKI NAČIN ŽIVOTA - ODLIČAN SPOJ ZA DOGAĐAJE KOJI SE IZDVAJAJU



Zlatan Muftić, direktor Kongresnog biroa Turističke zajednice grada Zagreba, kao i direktor sektora Turističkog proizvoda TZ grada Zagreba. Rođen je u Zagrebu 1972. godine. Diplomirani je inženjer aeroprometa, a trenutno studira na postdiplomskom studiju "Menadžment turizma" na Ekonomskom fakultetu u Zagrebu. U turizmu radi od 1993. godine, gdje je počeo kao turistički informator, a radio je i kao stručni saradnik za elektronsku promociju i informacije. Od 2002. godine radi na poslovima vezanim za promociju Zagreba kao kongresne i incentive destinacije, što mu je i glavno područje interesa.

1. Koje su, po Vašem mišljenju osnovne prednosti grada Zagreba kao kongresne destinacije, a koji su osnovni nedostaci?

Osnovne prednosti bih podijelio u nekoliko kategorija. Zagreb je grad bogate kulturno-povijesne baštine i prijateljske atmosfere u kojem srednjoeuropski i mediteranski način života čine jedinstven spoj. Brojne gradske atrakcije, kao i većina kongresnih hotela nalaze se u samom centru grada, svega nekoliko minuta udaljene od glavnog gradskog trga. Zagreb je jednako tako bogat posebnim povijesnim prostorima poput

muzeja i galerija, koje je moguće koristiti za skupove i ostale vrste događanja. Osnovni nedostatak je nepostojanje polivalentnog kongresnog centra koji bi mogao primiti veći broj delegata (4.000 – 5.000). Jednako tako, Zagrebu je potreban novi putnički terminal na aerodromu koji bi omogućio višu kvalitetu u zračnom prometu.

2. Da li postoje naznake za izgradnju adekvatnog kongresnog centra u Zagrebu koji bi omogućio dobijanje velikih međunarodnih kongresa?

Nažalost, vrijeme recesije i krize posljednjih godina nije išlo u prilog velikim investicijama. Kad je u pitanju kongresni centar postoje već i pripremljena idejna rješenja, kao i prijedlozi potencijalnih lokacija, no odluku o tome donijet će Grad kao glavni investitor. Vjerujemo da će se to dogoditi u narednom razdoblju.

3. Jedan od osnovnih zadataka kongresnog biroa jeste i promocija kongresno-incentive ponude određenog grada/zemlje. Koje su najznačajnije aktivnosti koje je TZGZ (Turistička Zajednica Grada Zagreba) sprovela u ovom pravcu?

Kongresni ured aktivno promovira Zagreb na svim relevantnim međunarodnim kongresno-incentive burzama, zajednički sa predstavnicima kongresne industrije grada, dakle, PCO - DMC agencijama i hotelijerima. Organiziramo studijska putovanja i inspekcijske posjete za organizatore kongresa i incentive putovanja, kao i za predstavnike medija. Osim toga organiziramo vlastite i participiramo na posebnim prezentacijama i radionicama organiziranim od strane Hrvatskog kongresnog i insentiv ureda. Nadalje, TZGZ kao i njezin Kongresni ured produciraju različite promotivne materijale: brošure, filmove, CD-e, web stranice posebno za turističku, a posebno za kongresnu ponudu.

4. Možete li izdvojiti neke najznačajnije događaje koji se ove godine odigravaju u Zagrebu?

Prema podacima Državnog zavoda za statistiku samo u prvom tromjesečju u Zagrebu je održano više od 600 poslovnih skupova. Od značajnijih skupova koji su u najavi Kongresnog ureda TZGZ do kraja godine, spomenuo bih kongrese: 8th International Conference on European Energy Market, 10th International Conference on Live Maintenance, 3rd International Conference of Medical Tourism & Travel medicine, ICOM CECA Annual Conference 2011. Najavljen je i svjetski kongres turističkih novinara, kao i brojni drugi skupovi.



5. Koliko su značajna tržišta okolnih zemalja za kongresni turizam grada Zagreba? Postoje li određeni planovi po ovom pitanju?

Svim tržištima, pristupamo s osobitom pažnjom, te ćemo u tom smislu nastojati i dalje unapređivati naše aktivnosti, tako i prema okolnim zemljama. To je posebno važno u kongresno-incentive djelatnosti gdje destinacije konkuriraju za velik broj istih događanja različitih međunarodnih organizacija. Susjedne i nama bliže zemlje, značajne su, osobito kao potencijalni klijenti za organizaciju svojih korporativnih događanja, incentive putovanja, team buildinga i drugih sličnih aktivnosti. Jednako tako, važne su i za organizaciju kongresa.

M. Š.

Zlatan Muftić, Director, Zagreb Convention Bureau

MID-EUROPEAN AND MEDITERRANEAN WAY OF LIFE - EXCELLENT BLEND FOR EXCEPTIONAL EVENTS

Mr. Zlatan Muftić, Director of the Zagreb Convention Bureau, and general manager of the Zagreb's Tourist Sector. He was born in Zagreb in 1972. He is the air traffic engineer, presently at the "Tourism Management" at the Faculty of Economy post-graduate studies in Zagreb. He has been working in tourism ever since 1993, beginning as a tourist informer, working also as an expert associate for the electronic promotion and information. Since 2002 he has been involved in activities related to promoting the city of Zagreb as a congress and incentive destination, as his main field of interest.

1. What are the main advantage points, according to your opinion, that the city of Zagreb has as a congress destination, and what are the main flaws?

I would separate the main advantages into several categories. Zagreb is the city with rich cultural-historic heritage and a friendly atmosphere in which the mid-European and Mediterranean ways of life make a unique blend. Numerous city's attractions and most of the congress hotels are located in the very centre of the town, just a few minutes away from the main city square. Zagreb is also abundant with special historic venues, such as museums and galleries, which can also be used for conventions and other sorts of events. The main drawback is the absence of a polyvalent Congress Centre which could host a larger number of delegates (4.000 – 5.000). Likewise, Zagreb needs a new passenger terminal at the airport that would secure a higher quality of air traffic.

2. Are there indications for the construction of an adequate Congress Centre in Zagreb, which would allow obtaining large-scale international conferences?

Unfortunately, the times of recession and crisis in the last few years were not favourable for great investments. As for the congress centre, there are preliminary designs prepared already, along with some proposals for potential locations, but the final decision will be reached by the City as the chief investor. We trust it will happen in the next period of time.

3. One of the main tasks of the Congress Bureau is to promote the congress and incentive offers of a particular city / country.

What are the most important activities that the Zagreb Tourist Board realized in this direction?

The Congress Bureau is actively promoting Zagreb at all relevant international congress-incentive tradeshows together with the meetings industry representatives of the city, that is, PCO-DMC agencies and hoteliers. We organize study trips and sites inspection for the organizers of congresses and incentives, as well as for the media representatives. Besides, we also organize our own presentations or take part at some special presentations and workshops organized by the Croatian Congress and Incentive Office. Furthermore, Zagreb Tourist Board and its Convention Bureau produce various promotional printed matters: brochures, films, CDs, web pages for the tourist and the congress offers separately.

4. Can you point out some of the most important events which are to take place in Zagreb this year?

According to data presented by the State Statistics Institution, there were more than 600 business meetings in Zagreb in the first quarter only. Out of the relevant assemblies announced by the Zagreb Convention Bureau until the end of this year, I would

like to mention several congresses: 8th International Conference on European Energy Market, 10th International Conference on Live Maintenance, 3rd International Conference of Medical Tourism & Travel Medicine, ICOM CECA Annual Conference 2011. The world congress of tourist journalists was also announced, along with numerous other conventions.

5. How important are the markets of the neighbouring countries for the meetings industry of the city of Zagreb? Are there certain plans regarding this issue?

We approach all markets with particular attention, and we shall strive in that sense to further improve our activities, as well as those aimed at neighbouring countries. This is especially significant in the congress-incentive field, where destinations compete for a large number of events organized by various international organizations. The neighbouring countries and those in the vicinity are important, particularly as potential clients for the organization of their own corporative events, incentives, team building, and other similar activities. Similarly, they are also important for the organization of congresses.

M. Š.



Hotel Regent Esplanade Zagreb

OTKRIJTE MJESTO VRHUNSKE USLUGE I PROFINJENOG LUKSUZA

Hotel Regent Esplanade Zagreb, s dugogodišnjom tradicijom prvoklasne usluge, spektakularnim sadržajima i prekrasnom lokacijom u srcu grada, jednog od nebrušenih dragulja Europe, idealno je mjesto za poslovne sastanke, konferencije i događanja, koji će zasigurno zadovoljiti sve vaše potrebe.



Banketni sadržaji odražavaju ljepotu hotela – fleksibilne dvorane, dnevno svjetlo, bajkovita Smaragdna dvorana, jedinstvena u svijetu, te iskusno osoblje koje je, u duhu tradicije Regenta, u potpunosti posvećeno ispunjavanju svih vaših želja i zahtjeva. Dodajte tome ekskluzivne intimne prostore savršene za privatna ili poslovna okupljanja te neodoljive gastronomske delicije. Jedan od najboljih cateringa u gradu – idealan za proslave, svečane večere, domjenke te ekskluzivna događanja za strane dužnosnike. Brz i besplatan pristup bežičnom i kablovskom Internetu na području cijelog hotela, uz mogućnost dedicanog pristupa, audio-vizualnu opremu, uvijek prisutnu stručnu pomoć, usluge Business centra i osoblje koje je uvijek uz vas.

Organizacija elegantnih, profinjanih i fleksibilnih događanja

Hotel Regent Esplanade nudi mogućnost organizacije različitih događanja tijekom cijele godine. Graciozna Smaragdna dvorana s kupolastim krovom, dojmljiv je prostor za organizaciju velikih konferencija, prijema i banketa koji mogu ugostiti do 300 sudionika. Dvorana Istanbul, kapaciteta do 150 uzvanika, može se podijeliti na tri zasebne dvorane, lako prilagodljive individualnim potrebama. Poput ostalih, dvorana Paris nosi ime jedne od glavnih postaja slavnog

Orient Expressa, a može ugostiti do 120 uzvanika. Venice je pak savršen prostor za manje konferencije, privatne sastanke i domjenke, kapaciteta do 90 uzvanika. The Club s VIP Lounge-om novost su u ponudi hotela Regent Esplanade. Ovaj novi atraktivan prostor kapaciteta do 200 uzvanika, nudi privatni ulaz, zasebnu garderobu, bar te VIP lounge za 40 osoba, idealno mjesto za privatne sastanke, intimne večere ili nezaboravne proslave. Doživite izvornu raskoš hotela u kombinaciji s biranim delicijama, finim kristalom, srebrnim priborom i prvoklasnom Esplanade uslugom, rezervirajte Regent Club – ovaj povijesni, savršeno očuvani ambijent kapaciteta do 10 uzvanika, idealan je za organizaciju privatnih sastanaka ili profinjanih, svečanih večera. Tijekom ljetnih i proljetnih mjeseci Oleander terasa je savršena scena za organizaciju nezaboravnih koktel zabava, ekskluzivnih večera i velikih događanja kapaciteta do čak 1000 uzvanika. Mogućnosti su beskrajne.

Hram luksuza i gastronomije

Jedinstveno ozračje restorana Zinfandel's te kuhinja koja kombinira vrhunske domaće namirnice i okuse iz cijelog svijeta jamstvo su gastronomskog užitka u samom srcu Zagreba. Legendarni Le Bistro otvara svoja vrata svima koji su u potrazi za francuskim bistro jelima i slavim štruklima Esplanade.

Oba restorana pod kreativnim su vodstvom europskog kuhara godine, Jeffreyja J. Velle. Esplanade Bar 1925, uređen u raskošnom Art deco stilu, poslužuje kavu, čaj, lagana jela i koktele koje pripremaju najbolji hrvatski barmeni.

Prepuštanje užiticima

208 prostranih i raskošno uređenih soba, uključujući 13 apartmana te



raskošan Predsjednički apartman koji se prostire na 120 m² - elegantan interijer suvremenog ozračja, ocharavajuća kombinacija secesijske arhitekture i suvremenih stilova. Mramorne kuponice, kupke s mirisom eteričnih ulja, aromatične soli... garancija su za potpuno opuštanje i udobnost.

Luksuz za sva osjetila

Hotel gostima nudi visoku razinu posvećenosti detaljima, 24-satna usluga pranja, glačanja i čišćenja rublja, čišćenja obuće, usluga parkiranja, usluga noćnog reda, concierge, veliki izbor aromatičnih kupki, health club i fitness centar, VIP program za pse, ponude za grupe, poput turističkog razgleda grada Segwayem, večeri uz kviz, izlete u prirodu te još mnogo više nego što biste očekivali!

ORGANIZACIJA DOGAĐANJA

T. + 385 0(1) 45 66 035 or + 385 0(1) 45 66 037,
F. +385 0(1) 45 66 020
E. Meetings.Events.Zagreb@RegentHotels.com

REZERVACIJE

T. + 385 0(1) 45 66 600
E. Reservations.Zagreb@RegentHotels.com
www.theregentzagreb.com

The Regent Esplanade Zagreb

DISCOVER A VENUE WITH IMPECCABLE SERVICE AND REFINED LUXURY

The Regent Esplanade Zagreb, with its long and distinguished history of first class service, its spectacular facilities and superb location in the heart of one of Europe's forgotten gems is the ideal place for business meetings, conferences and events that will appeal to all the senses.



Meetings and Events facilities as beautiful as the hotel itself – flexible space, bags of natural daylight, one of the most ornate ballrooms in the world and a team that, in the time-honoured tradition of Regent, anticipates needs but is there to say “yes” when asked. Add to this the perfect settings for informal or formal private dining, done just right - pace, style, cuisine. The finest outside catering in town - wedding receptions, parties, dinner parties, exclusive events for foreign dignitaries. Free high-speed internet access – wireless and hard-wired – throughout, dedicated band-width if needed, in-house audio-visual facilities, specialist technicians on hand, secretarial services and, generally, people to run after you.

Elegant, refined, flexible event solutions

The Regent Esplanade Zagreb has some wonderfully flexible spaces to offer all year round. With its soaring dome-shaped roof, the gracious Emerald Ballroom is a wonderful venue for large conferences, receptions and banquets of up to 300 people. Istanbul Suite a versatile meeting room, for conferences up to 150 people, can be divided into 3 separate rooms and easily adapted to be totally flexible.

Like the others, named after one of Orient Express stops, the Paris Suite can accommodate up to 120 delegates and can be easily divided into 3 separate rooms. Venice Suite is perfectly formed for smaller conferences, meetings and banquets for up to 90 guests. The Club with VIP Room is a new space that can accommodate up to 200 guests, with its own private entrance, separate cloakroom, bar and VIP Room for up to 40 guests, is a perfect venue for discreet meetings, atmospheric dining and club-feel parties. A room steeped in history, preserved with care for up to 10 guests. The Regent Club Boardroom is perfect for private meetings or exclusive, refined, fine, private dining - award winning cuisine, lead crystal, silver and the famous Esplanade service. During spring and summer months the Oleander Terrace is the perfect setting for receptions, cocktail parties, dinners and exclusive events for up to 1000 guests.

A temple of luxury and gastronomy

Unique environment of the Zinfandel's Restaurant and superb cuisine that combines excellent local ingredients with tastes from all over the world are the winning combination for superb dining experience in the heart of Zagreb. Le Bistro unashamedly blends Croatian cuisine with Parisian tradition. This chic restaurant serves famous “Esplanade strukli” and a selection of local specialties. Both restaurants



are under the watchful eye of former European Chef of the Year, Jeffrey J. Vella. Esplanade Bar 1925, the über-stylish deco haven, serves coffee, tea, snacks and cocktails by Croatia's no.1 mixologist.

Luxury and Indulgence

208 guest rooms, including 13 suites and the 120m² Esplanade Suite are all beautifully designed with the delicate combination of the hotel's art deco heritage and the sympathetic addition of contemporary touches. Luxurious rooms, opulent bathrooms, baths drawn with essential oils, aromatics salts... Absolute comfort. Guaranteed.

Luxurious beyond belief

The Regent Esplanade offers true luxury – 24-hour laundry service, shoe polishing, turn-down service, valet parking, expert concierge, bath menu, Health Club & Fitness, Very Important Dog programme, guest lounge, meeting spaces, team events – Segway city tours, quiz nights, off-roading... with so much more than you'd expect!



MEETINGS & EVENTS

T. + 385 0(1) 45 66 035 or + 385 0(1) 45 66 037,
F. +385 0(1) 45 66 020
E. Meetings.Events.Zagreb@RegentHotels.com

RESERVATIONS

T. + 385 0(1) 45 66 600
E. Reservations.Zagreb@RegentHotels.com
www.theregentzagreb.com

Hotel „Dubrovnik“ – Vaš domaćin u Zagrebu

U SRCU METROPOLE

Nakon posljednjih rekonstrukcija koje su upravo dovršene, hotel „Dubrovnik“ je u svom interijeru doživio preporod – nudi Vam visokovrijedne sadržaje poslovnih hotela u samom srcu metropole, praktički na par koraka od svega što je najvažnije u Zagrebu i Hrvatskoj.



Izgrađen tridesetih godina prošloga stoljeća na južnom obodu središnjeg zagrebačkog trga, hotel „Dubrovnik“ svojom arhitekturom i velikim panoramskim prozorima okrenutim prema trgu, kao svojevrsnoj „živoj kuli“, doimlje se mnogo mlađim, gotovo suvremenim. Aneks hotela, stakleni dio, kako ga popularno zovu, izgrađen pak osamdesetih, sasvim je duhom i konceptom u sadašnjim trendovima...

Nakon posljednjih rekonstrukcija koje su upravo dovršene, „Dubrovnik“ je u svom interijeru doživio preporod – moderne prostrane sobe s podosta originalnih i duhovitih detalja, svim uslugama koje su potrebne današnjem poslovnom čovjeku na dohvat ruke (i laptopa) - nudi Vam visokovrijedne sadržaje poslovnih hotela u samom srcu metropole, praktički na par koraka od svega što je najvažnije u Zagrebu i Hrvatskoj.

Nije stoga ni čudno da su tijekom tjedna najbrojniji gosti hotela upravo poslovni ljudi koji dolaze u Zagreb i koji u hotelu „Dubrovnik“ mogu naći pouzdanog partnera. Svoj poslovni karakter hotel „Dubrovnik“ posebno podcrtava i novouređenim kongresnim centrom u kojem se može okupiti tristotinjak sudionika u velikoj multifunkcionalnoj dvorani, te gotovo još toliko u nekoliko manjih dvorana opremljenih najmodernijom konferencijskom tehnologijom.

Polivalentne dvorane pogodne su osim za održavanje manjih kongresa i za stručne skupove, seminare, prezentacije, korporacijske svečanosti, promocije, ali tijekom vikenda i za organizaciju svadbenih svečanosti. Poseban ugođaj svjetala svakom organizatoru omogućava da dvorane i predvorje „oboji svojim bojama“ i da na taj način „personificira“ prostor. Hotel „Dubrovnik“ gostima nudi i vlastiti parkirni prostor što mu daje još jednu prednost i podcrtava poslovni karakter.

Ali osim visokosofisticiranih poslovnih sadržaja, hotel „Dubrovnik“ ima i svoju dušu. Ona se ogleda već na prvom koraku, u njegovoj nadaleko poznatoj kavani u kojoj su sjedila najveća imena hrvatske politike, kulture, sporta, kao i mnogi velikani koji su posjećivali Zagreb. Poput najcjeljenijih srednjoeuropskih kavana i

ova u hotelu Dubrovnik može se podičiti mirnom atmosferom, izvrsnom poslugom i nezaboravnim kolačima izrađenim po vlastitoj recepturi hotelskih slastičara.

Ako smo za sobe rekli da svojom prostranošću i udobnošću pružaju osjećaj potpunog opuštanja, onda bi bilo nepravdno ne spomenuti restoran Piccolo Mondo koji uz vrhunsku talijansku kuhinju nudi i probrana jela međunarodne kuhinje te naravno specijalitete Zagorja i Hrvatske.

Zbog svega navedenoga hotel „Dubrovnik“ se tijekom vikenda pretvara u pravo turističko odredište gostiju koji dolaze u posjet Zagrebu kao kulturnoj i povijesnoj metropoli.

U stalnom traganju da gostima ponudi više, hotel „Dubrovnik“ priprema i niz promotivnih paketa za svoje goste, posebno one koji se ponovo vraćaju. Među recentnim akcijama jesu i zajednički turistički paketi s ponudom obližnjeg Zagorja u kojima se gostima hotela nudi i povoljan posjet zagorskim termama, s kušanjem autohtone kuhinje i uživanjem u originalnoj ponudi zagorskih agroturizama, kroz jednodnevne ili poludnevne izlete.

I kako god okrenuli, bili vi poslovni čovjek ili znatiželjni turist, u hotelu „Dubrovnik“ svi će naći pravog partnera u Zagrebu.

Zato se vrsni djelatnici ovoga hotela i vole predstavljati riječju: „Hotel „Dubrovnik“ - Vaš domaćin u Zagrebu.“



Hotel „Dubrovnik“ – Your host in Zagreb

IN THE VERY HEART OF CAPITAL

After last renovation, just finalized, Hotel “Dubrovnik” in its interior reached rebirth - it offers high value as the business Hotel in the very heart of the metropolitan City, just a few steps away from all important institutions in Zagreb and Croatia.

Built in the thirties of the last century on the south side of the Zagreb square, Hotel “Dubrovnik” with its architecture and large panoramic windows overlooks the square as a “live stage”, seems a lot younger, almost contemporary. Annex, called “the glass building” is built in the eighties and is very much a part of the trend today...

After last renovation, just finalized, “Dubrovnik” in its interior reached rebirth - spacious, modern rooms filled in with original and witty details insures all necessities to business people just at reach of a hand (or a laptop). It offers high value as the business Hotel in the very heart of the metropolitan City, just a few steps away from all important institutions in Zagreb and Croatia. No wonder that during the week hotel’s clients are business guests coming to Zagreb and finding a trustworthy partner in “Dubrovnik”. Its business character Hotel “Dubrovnik” underlines with newly refurbished congress center which can gather up to three hundred participants in the grand multifunctional congress room and nearly as many in other smaller meeting rooms, all equipped with the most sophisticated conference technology. Interconnecting meeting rooms are suitable for meetings, seminars, presentations,



corporate celebrations, promotions as well as wedding celebrations at weekends. Special atmosphere created by light show enables each organiser to “paint the entrance” with its colours and personalise the space.

Hotel “Dubrovnik” offers a private parking to its guests which adds another advantage and underlines the business character.

Besides highly sophisticated business contents Hotel “Dubrovnik” has a sole. Both are presented at a very doorstep, famous café where all the greatest names of Croatian politics, culture, sports and many others visiting Zagreb have sat in. Like other Eu-

ropean most respected cafés, the one in Hotel “Dubrovnik” can be proud of its quiet atmosphere, great service and unforgettable homemade cakes at chef’s secret recipes.

Saying that our rooms are spacious and comfortable granting complete relaxation imposes the need to reflect to Piccolo Mondo restaurant which offers not only Italian cuisine but international, Croatian and Zagorje specialties.

All that makes Hotel “Dubrovnik” a true tourist destination of guests coming to Zagreb as a cultural and historical metropolis.

In constant search to offer more to its guests Hotel “Dubrovnik” prepares a line of promotional packages, specially to its regular clients.

Amongst recent promotions are packages including a visit to Zagorje Spa to hotel guests tasting authentic cuisine, enjoying original offer of the Zagorje agro tourism (one day or a half day trip). Anyway you turn, being a business guest or just a curious tourist Hotel “Dubrovnik” is everyone’s true partner.

That is the reason why all employees of this Hotel love to present the Hotel with words: “Hotel Dubrovnik - your host in Zagreb.”



Hotel Aristos

HOTEL S DUŠOM I STILOM, HOTEL U KOJI SE ŽELITE VRATITI...

Hotel Aristos, hotel četiri zvjezdice s uslugom pet zvjezdica, ujedinjuje tradicionalnu gostoljubivost i moderan ambijent. Interijer hotela spoj je suvremenog dizajna i elegancije, prožet notom luksuza i umjetnosti koji odiše ugodnim i toplim ozračjem, a gostima pruža jedinstven doživljaj. Hotel Aristos hotel je koji ćete osjećati kao svoj drugi dom tijekom svojih putovanja.

Otkrijte nove mogućnosti poslovanja i poslušajte sa stilom

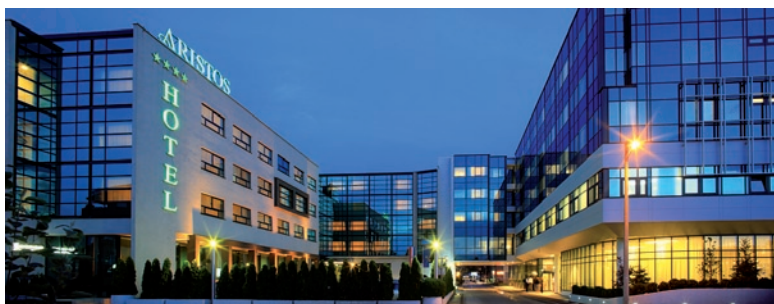
Smješten na lokaciji koja "brine o Vašem vremenu", u poslovnoj zoni u južnom dijelu Zagreba, okružen mnogobrojnim međunarodnim kompanijama uz blizinu zračne luke i glavnih prometnih pravaca te izvrsnom povezanošću s centrom grada i besplatnim parkingom, hotel Aristos čine prepoznatljivim poslovnim hotelom. Kongresno banketni centar, otvoren 2009. godine, sa zasebnim ulazom, kongresnom recepcijom te sedam multifunkcionalnih dvorana tehnički opremljenih najsuvremenijom audio i video opremom, poželjno je mjesto za organizacije prezentacija, seminara, konferencija, domjenaka i raznih svečanih događanja.

Sve na jednom mjestu: praktičnost, funkcionalnost, profesionalnost, stručna podrška, ugodan i moderan ambijent i usluga kreirana prema vašim potrebama uz besplatan Internet i 300 parkirnih mjesta.

Simfonija osjetila

Restoran Tiara pruža istinski gurmanski doživljaj te svakodnevno nudi svježe pripremljena jela nacionalne i internacionalne kuhinje, bogatstvo različitih okusa, mirisa i kreacija.

U svakodnevnoj ponudi možete izabrati između bogatog izbora hladnih i toplih predjela, mesnih i ribljih jela, vegeterijanskih, sezonskih menija, a slatkokusci mogu uživati u kreativnim slatkim delicijama. Za one koji vole



tradicionalne okuse iznenadit će vas pomalo zaboravljenim okusima prave „bakine kuhinje“, a za sve one koji su željni novih okusa i kreacija bit će pravi pogodak izabrati nešto od uvijek inovativno pripremljenih jela kulinarskog tima pod stručnim vodstvom šefa kuhinje, Miroslava Dolovčaka, dobitnika nagrade Zlatni kuhar 2006. godine. Predah između svakodnevnih obaveza pronađite u ugodnu ambijentu bara uz bogatu ponudu pića, toplih i hladnih napitaka, voćnih salata, slatkih i slanah zalogaja. Za potpun doživljaj gosti mogu uživati u zelenoj oazi ljetne terase hotela te okruženi fontanom i zelenilom započeti jutro uz lagani povjetarac, šalicu kave, svježe ocijeđen sok i vrući croissant, a večer provesti u ugodnom noćnom ozračju ljetne terase uz osvježavajući cocktail.

Ugodan san za nove izazove

Toplo ozračje, mirno okruženje te prostrane elegantno uređene comfort i deluxe sobe, opremljene u skladu s najnovijim trendovima i potrebama modernog čovjeka, jamstvo su kvalitetnog odmora. Moderan interijer upotpunjen luksuznim dekorima, posebno odabrana rasvjeta i ergono-



mski prostrani kreveti s antialergijskom posteljinom pružit će pravi osjećaj luksuza i potrebnu udobnost, a nakon ugodnog sna za dobro jutro, goste očekuje bogat buffet doručak. Kako bi se prilagodili željama gostiju i omogućili im vrhunsku uslugu, gostima je tijekom njihova boravka u hotelu na raspolaganju potpuno besplatno: Internet, poslovni centar, fitness studio, osiguran parking i garaža hotela.

Wellness & spa dodir

Wellness & spa Aristos, smješten na četvrtom katu Hotela Aristos površine 450 m² s ambijentom oblikovanim u skladu s prirodom i potrebama modernog poslovnog čovjeka, pravo je mjesto za pronalaženje harmonije duha i tijela nakon svakodnevnih obaveza. U opuštajućem ambijentu spa zone gosti mogu uživati uz ponudu bio, infracrvene, parne saune te hidromasažne kupelji, a zelena oaza relax zone i kromoterapija pružit će potreban mir i vratiti izgublenu energiju. Prepustite se rukama stručnih fizioterapeuta i izaberite najbolje za sebe od bogate ponude tretmana njege lica, tijela i masaža.

U skladu s vizijom hotela, Hotel Aristos ujedinjuje eleganciju i udobnost, profesionalnost i stil, odanost i brigu o gostu. Neka Hotel Aristos bude vaše mjesto opuštanja, poslovnih uspjeha i susreta, ugodnih druženja i lijepih trenutaka. Dobrodošli u Zagreb, dobrodošli u Hotel Aristos!

www.hotel-aristos.hr

Hotel Aristos

TOP QUALITY SERVICES WITH UNIQUE CHARM AND STYLE

Four stars Aristos Hotel in Zagreb provide top quality service with traditional hospitality in modern and elegant ambient. The interior combines a modern design and elegance, pervaded with a sense of luxury, with many special touches that give it an authentic style and pleasant atmosphere.

Discover new business opportunities and do business with style!

The Aristos "takes care of your time" with a strategic location in Zagreb's business district, located near a number of international companies, close to the international airport and major highways within easy access of the city centre and complimentary parking and garage facilities. Conference banquet center, opened in 2009. is a special designed with a separate entrance, congress reception, exhibition area, bar and seven polyvalent halls equipped with the latest technical audio and video fittings, ergonomic chairs and decorative lighting. At guests disposal are free WLAN and 300 parking lots. You can find all in one place - practical, functional, professional, expert support, comfortable, stylish ambiance and service created to suit your needs.

Symphony of the Senses

The Restaurant Tiara offers a real gourmet experience, the symphony of attractive smells and tastes of the national and international cuisine created by culinary team under the guidance of Chef Miroslav Dolovčak, Member of Croatian National culinary team and winner of prestigious reward Croatian Golden Chef 2006. Take a break from your everyday obligations in a comfortable surrounding of hotel bar and choose between the wide selection of drinks, hot and cold beverages, fruit salads, small snacks, variety of sandwiches and excellent pastries. For the full experience have a rest in the green oasis of the summer terrace surrounded by fountains and



plants and start your morning with a light breeze, espresso, fresh - made juice and a hot croissant. Spend the night in the pleasant atmosphere of the summer terrace with refreshing cocktail.

Pleasant Dreams for New Challenges

Warm atmosphere and peaceful surrounding of spacious comfort and deluxe rooms, elegantly decorated in accordance with the latest trends will provide a real sense of luxury and superior comfort. To make the stay at the hotel complete, at guests disposal are complimentary services as: Internet, usage of fitness studio and business centre, parking and the garage lots.

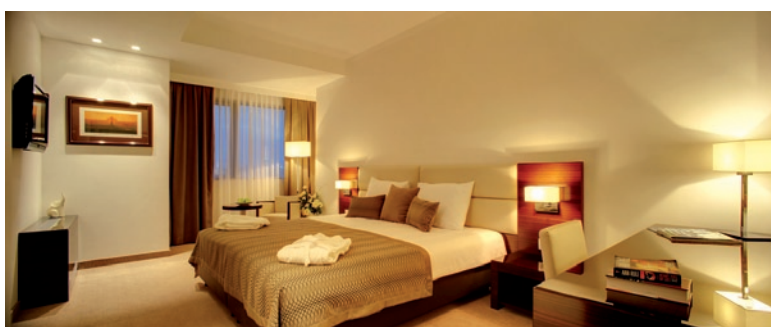
Wellness & Spa Touch

In Aristos wellness and spa center, in an environment designed in tune with nature and needs of a modern person with the total area of 450 m², guests can enjoy in a relaxing atmosphere of the spa zone with bio, infrared, steam bath, hydro-massage and heated ergonomic chair. Aristos wellness & spa green oasis of relax zone offers the necessary quietude, and

offer of various facial and body care treatments adapted to your needs will help you recover the lost energy. Welcome to hotel Aristos and enjoy in comfortable rooms, gourmet dining, a wellness and spa experience, a conference facility, top quality of "five star" services at "four star" rates. In line with hotel vision and the name, Hotel Aristos unites elegance and comfort, professional attitude and style, dedication and care. Choose Hotel Aristos as a place of your meeting, relaxation, business successes, pleasant social events and festive moments!

Welcome to Zagreb, welcome to Hotel Aristos!

www.hotel-aristos.hr



HOTELI ZOVKO

...vrhunski smještaj...
za Vaš dobar san...

...gurmanski dnevni meniji...
da lakše prelomite radni dan...

...besplatan bežični internet...
da budete u toku sa događanjima...

...kongresni centar skrojen po Vašoj želji...
za genijalnu prezentaciju....

...restoransko osoblje...
koje zna koliko šlaga u kavi volite...

...besplatan čuvani parking...
za sve Vaše goste....

Hoteli Zovko d.o.o.
Slavonska avenija 59, 10360 Sesvete-Croatia
Tel: +385 1 2040 840 Fax: +385 1 2040 841
e-mail: hotel@zovko.com



Agencija Eures tim

POVJERENJE ZA USPJEŠNU SURADNJU

Dugačka je lista klijenata s kojima agencija za profesionalnu organizaciju događaja Eures tim iz Zagreba surađuje, međutim ovog puta željeli smo поближе popričati o suradnji s **Tanjom Moguljak**, na poziciji Quality/Methodes Manager, tvrtke Renault Nissan Hrvatska d.o.o., na području Adriatic regije.

1. Koliko dugo traje saradnja Renault Nissana i agencije Eures tim?

Suradnja je na obostrano zadovoljstvo započela 2006. godine i s većim ili manjim intenzitetom traje i danas.

2. Šta je glavni sastojak za dugogodišnju saradnju između Renault Nissana i agencije Eures tim?

Povjerenje. Izgradili smo profesionalni i ljudski odnos koji odlično funkcionira a to nije lako u današnjem poslo-



vnom svijetu. Naravno, to ne bi bilo moguće da nemamo povjerenje u agenciju koja je postala naš strateški partner u svim oblicima evenata koje organiziramo.

3. Šta to čini agenciju Eures tim ispred svih drugih s kojima ste radili (kada govorimo o organizaciji događaja, edukacija, sastanaka, tim bildinga za vašu kompaniju)?

Ljudi. Visok nivo profesionalnosti cijelog tima koji druge agencije ili nemaju ili jednostavno ne mogu pružiti. Da ne zvučimo pretenciozno ali za njih nema stvari koju ne mogu odraditi i to u najkraćem roku, pouzdano, profesionalno s svojim posebnim „štihom“.



4. Najdraži event u organizaciji Eures tima?

Zadnji Team building za regionalni Renault-Nissan Adriatic tim. Bila sam u organizacijskom timu i kasnije bila dio eventa pa znam šta smo sve prošli ali rezultat koji smo dobili na kraju, nadmašio je sva naša očekivanja.

5. Rado se sećate...

...početka naše suradnje i našeg prvog formalnog sastanka. Nakon toga uslijedilo je puno lijepih trenutaka koje smo proveli i odradili zajedno.

6. Šta očekujete od buduće saradnje?

Suradnja koju imamo danas je stvarno odlična i veselim se što ćemo i ubuduće timski raditi neke nove evente na obostrano zadovoljstvo.

I. P.

Eures tim agency

TRUST IS THE KEY FOR SUCCESSFUL COOPERATION

Agency for professional event organization Eures tim has a long list of clients, however this time we would like to closely talk about their cooperation with **Tanja Moguljak** that holds the position of Quality/Methodes Manager at Nissan company in the Adriatic region.

1. How long is the cooperation between Renault Nissan and agency Eures tim?

The cooperation has started to mutual satisfaction at 2006 and has continued, more or less intensity, until today.

2. What is the secret for such a long cooperation between Renault Nissan and agency Eures tim?

Trust. We have managed to build a professional and human relationship that functions great and this is certainly not easy in business world today. Of course, this would not be possible if we were not so confident in the agency that has become our strategic partner in all types of events Renault Nissan has been organizing.

3. What gives the agency Eures tim the advantage in front of all other agencies you have been working with (in the sense of the organization of events, educational seminars, meetings and team buildings for your company)?

People. It is a high level of professionalism of the entire team that other agencies other do not have or simply cannot provide. I would not like to sound pretentious but there is nothing



they are not capable of performing in the shortest timeline, reliably, professionally with their special „touch“.

4. The most memorable event organized by Eures tim?

The very last team building event for the regional Renault Nissan Adriatic team. I had the opportunity to be a part of organizational team and later on as an attendee, therefore I was perfectly aware what we had to go through and at the end to achieve a result that exceeded all our expectations.

5. I gladly remember...

...the beginning of our cooperation and our first formal meeting. After that there were many wonderful mo-

ments we have spent together and events we have worked on.

6. What do you expect from the further cooperation?

The cooperation we have today is truly excellent and I'm looking forward to every new event we will work at as a team to the pleasure of both sides.

I. P.



Još uvek jedinstvena i atraktivna MICE destinacija

KONGRESNA INDUSTRIJA U JAPANU NASTAVLJA SVOJIM TOKOM

Nacionalna turistička organizacija Japana podržaće napore pri ponovnoj izgradnji, tako što će nastaviti sa svojom misijom pozitivne promocije Japana kao dinamične, divne destinacije, sa jedinstvenim kulturnim atrakcijama, uzbudljivim gradovima i prijateljskim ljudima.



Tadatashi Mamiya,
predsednik Nacionalne turističke organizacije Japana

Prošlo je nekoliko meseci od kada su zemljotres i cunami pogodili obalu u oblasti Tohoku u Japanu. Veoma smo zahvalni na obilnoj pomoći i podršci koje smo primili iz celog sveta.

Podrška je bila izuzetno važna za nas, jer Japanci su odlučni u nameri da sve napore ulože u akcije obnove, u odgovor na izlive podrške i solidarnosti koje smo primili od globalne zajednice.

Nacionalna turistička organizacija Japana podržaće napore pri ponovnoj izgradnji, tako što će nastaviti sa svojom misijom pozitivne promocije Japana kao dinamične, divne destinacije, sa jedinstvenim kulturnim atrakcijama, uzbudljivim gradovima i prijateljskim ljudima.

Nastavićemo sa distribucijom poslednjih ažuriranih informacija u pogledu događaja u Japanu koje organizuje MICE holding, kao što ćemo nastaviti i sa našim promotivnim aktivnostima, kako bismo ohrabрили mnoge ljude da posete Japan. U tom cilju će vaša podrška i saradnja biti neophodni. Većina pokrajina u Japanu nije bila pogođena zemljotresom ili reperkusijama iz nuklearne elektrane u Fukušimi, pa vas pozivamo da sami vidite sadašnje



Planina Fudži

stanje Japana lično. Naročito smo zadovoljni što možemo da izvestimo da se Sendai, jedan od glavnih gradova u regionu Tohoku, bezbedno oporavio od tragičnog cunamija.

Sendai je započeo sa oživljavanjem energetske resursa i sad je ponovo spreman da smesti i ugosti sastanke. Takođe nam je drago što možemo da najavimo da su mnogi međunarodni skupovi, uključujući 24. Svetski kongres arhitekture (UIA 2011 Tokio), ili 23. Kongres Međunarodnog društva za trombozu i hemostazu – 57. Godišnji SSC sastanak (ISTH 2011 Kjoto), potvrdili da će se njihove konferencije održati u Japanu kako je i zakazano

tokom 2011. godine. Nadamo se da će svetski mediji i MICE profesionalci posetiti Japan i iz prve ruke opaziti da je Japan još uvek jedinstvena i atraktivna MICE destinacija. Nastavljamo da dočekujemo posetioce iz celog sveta sa nepromenjenim duhom gostoprimstva, kao što smo činili i do sada. Narod Japana je čvrsto rešen da uloži sve svoje napore u oporavak i obnovu, a inostrani posetioci nam pružaju velike količine ohrabrenja kao i solidarnosti u ovom teškom periodu.

Utisci učesnika susreta

http://www.jnto.go.jp/eq/eng/06_video_mice.htm



Maiko - japanska reč za devojčice koje uz ples uče da postanu gejše

Still a unique and attractive MICE destination

MEETING INDUSTRY CONTINUES AS NORMAL IN JAPAN

The Japan National Tourism Organization will support the rebuilding efforts by going forward with our mission to positively promote Japan as a vibrant, beautiful destination, with unique cultural attractions, exciting cities, and friendly people.



Tadatashi Mamiya, President
Japan National Tourism Organization

A few months have now passed since the earthquake and tsunami hit the coast of the Tohoku region in Japan. We are very grateful for the generous contributions and support that we have received from all over the world. The support has been very important to us, and the Japanese people are determined to put all of their efforts into recovery actions, in response to the outpouring of encouragement and solidarity that we have received from the global community.

The Japan National Tourism Organization will support the rebuilding efforts by going forward with our mission to positively promote Japan as a vibrant, beautiful destination, with unique cultural attractions, exciting cities, and friendly people.

We will continue to distribute the latest detailed and accurate information with respect to holding MICE events in Japan, as well as to actively develop our promotional activities, in order to encourage many people to visit Japan. To this end, your support and cooperation are indispensable.

Most of Japan's regions were unaffected by the earthquake and nuclear

plant repercussions in Fukushima, and we invite you to see the present condition of Japan for yourselves.

We are especially happy to report that Sendai, one of the major cities in the Tohoku region, has safely recovered from the tragic tsunami. Sendai has begun to revive its energy resources, and is now ready to accommodate and host meetings again. We are also pleased to announce that many international meetings, including The 24th World Congress of Architecture (UIA 2011 Tokyo), and The 23rd Congress of the International Society on Thrombosis and Haemostasis 57th Annual SSC meeting (ISTH 2011 Kyoto), have confirmed that their conferences will be held in Japan as scheduled in 2011.

We hope the world's media and MICE professionals will visit Japan, and observe first-hand how Japan is still a unique and attractive MICE destination. We continue to welcome visitors from all over the world with an unchanging spirit of hospitality, as we have always done. The Japanese people are firmly resolved to put all of our effort into recovery and rebuilding efforts, and visitors from over-



Japanese castle

seas have given us a large amount of encouragement and feelings of solidarity in a difficult time.

Voice from meeting participants

http://www.jnto.go.jp/eq/eng/06_video_mice.htm



Maiko - is a Japanese word for dancing girl and is an apprentice geisha



Hot spring in Japanese Ryokan (Japanese style inn)

Restoran Prova u Tivtu

LUKSUZNI RESTORAN U „UTROBI BRODA“

Boravak u restoranu Prova zaista predstavlja užitek za svakog gosta, bilo da želi da u udobnom modernom ambijentu popije jutarnju kafu ili da sam ili sa svojom porodicom ili poslovnim partnerima upotpuni svoja gastronomska čula.



Ukoliko prolazite kroz Tivat u Crnoj Gori, pažnju će vam svakako privući „nasukani drveni brod“ od kavkaske tikovine. U „utrobi broda“ nalazi se vrhunski restoran „Prova“, stecište gostiju prefinjenog gastronomskog ukusa. Ali umesto ambijenta nekakvog starog jedrenjaka ili tradicionalnog restorana poput dalmatinske konobe ili italijanske ribarske kantine dočekaće vas moderni, minimalistički enterijer u kome dominiraju metal, drvo i staklo. Pažnju gostiju privlače i unikatni lusteri od plastike i stakla, stilizovane replike korala, školjki, algi i ostalih raskoši morskih dubina, kao i deo poda od kaljenog stakla ispod koga se nalazi oblutak sa plaže. Enterijer je projektovala Italijanka *Elena Brusa Pasque*, dok je lustere kreirala darovita primenjena umetnica, takođe Italijanka, *Raffaella Bandera*.

Pored zatvorenog restorana sa internacionalnim mediteranskim menijem, „Prova“ ima i dve bašte. Jedna je na šetalištu, ispod palmi, pravi lounge, za one koji prvu kafu vole da piju na suncu, uz šum morskih talasa, a druga na „palubi“, iznad restorana, na koju se stiže metalnim brodskim skalama. Iz restorana i lounge otvara se pogled na zaliv i poluostrvo Lušticu.

Iako je novootvoren restoran, već je stekao reputaciju, naročito među inostranim gostima, koji su kupili luksuzne apartmane u marini Porto Montenegro.

„Nautičari i vlasnici luksuznih jahti i krstaša su već naši stalni gosti. Internacionalna mediteranska kuhinja, koja se bazira na uvek svežim i domaćim namirnicama, razvijena vinska karta, veliki izbor aperitiva, jedini su recept da „Prova“ postane elitni restoran za elitne goste“ – govori menadžer *Mladen Blagojević* koji svoja iskustva sa putovanja gastronomsko-vinskim putevima Hrvatske, Slovenije i Italije primenjuje u restoranu „Prova“.

Restoran preporučuje domaće potaže kao što su potaž od raštana ili potaž od bundeve, omiljen među pariškim piscima i slikarima. Ako još probate stek od lososa sa rižotom od brokule i raznih mirođija, pa sve to začinite pikantnim, kiselo-slatkim vinskim sosom osećaćete se kao da ste drage prijatelje častili ručkom na Azurnoj obali. Zato restoran „Prova“ već postaje model i uzor ostalim crnogorskim restoraterima jer obogaćuje gastronomsku

ponudu pružajući gostima sve ono na šta su navikli krstareći obalama Grčke, Italije i Španije. Restoran je u sastavu HTP „Primorje“, a u ovoj kompaniji su svesni da su otvaranjem „Prove“ obogatili turističku ponudu grada i crnogorskog primorja.

– „Sa Provom pokazujemo u kojem pravcu se želimo razvijati“, kaže direktor HTP „Primorje“, *Predrag Jelušić*. „Atraktivan ambijent u najperspektivnijem crnogorskom turističkom gradu traži kvalitetnu ponudu sa dobrim programima. Po ovom modelu, sa istim arhitektom, naš hotel „Palma“ u Tivtu, će biti rekonstruiran i podignut na nivo od 4 zvezdice“.



Ne morate zaploviti, dovoljno je da se nađete na provi (bokeljski lokalizam za pramac), na brodu koji vas čeka „usidren“ u Tivtu, na obali Iva Vizina. Boravak u restoranu Prova zaista predstavlja užitek za svakog gosta, bilo da želi da u udobnom modernom ambijentu popije jutarnju kafu ili da sam ili sa svojom porodicom ili poslovnim partnerima upotpuni svoja gastronomska čula.



Losos u sosu od lajma

Sastojci: 250 gr lososa, 100 gr kuvane riže, 0.3 dl bijelog vina, 2 dl crnog vina, 50 gr smeđeg šećera, 0.5 dl soka od lajma, 1 kora od lajma, 20 gr mrkve, 20 gr celera, 20 gr paprike, 5 gr soli, 3 gr bibera, 3 gr vegete, 10 gr soja sosa, 10 gr sos od ostriga.

Ušpinovati (karamelizirati) šećer, zaliti s vinom i pustiti da dobro prokuva, zatim dodati sok od lajma, so, biber, vegetu, soja sos, sos od ostriga, koru od lajma i kuvati dok ne dobije odgovarajuću gustinu. Losos file usoliti i premazati uljem i bijelim lukom, peći na roštilju, pokriti folijom zbog ravnomjernog pečenja i voditi računa da se ne prepeče. Rižoto: povreće (mrkva, celer, paprika) izdinstati u odgovarajućoj posudi sa malo bijelog vina, dodati kuvanu rižu, zaliti s malo vode, začiniti i kuvati dok se sve lijepo ne sjedini.

Restaurant Prova in Tivat

LUXURY RESTAURANT INSIDE "THE SHIP'S BELLY"

Sojourn in restaurant Prova is truly delightful for each of our guests, whether he or she wants to drink the morning coffee in a cosy modern setting or to sharpen his or her gastronomic sense along with the family or alone.

If you're passing through Tivat in Montenegro your attention will surely be drawn to a "cast ashore wooden ship" made of Caucasian teakwood. Inside the "ship's belly" is the excellent restaurant "Prova", meeting place for sophisticated gourmet guests. But instead of entering the setting of an old sailboat or a traditional restaurant like a Dalmatian tavern or an Italian fish canteen, you will be greeted by a modern, minimalistic interior dominated by metal, wood, and glass. The guests' attention is drawn by uni-



que chandeliers made of plastic and glass, stylish replicas of corals, shells, algae and other riches from the sea depths, a part of the flooring made of tempered glass with beach pebbles underneath. Interior design is by the Italian designer *Elena Brusa Pasque*, and the chandeliers were created by a gifted applied artist who is also Italian *Raffaella Bandera*. Beside its indoor restaurant with international Mediterranean menu, "Prova" also has two open-air cafes. One is on the promenade beneath the palm trees, a real lounge for those who like to sip their first morning coffee in the sunlight with waves murmuring, and the other one is on the "ship deck" above the restaurant, so you have to climb a few metal ladder steps. The restaurant and lounge view opens up to the bay and the Luštica peninsula.

Even though this is a newly opened restaurant, it already has a good reputation among foreign tourists in parti-

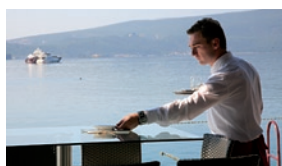
cular, so much so that some bought luxury apartments in the Porto Montenegro marina.

- "Navigators and owners of luxury yachts and cruisers are already our regular guests. International Mediterranean cuisine, based on always fresh home-grown foodstuffs, extended wine card, a large assortment of aperitifs, these are ingredients for the recipe that made "Prova" an élite restaurant for the élite guests", said the manager Mr. *Mladen Blagojević* who applied experiences he gathered in his gastronomic-wine travels throughout Croatia, Slovenia, and Italy in the restaurant "Prova". The restaurant recommends home-made pottages, such as brassica or pumpkin pottage, favoured by Parisian authors and painters. If you also get a taste of a salmon steak with rice, broccoli and various dills, spiced with piquant sour-sweet wine sauce, you will get the impression of treating your friends with a dinner at Côte d'Azur. That is why our restaurant "Prova" has already become a model and ideal to other Montenegrin restaurateurs, as it enriches the gastronomic service offering the guests all the pleasures they are used to when cruising the shores of Greece, Italy or Spain. The restaurant is managed by HTP "Primorje", and the company is aware that by opening "Prova" they enhanced the tourist offer of Tivat and the Montenegrin coast.



- "With Prova we showed what is the direction we are heading to", says director of HTP "Primorje" *Predrag Jelusić*. "Attractive ambience in the most prospective Montenegrin tourist town requires a quality service and good programmes. Following this model with the same architect, our "Palma" Hotel in Tivat will be reconstructed and it will advance to the level of 4 star".

You don't have to sail, all it requires is for you to find yourself on the prow (local term for ship's bow in Boka), on the ship waiting for you anchored in Tivat, on Ivo Vizina Strand. Sojourn in restaurant Prova is truly delightful for each of our guests, whether he or she wants to drink the morning coffee in a cosy modern setting or to sharpen his or her gastronomic sense along with the family or alone.



Salmon in Lime Sauce

Ingredients: 250 gr salmon (fillet), 100 gr boiled rice, 0.3 dl white wine, 2 dl red wine, 50 gr brown sugar, 0.5 dl lime juice, 1 lime zest, 20 gr carrots, 20 gr celery, 20 gr pepper, 5 g salt, 3 gr peppercorn, 3 gr mixed herbs, 10 gr Soya sauce, 10 gr oyster sauce.

Caramelize the sugar, add wine and let boil, add the lime juice, salt, peppercorn, herbs, Soya sauce, oyster sauce, and lime zest and cook it until it reaches desirable thickness. Salt the salmon fillet, marinate with oil and garlic and grill covered with foil to ensure even heat and avoid overcooking. Risotto: simmer the vegetables (carrot, celery, pepper) with some white wine, add boiled rice and some water, season and cook until all the ingredients are nicely blended.

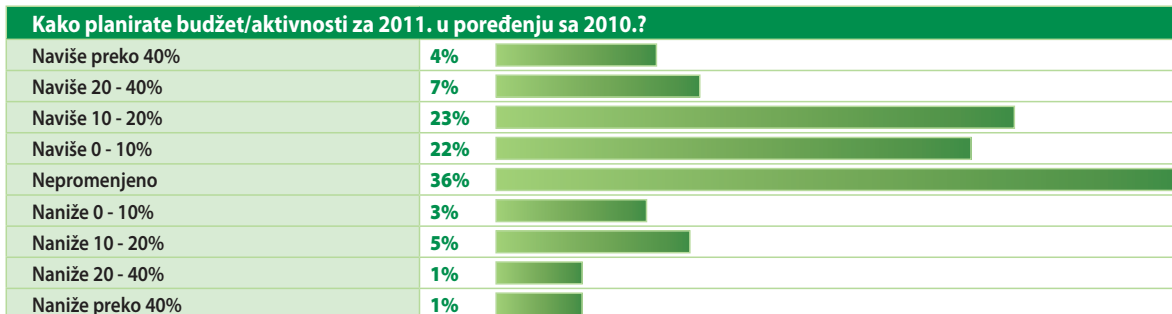
Sajam EIBTM - istraživanje

INDUSTRIJA I TRENDovi – STVARI SE POLAKO POKREĆU

Kako profesionalci vide 2011. godinu? Hoće li se njihov ili budžet njihovih klijenata uvećati? Ove godine krivulja jasno izgleda bolje, mada bi i dalje trebalo da držimo palčeve stisnute bar neko vreme. Ako više od trećine profesionalaca vide nepromenjeno

tržište 2011. godine u poređenju sa 2010., a 10% čak vidi pogoršanje situacije, njih 55% predviđaju porast – definitivno je to razlog za radovanje. Čak iako je rast još uvek umeren, a samo njih 11% predviđa rast viši od 20%, pokret nagore već je kretanje u

dobrom pravcu! Ovi nalazi u skladu su sa Izveštajem o industrijskom trendu Roba Davidsona koji je predstavljen na Sajmu EIBTM 2010., a u njemu on pominje da je najgore prošlo i da je tržište spremno za neznatan oporavak tokom 2011. godine.



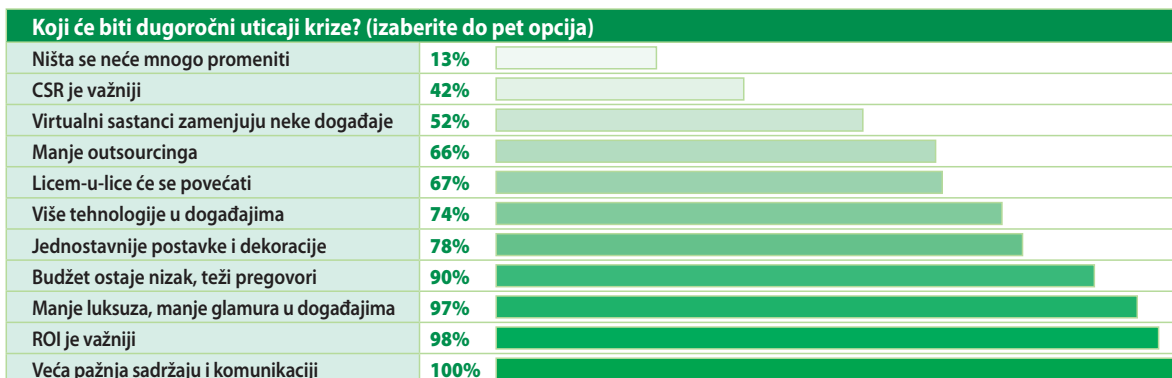
Efekat recesije: snažnija industrija

Koji efekti recesije će biti trajni? Hoće li značajno promeniti kongresnu industriju?

Centar pažnje je na dve pozitivne promene u načinu na koji radimo:

više pažnje sadržaju i veća važnost ROI (povraćaj investicija). Ova industrija se udaljava od toga da samo organizuje lepa putovanja i proslave, a fokusira se sve više na stvarnu funkciju i ciljeve sastanka. Druge promene imaju svoj negativan uticaj na ovu industriju: manje luksuza, niži

budžeti i jednostavnije postavke. Takođe, očekuje se više tehnologije - a to je pozitivna vest, jer svaka industrija koja integriše tehnologiju ima tendenciju da poveća svoj kvalitet i produktivnost. Virtualni sastanci ne deluju kao pretnja za licem-u-lice susret.



Bitna cena, ali i kvalitet

Kada ste u stisci s novcem, oko ide pravo na karticu s cenom. Profesionalci u

kongresnoj industriji odmerili su pet kupovnih kriterijuma kada plaćaju proizvode ili usluge za svoje sastanke. Iznenađujuće je da je cena dospela na treće mesto. Na prvom mestu je kva-

litet, a prate ga dobre usluge. Brend nema relativno veliku težinu. A opet, korporativna socijalna odgovornost nije se kotirala najbolje.



* EIBTM je vodeći globalni sajam kongresne industrije, a održava se u Barseloni - vibrantnoj poslovnoj i turističkoj destinaciji. EIBTM pruža tri dana sajma usmerena ka B2B sastancima, sa profesionalnim edukacijama i međusobnim umrežavanjem izlagača, gostujućih grupa kupaca i posetilaca sajma.

EIBTM Show research

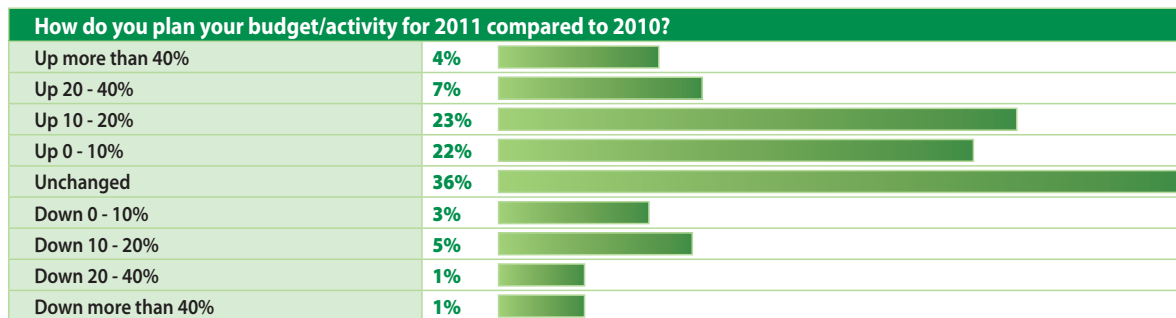
INDUSTRY AND TRENDS - THINGS SLOWLY PICK UP

How do professionals see 2011? Will their budget or their clients' budget increase? This year the curve looks clearly better even though we should just keep the fingers crossed for awhile more. If more than a third professionals see unchanged market in

2011 as compared to 2010, and 10% even see a worsening of the situation, 55% foresee a pick up - a definite reason to rejoice.

Even though the increase is still moderate, as only 11% foresee a growth higher than 20%, moving up is already

moving in the right direction! These findings are in keeping with Rob Davidson's Industry Trend Report presented on EIBTM show 2010, in which he mentioned that the worst is over and the market is poised for a slight recovery in 2011.



Effect of the recession: a smarter industry

What will be the durable effects of the recession? Will it change meeting industry in a significant way?

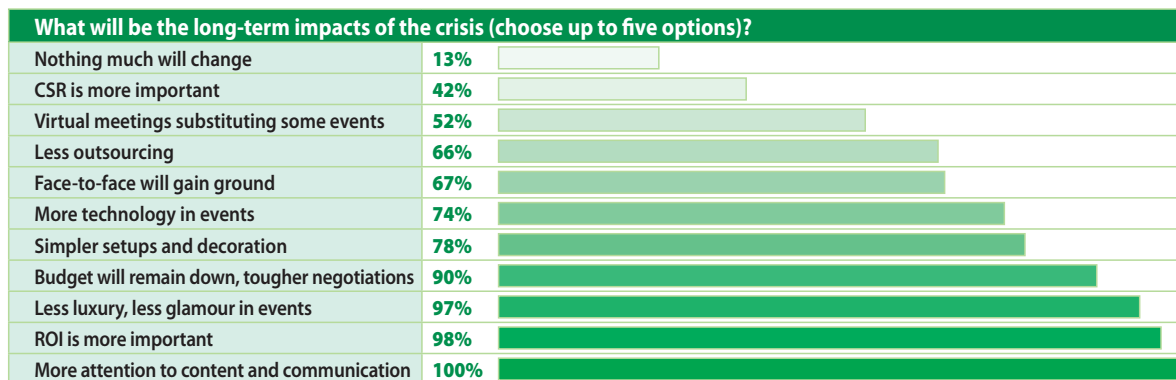
The focus is on two positive changes in the way we work: more attention

to content and higher importance of ROI. This industry is moving away from just organizing nice trips and celebrations and is focusing more on the real function and objectives of meetings.

Other changes have their negative impact on the industry: less luxury,

lower budgets and simpler setups. More technology is also expected - a positive news, as any industry who integrates technology tends to improve its quality and productivity.

Virtual meetings do not look like a threat for face-to-face.



Beyond the price tag, quality still matters

When money is tight, the eye goes directly to the price tag. Meeting pro-

professionals weighted five purchasing criteria when buying products or services for their meetings.

The surprising verdict is that price came in third place. On first place was

quality, followed by service. Brand weights relatively little. And again, Corporate Social Responsibility did not rank very well.



* EIBTM is the leading global event for the meetings and events industry, held in the vibrant business and tourism destination of Barcelona. The event delivers three days of focused access to a dynamic business environment, thought provoking professional education and business networks for Exhibitors, Hosted Buyers and Trade Visitors.

IFT Međunarodni sajam turizma u Beogradu

PLANOVI ZA LETO UVELIKO POČELI

Predstavilo se oko 900 izlagača iz 43 zemlje u šest hala Beogradskog sajma, kao i 105 vinara iz deset zemalja. Zemlja partner Sajma turizma bila je Hrvatska, koja je takođe imala i najmasovniji nastup.

Pod sloganom „Danas započnite leto!“ u Beogradu se, od 24. do 27. februara 2011. godine, održao 33. IFT Međunarodni sajam turizma.

Pored ponude turističkih aranžmana u okviru Sajma turizma ove godine, na izložbenom prostoru od preko 32.000 m², održao se i drugi po redu Sajam vina, pod nazivom Beo Wine Fair.

Na ovogodišnjem Sajmu vina, Ministarstvo ekonomije je predstavilo aranžman „Putevi vina Srbije“, a TOS „Mapu vinskih puteva Srbije“.

Prvi put, na ovogodišnjem sajmu svoju turističku i gastronomsku ponudu predstavila je Južnoafrička Republika, a nastupile su i Indija, Peru, Brazil, Španija, Italija, Francuska, Slovenija, Hrvatska, Argentina.

Predstavilo se oko 900 izlagača iz 43 zemlje u šest hala Beogradskog sajma, kao i 105 vinara iz deset zemalja. Zemlja partner Sajma turizma bila je Hrvatska, koja je takođe imala i najmasovniji nastup.

Po rečima predsednika Hrvatske turističke organizacije, cene smeštaja u hrvatskim letovalištimima ove godine biće kao i u prošloj letnjoj sezoni.

Svaki turista moći će da pronađe sme-



štaj koji odgovara njegovim mogućnostima, a cene su od 10 do 350 evra na dan. On procenjuje da će ove godine u Hrvatskoj letovati oko 100.000 turista iz Srbije, što je više nego prošle godine.

Najviše građana Srbije do sada je letovalo u Istri, a otvaranjem avio linije između Beograda i Dubrovnika trebalo bi da poseta bude ravnomerna po celoj obali.

Srž ovogodišnjeg beogradskog Sajma turizma i jesu bila letovanja jeftinija za 30 odsto. Međutim, kao i prethodnih godina, najveće interesovanje vlada za Grčku, zatim za Tursku, Španiju, Ita-

liju. Iako svi pričaju da su cene iste kao i prethodne godine i da je moguće letovati za nekoliko desetina evra, ipak se ponegde naglašava da su pojedine zemlje svoje cene povisile zbog nestabilnosti u Tunisu i Egiptu.

Što se tiče crnogorskog primorja, srpski turisti po tradiciji čine trećinu od ukupnog broja turista, od 1,8 miliona noćenja. Njihov broj nije smanjen ni posle vizne liberalizacije, jer Srbi imaju naviku da letuju u Crnoj Gori, u



kojoj se osećaju kao kod kuće. Srpski turisti zimi i za vreme novogodišnjih praznika posećuju i planine Crne Gore, koja je postala interesantna destinacija i za aktivni odmor, rafting, ekoturizam, seoski i avanturistički turizam. U ovoj zemlji je u razvoju i kongresni turizam, a procena je da će on biti interesantan i za srpsko tržište. Svoju turističku ponudu Crna Gora je ove godine prilagodila ekonomskoj situaciji u zemlji i regionu. Noćenje u privatnom standardizovanom smeštaju za šest evra dnevno je osnov ove ponude. Crna Gora je takođe pokrenula akciju „Zove more“, koja podrazumeva sedmodnevne aranžmane u privatnom smeštaju ali i hotelima sa dve i tri zvezdice po ceni od 42 do 74 evra, u zavisnosti od termina. Za ovakvu ponudu turistički radnici su se opredelili zbog procene da se ove godine očekuje najviše turista koji na letovanje idu sa idejom da ne potroše previše novca.

S. J.

Na ovom sajmu, na sopstvenom štandu, ponudu poslovnog i kongresnog turizma u Srbiji i na području jugoistočne Evrope predstavila je i Asocijacija kongresne industrije, The Best Solutions.

Celokupnu ponudu sa preko 250 partnera-ponuđača u kongresnoj industriji regiona, The Best Solutions je predstavio putem specijalizovanih internet portala www.kongresniturizam.com i www.SEEmice.net, kao i štampanim izdanjem kataloga kongresne industrije – SEEmice i promotivnim materijalima svojih partnera, a informativno-edukativnu ulogu je imao časopis specijalizovan za organizaciju događaja i kongresni turizam SEE business travel and meetings, čija su poslednja izdanja posetioци imali prilike da pročitaju.

S. J.



IFT International Fair of Tourism in Belgrade

PLANS FOR SUMMER WELL UNDER WAY

There were about 900 exhibitors from 43 countries present in the six exhibition halls of the Belgrade Fair, along with 105 journalists from ten countries. The country-partner at the Tourism Fair was Croatia, who also had the largest show.

Under the slogan "Summer Starts Today!" the 33rd IFT International Fair of Tourism was held from 24 to 27 February 2011 in Belgrade. Beside the

offers for tourist travel packages on the Tourism Fair, held at the exhibition surface space of more than 32.000 sq. m., there was the second Wine Fa-

ir, called Beo Wine Fair. At this year's Wine Fair the Ministry of Economy presented the travel package "Wine Roads in Serbia", and the National Tourism Organization of Serbia offered its "Wine Road Map of Serbia".

For the first time at this year's fair the tourism and gastronomic offer was presented by the Republic of South Africa, and other exhibitors came from India, Peru, Brazil, Spain, Italy, France, Slovenia, Croatia and Argentina.

There were about 900 exhibitors from 43 countries present in the six exhibition halls of the Belgrade Fair, along with 105 journalists from ten countries. The country-partner at the Tourism Fair was Croatia, who also had the largest show.





According to the president of the Croatian National Tourist Board, prices for accommodation in Croatian summer resorts this year will be at the same level as during the last summer season. Each tourist will be able to find lodging according to his or her means, with prices ranging from 10 to 350 Euros per day. He also estimated that there will be around 100,000 tourists from Serbia taking their holidays in Croatia this year, which is more than last year. Most of those coming from Serbia so far stayed in Istria, and with the opening of the air line between Belgrade and Dubrovnik the visit should be distributed more evenly along the coast.

The main point of this year's Belgrade Tourism Fair were the holidays cheaper by 30 percent. Just like in the past years, however, the greatest interest is shown for Greece, than Turkey, Spain, and Italy.

Even though everybody says that prices remain the same as in the last year, and that it is possible to take a holiday for several dozen Euros, it is still emphasized from time to time that certain countries raised their prices due to instability in Tunisia and Egypt.

As for the Montenegrin sea coast, Serbian tourists traditionally make one third out of the total number of tourists, i.e. out of 1,8 million overnight stays. Their number did not decrease after the visa liberalisation, because the Serbian people are used to spend

their summers in Montenegro, as they feel at home there.

Serbian tourists also visit the mountains in Montenegro, both in summer and in winter or during the New Year's holidays, as it has become an interesting destination for an active holiday, rafting, eco-tourism, rural and adventure tourism. The meetings industry is also developed in this country, and it is estimated that it will be interesting for the Serbian market

as well. This year Montenegro adapted its tourist offer to the economic situation in the country and the region. Overnight stay in private standardised accommodation at 6 Euros per day is the basis of this offer.

Montenegro also launched an action called "Sea Invites", which consists of seven-day travel packages in private accommodation, but also in hotels with two or three stars, at 42 to 74 Euros per day, depending on the season. Tourist workers decided for such an offer after assessing that they can expect most tourists coming this year for summer holidays to have the idea not to spend too much money.

S. J.

The Meetings Industry Association, The Best Solutions, presented also at this fair at their own stand offer of business and congress tourism in Serbia and in the Southeast Europe.

The entire offer with over 250 members/event suppliers of the region was presented by The Best Solutions via specialised Internet portals **www.kongresni-turizam.com** and **www.SEEmice.net**, and also through the printed annual guide for meeting planners – SEEmice and promotional materials of their partners.

SEE Business Travel And Meetings, specialized magazine for business travel and meetings industry, had its information-educational role, as visitors had the opportunity to browse through the latest issue.

S. J.



VRAĆANJE PRIRODI - KAMP TURIZAM

U svakodnevnom korišćenju termina kampovanje, obično podrazumevamo višednevni boravak u prirodi, na moru, reci, planinini, i to u kraćem periodu. Međutim, termin kampovanje je dosta širok pojam i načelno se može podeliti u tri osnovne grupe: Bivak (bivakovanje), kamp (kampovanje) i logor (logorovanje). Naravno, postoje i kombinacije ova tri tipa boravka u prirodi, i upravo ti kombinovani oblici su i najčešći jer je dosta teško povući jasnu granicu između ova tri oblika.

Bivak se odnosi uglavnom na jedno-dnevne boravke ili boravke za jednu noć u prirodi. Veliki deo nas gotovo cele sezone sprovodi upravo ovu aktivnost, koju nazivamo izlet, ali pošto se izvodi na uglavnom unapred određenim mestima, pogodnim za kraći boravak, onda je to ustvari bivak. Dakle, bivak je prostor koji je pogodan samo za boravak na kraće vreme, bez dodatnih radova na uređenju.

Vid boravka u prirodi, kao što je bivak, najčešće se upražnjava na proputovanjima kao na primer kod biciklista, motociklista, kajakša, ali i onih koji se u nedostatku vremena opredeljuju za pogodne lokacije u blizini stanovanja kako bi proveli dan u prirodi.

Kamp - Svaki bivak zavidi i sanja da postane kamp. Razlika između bivka i kampa je vrlo mala, a odnosi se uglavnom na postojanje nekih infrastrukturnih elemenata, kao na primer uređen prilaz i uređen prostor.

Za ovakav vid boravka u prirodi uglavnom se opredeljuju oni koji imaju adekvatnu opremu za višekratnu upotrebu i koji u takvim uslovima borave u prirodi od nekoliko dana pa do nekoliko nedelja.

Logor - Podrazumeva postojanje infrastrukturnih elemenata, dakle uređen prostor i uređene prilaze sa postojanjem nekih stalnih objekata za boravak, najčešće od čvrstog materijala.

Uređen prostor i uređeni prilazi podrazumevaju uređena i određena mesta za šatore, kamp prikolice ili kamp vozila, postojanje puteva do logora, putokaze, obaveštenja o lokaciji i slično. Pod infrastrukturnim elementima



se podrazumeva postojanje unutrašnjih puteva i staza, priključci za struju i vodu, pa čak i za plin i telefon / internet. Često postoje i stalni objekti tipa zajedničkog WC-a i kupatila, kao i

U praksi se ova vrsta uređenog prostora pogrešno naziva kamp, ali je to ljudima prihvatljiviji i zvučniji naziv od naziva logor. Veoma su rasprostranjeni na primorju i na planinama, a neretko se nalaze i u okviru banja i drugih letovališta i odmarališta. Takođe i u Srbiji na Dunavu ih postoji već nekoliko.

objekti za neke od uslužnih delatnosti tipa restorana, picerija, pekara pa čak i pošte.

Ovakav vid odmora i boravka u prirodi postaje sve popularniji svuda u svetu, posebno iz razloga što nema potrebe za uređenjem prostora niti za bilo kojim drugim radovima, jer to sve već postoji. Čak nikakva dodatna oprema nije potrebna, već ona uglavnom postoji na određenoj lokaciji. Kako postoji više vrsta kampova, tako svako može da izabere nešto po svom ukusu. Potrebna je samo dobra volja, malo vremena za sebe ili porodicu, pozitivna atmosfera, a sve ostalo je prepušteno prirodi.

Najbolja kemperska iskustva na svetu

Termin kamp se koristi za tri različite vrste smeštaja: Ona vrsta gde nosite sve na svojim leđima i postavljate ga, vraćajući se na ono osnovno sa šatorom, vatrom i slavnom prirodom; ona vrsta vesele družine koja kampuje gde se ne očekuje da vam nedostaje topao tuš ili električna struja, a gde ima svakakve dodatne zabave, koja vam se pruža da biste izvukli najviše moguće iz vašeg odmora u prirodi. Postoji takođe i luksuzna ili vrsta afričkog safarija, gde ne morate da se bavite silnim nošenjem i deljenjem pogodnosti.

Ova lista najboljeg kampovanja na svetu sadrži sjajne primere za sve tri vrste:

I „Sirovo“ kampovanje

Neposredno pošto ste utovarili svoj ranac, krenuli neobeleženom stazom, zaustavili se i postavili kamp, tu su neka od najboljih udaljenih mesta i kampova sa osnovnim potrepštinama, koji obećavaju: „Čovek i priroda - iskustvo kampovanja“.

- 1) **Gwern Gof Isaf Farm** - Gwern Gof Isaf je više mesto iz legende nego običan kamp, gde generacije planinara dolaze da se okušaju na najimpresivnijem brdu u Snoudoniji u Velsu - na moćnom Trifanu, jednom od najprepoznatljivijih vrhova u tom regionu. Popularan je kod takmičara za Nagradu vojvode od Edinburga, kod penjača po stenama. Ova „farma“



je nacionalno blago, a ima prostorijske ležajevima i mesta za podizanje šatora. Prošetajte unaokolo, donesite ili iznajmite planinski bicikl kako biste mogli da se odvezete do peskovite plaže ili do unutrašnjeg zagrejanog bazena, teniskih terena ili do golf kluba.

- 2) **Sligachan Kamp** - Ovaj kamp se nalazi u srcu Kuilina, venca stenovitih planina lociranih na ostrvu Skaj u Škotskoj. Tu prekoputa je i čuveni pab gde prave sopstveno pivo.
- 3) **Farma Turner Hall** u dolini Dadon u nacionalnom parku Lake District u Velikoj Britaniji ima temperament. Ova farma je smeštena u pitomom okruženju, ali je popularna kod izletnika koji vole da plani-



nare. Farma Turner Hall je kamp sa osnovnim potrebama za šetače i penjače, a privlačna je više zbog svoje lokacije i izgleda nego zbog pogodnosti.

- 4) **Farma Troytown**, daleka, daleka, daleka lokacija u Atlantskom okeanu pruža kamperima osećaj da se nalaze na samoj ivici sveta. Činjenica da traktor dolazi da pokupi vas i vašu opremu samo pridodaje osećanju da ste daleko od mnogih stvari koje vas verovatno gnjave. Pogled se pruža na Atlantik iza Biskupove stene, tu je svetionik i nenaseljeno ostrvo Anet, drugo po veličini od 50 nenaseljenih Sili ostrva u Ujedinjenom Kraljevstvu. Udaljenost znači da je plaža čista i bez gužve, a status bivše farme znači da su domaće mleko, usirena pavlaka, sladoled, puter, jogurt, sezonsko povrće, svinjetina i govedina koji se prodaju u radnji daleko bolji nego ono što kupujete kod kuće.

Sa ivice sveta na vrh sveta:

- 1) Udaljeni kamp **Lo Stambecco** u Nacionalnom parku Gran Paradiso predstavlja izazov za doći do njega, ali je pogled jednom kad pristignete vredan truda, sa planinama i glečerima u krugu od celih 360 stepeni. Ovaj kamp se nalazi na Alta Via, jednom od najpoznatijih letnjih šetališta na italijanskim Alpima, sa sve odjecima zvona koja se nalaze oko vrata teladi, svežim vazduhom i divnim pejzažima.

- 2) Za **Petit Praz** pored Monta u Švajcarskoj se tvrdi da je najviši kamp u Evropi, smešten na visini od 1.970 metara, sa 80 smeštajnih mesta. Ovo je idealan bazni kamp za izletnike i penjače.

II Praznično kampovanje

Ovo kampovanje je za porodice i ljude kojima bi praznik bio varvarski bez toplog tuša i jutarnje kafe.

- 1) **Fisherground Kamp** - je smešten usred Eskdeja u UK, u jednoj od najlepših dolina Kumbrije. Između "50 Najboljih kampova na svetu", Fisherground je odabran među prvih 18, a među prva 4 za dečije odmone. Ovaj kamp je pravi dečiji san: ima stazu avanture, kućicu na drvetu, ogradu od žice, i jezerce sa splavovima; a samo malo niz put je minijaturna parna železnica.
- 2) **Kamp u šumi Blekberi** - Šuma Blekberi jedan je od interesantnih kampova u UK, a nudi seosko kampovanje kakvo bi trebalo da bude. Ovo mesto je savršeno ako vaša deca vole da prave larmu. Smešten u šumi u dnu South Downsa, on je doslovno dah svežeg vazduha. Jedna od dvadeset čistina u šumi pruža savršeno mesto za postavljanje šatora. Bez komšiluka, neuglednih karavana i zagađenja bukom, bogato mnoštvo ptica će vam pevati serenade uveče, kada je vreme da se

zapali seoska logorska vatra. Za razliku od mnogih drugih kampova, ovaj kamperima nudi da slobodno pale logorske vatre.

III Komforno kampovanje

Kamperski safari jedan je od najstarijih primera kampovanja uz kuhinjsku sudoperu. Ovakva komforna tradicija prevladava u nekim kampovima.

- 1) **Grumeti rečni kamp** u zapadnom Serengetiju na severu Tanzanije u Africi, na pravom je mestu za Veliku migraciju, sa svojim drvenim podom, zastarelim drvenim kupatilima i širokim, ručno pravljenim krevetima, sve smešteno da nadgleda privatni komad zemlje duž reke Grumeti ispunjene nosorozima.
- 2) **Pansea Ksar Ghilane**, lociran u južnom delu Tunisa, na putu za Djerbu, definitivno zavređuje pet zvezdica. Ovaj kamp u oazi u saharскоj pustinji ima rajski uređen



Grumeti River Camp

bazen koji se puni sa prirodnog izvora, kao i 60 šatora sa klimom, opremljenih sa po četiri kreveta i nameštajem od kovanog gvožđa.

Kampovanje kao izbor za letovanje razmatra sve veći broj ljudi. To je fantastičan način da dospete

pravo usred često zapanjujućeg pejzaža i da doživite deo tog predela kojim putujete.

Takođe možete da zađete u nacionalne kuhinje tog regiona, uz posetu pijaci gde se možete snabdeti hranom i gorivom za logorsku vatru.

S. J.

RETURN TO NATURE - CAMPING TOURISM

In everyday use of the term "camping" we usually take it to mean a few days of staying outdoors, at the seacoast, on a river or mountain, in a short period of time. The term camping is, however, a wider concept and in principle it can be divided into three basic groups: Bivouac (bivouacking), camp (camping) and tent (tent lodging). Naturally, these three types of staying outdoors may combine, and those combined forms are the most frequent ones, as it is rather difficult to draw a clear line between those three forms.

Bivouac refers mainly to one - day or overnight stay in nature. A great number of us are active in this way for almost the entire season, calling it a jaunt, but as it is mostly done in previously chosen places suitable for a short stay, then it turns out to be a bivouac. Therefore, a bivouac is

The form of staying outdoors, such as a bivouac, is most often used when one is passing through, as for example it is the case with bicyclists, motorcyclists, kayakers, but also with those who lack enough time, and thus decide for a suitable location in the vicinity of one's residence, in order to spend a day outside in the nature.



a space convenient only for a short - term stay, with no additional efforts in arranging it.

Camp - Each bivouac is envious and dreams of becoming a camp. The di-

fference between a bivouac and a camp is rather negligent, referring mainly to the existence of certain infrastructure elements, such as an easy access and a landscaped area.

This form of staying outdoors is mainly chosen by those who have adequate equipment for repeated usage, and who stay outdoors under such conditions from several days to a few weeks.

Tent lodging - It implies the existence of infrastructural facilities, i.e. landscaped area and easy access, with several permanent buildings for lodging, most often made of solid materials. Landscaped area and easy access also implies nicely arranged and designated places for tents, camping trailers or camp vehicles, road leading to the tent lodging, road signs, information on the location, and so on. Infrastructural elements involve the existence of internal roads and paths, electric power and water sockets, and even connections for gas and telephone / Internet. There are often several buildings too, such as a common rest rooms and bathrooms, and facilities housing some of the services, such as restaurants, pizzerias, bakery shops, and even a post office.

In practice this type of arranged space is wrongly named "camp", but it is a more acceptable and better sounding name than tent lodging. They are widespread along the coast and in the mountains, and more often than not they can be found in spas and other resorts and holiday retreats. Also, there are several in Serbia on the Danube.

This form of holiday and sojourn outdoors is becoming more and more popular everywhere in the world, particularly so as there is no need to arrange the space or perform any other works, as it all exists already. No additional tackle is needed, as it already exists on a certain location. As there are several types of camps, everyone can chose for oneself according to one's taste. All one needs is some goodwill, a bit of time to oneself or one's family, a positive atmosphere, and all the rest is left to nature.



Gwern Gof Isaf Farm

World's Best Camping Experiences

The word **campsite** is used for three different kinds of accommodation: The kind where you carry your world on your back and set it up, getting back to basics with a tent, a fire and the great outdoors; the kind of cheerful community camping where you're not expected to miss out on hot showers or electrical essentials, and there's all sorts of additional entertainment laid on to help you get the most out of your holiday in nature. There is the luxury or African Safari kind too, where there's none of this carrying or sharing to be dealing with.

This list of the world's best camping has excellent examples of all three kinds:

1 "Roughing it" Camping

One step off loading up your pack, getting out on the unmarked trail and stopping and setting up camp when you get tired, these are some of the best remote and basic campsites, promising a "Man and Nature camping experience".

1) **Gwern Gof Isaf Farm** - Gwern Gof Isaf is more a place of legend than a mere campsite, where generations of mountaineers have come to challenge themselves on the most impressive hill in Snowdonia, Wales - the mighty Tryfan, one of the most recognisable peaks in the region. Popular with Duke of Edinburgh Award challengers,



Blackberry Wood Campsite - A Pixie keeps a casual eye on passing campers

rock climbers and abseilers, this "farm" is National Trust, which has bunkhouses and pitches.

Walk around, or bring, or hire, a mountain bike so you can ride down to the sandy beach, or to the indoor heated pool, tennis courts or gold club.

2) **Sligachan Campsite** - This campsite is situated in the heart of the Cuillin, a range of rocky mountains located on the Isle of Skye in Scotland. There's a famous for brewing its own beer pub across the road.

3) **Turner Hall Farm** in the Lake District's Duddon Valley in United Kingdom, has a tempered, but is

still well loved by the hiking boots set. Turner Hall Farm is a basic campsite for walkers and climbers, the attraction being its location and outlook rather than the facilities.

- 4) **Troytown Farm's**, remote, remote, remote location on the Atlantic Ocean gives campers the feeling of being on the very edge of the known world. The fact that a tractor comes to pick up you and your gear just adds to the feeling of being away from a lot of the things that probably bother you about the world.

The views are of the Atlantic behind Bishop's Rock, a lighthouse and the uninhabited island of Annet, the second largest of the 50 uninhabited Isles of Scilly in United Kingdom. The remoteness means the beach is clean and uncrowded,



and the ex-farm status means that the home produced cream, clotted cream, ice cream, butter, yoghurt, seasonal veggies and beef and pork sold in the store are way better than what you can buy at home.

From the edge of the world to the top of the world:

- 1) The remote campsite **Lo Stambocco** in the Gran Paradiso National Park is a challenge to get to, but the views once you arrive are well worth it, mountains and glaciers for 360 degrees. This campsite is on the Alta Via, one of the Italian Alps' most famous summer walking ways, all cowbells, crisp air and scenery.
- 2) **Petit Praz** by La Monta, Switzerland, claims to be Europe's highest campsite, perched at 1970 me-

tres and has 80 places. It is the ideal base camp for hiking and climbing.

II Holiday Camping

This is camping for families and people for whom a holiday would be barbaric without a hot shower and coffee in the morning.

- 1) **Fisherground Campsite** - is set right in the heart of Eskdale in UK, one of Cumbria's loveliest valleys. Of the "50 World Best Campsites", Fisherground is chosen in the overall Top 18 and in the overall Top 4 for children's enjoyment. This campsite is really a child's dream: it has an adventure course, a tree house, zip wire and a pond with rafts; and just down the road is a miniature steam railway.

- 2) **Blackberry Wood Campsite** - Blackberry Wood is one of the more interesting campsites in the UK which offers rural camping as it should be. This place is perfect if your kids like to make a lot of noise. Set in a woodland at the foot of the South Downs, it is literally a breath of fresh air.

One of twenty clearings in the woodland provides the perfect spot to pitch a tent. Free of neighbours, unsightly caravans and noise pollution, the rich variety of birds will serenade you into the evening, when it will be time to light a rustic campfire. Unlike many other

campsites, this one encourages campers to make open fires.

III Comfortable Camping

Camping Safari's are some of the oldest examples of camping with the kitchen sink. These comfortable traditions prevail in some camps.

- 1) **Grumeti River Camp** in the Western Serengeti in north Tanzania, Africa, are in prime position for the *Great Migration*, with their wooden floorboards, dinky wooden bathrooms and wide, hand built beds, all arranged overlooking a private stretch of the hippo filled Grumeti River.

- 2) **Pansea Ksar Ghilane**, located in the southern part of Tunisia, a drive out of Djerba, is definitely five star. This Saharan desert oasis camp has a paradise-landscaped pool fed by a natural spring and 60 air conditioned tents decked out with four poster beds and wrought iron furniture.

Camping as a holiday choice is being considered by more and more people. It's a fantastic way to get right into the middle of an often stunning landscape, and to feel part of the region you are travelling to.

You also get right into the food culture of the region, with visits to markets to source food for the camp fire.

S. J.



Tunisia

Kamp turizam

KAMPOVI U REGIONU



Ljubitelji prirode mogu pronaći dosta kampova u regionu jugoistočne Evrope, bilo za individualno putovanje, putovanje sa porodicom ili za grupni tim biling zaposlenih. Ponuda kampova je najbogatija u Hrvatskoj i Sloveniji, mada i sve ostale zemlje mogu ponuditi ovu vrstu turističkog smeštaja i omogućiti zainteresovanima da uživaju u prirodnim bogatstvima kojima se svaka zemlja regiona može ponositi.

Kampovi u Srbiji

U Srbiji postoji 17 kampova, a ono što ih karakteriše jesu atraktivne lokacije i skromna ponuda. Obično se nalaze pored jezera i reka, na planinama i klisurama, a mogu biti interesantni za ribolovce, izletnike i rekreativce koji vole šetnje. Neki imaju teniske terene i igrališta za mali fudbal, košarku, odbojku, a često su u blizini i ugostiteljski objekti.

U blizini banje Kanjiža, na samoj obali reke Tise, nalazi se „**Tiski cvet**“, kamp koji ima kapacitet smeštaja za 50 karavana i 100 mesta za šatore.

U sklopu kampa postoji veoma raznovrsna ugostiteljsko - turistička ponuda: otvoreni bazen, tereni za odbojku, rukomet, košarku, mali fudbal, stoni tenis. Kamp ima i svoju plažu, sa pontonima za privez čamaca i igralište

za decu. Blizina prirodnog rezervata Selevenjska pustara, turistička ponuda Subotice i Palića, kao i ergela konja u Zobnatici upotpunjuju ponudu kampa.



Kamp Tiski cvet

Kamp „Dunav“ se nalazi u Zemu, na samoj obali Dunava, 10 km od Beograda. Prostire se na površini od 1 hektara i kategorisan je sa dve zvezdice. Spada u red manjih kampova, a odlikuje se prelepim položajem sa pogledom na Dunav i Beograd. Blizina Beograda je najveća pogodnost ovog kampa. Kamp ima 7 dvokrevetnih bungalova, kao i 3 dvokrevetne i 3 trokrevetne sobe sa kupatilima u apartmanskim objektima. U kampu postoji restoran sa 40 mesta. Za posetioce je otvoren tokom cele godine.

Pored ova dva kampa, treba spomenuti i kamp „**Bela Crkva**“, koji ima 7 jezera i kapacitet 100 kamp jedinica, kamp „**Srebrno jezero**“ kod Velikog



Kamp Dunav

Gradišta, jedan od najstarijih i najvećih kampova u Srbiji, sa 500 mesta za kamp prikolice i 150 za šatore. „**Jabukov cvet**“ kod Banatskog Brestovca, jedan je od kampova na Dunavu, kamp „**Toma**“ u okviru nacionalnog parka „Đerdap“ na putu ka Donjem Milanovcu, kamp „**Budžak**“, udaljen 6 km od Apatina, u blizini rezervata prirode „Gornje Podunavlje“, dok se kamp „**Pipač**“ nalazi pored starog puta Subotica - Novi Sad u blizini Feketića, sa 50 mesta za šatore i 15 za karavane, i drugi.

Kampovi u Hrvatskoj

Pored hotela, kampovi se ubrajaju u najomiljenije smeštaje u Hrvatskoj. Postoji oko 230 kampova na hrvatskom Jadranu. Oko 60-ak kampova ubraja se u najveća područja za kampovanje na obali.

Kamp Zelena Laguna *** - Auto-kamp Zelena Laguna u Poreču, sa brojnim parcelama u hladu stabala, pruža idealne uslove za željenu privatnost i boravak u društvu porodice i prijatelja. Užitek počinje lepo uređe-



Kamp Zelena Laguna



Kamp Kanegra FKK 2

nom plažom, s posebnim delom za naturiste, kao i čistim morem, što već niz godina potvrđuje dobijena međunarodna Plava zastava. Dodatna prednost ovog autokampa je smeštaj unutar izvrsno opremljenog istoimenog turističkog naselja. Zahvaljujući tome, nadohvat ruke su sportski centri, ugostiteljski objekti, diskoteka i šoping zona.

Kanegra FKK ** - Plaža koja nema kraja...** Nagrađivani naturistički kamp Kanegra smestio se na obali jednog od najlepših istarskih zaliva bogatom stenovitim uvalama i plažom.

Kamp Kanegra idealno je mesto za nezaboravan odmor u Umagu. Kamp se nalazi na 10 km od centra grada Umag, u neposrednoj blizini mora. Obuhvata 193 kamp jedinice, koje su deo luksuznih parcela.

U okviru kampa takođe postoji veoma bogata gastro ponuda. Tu su restorani a-la carte, picerija, koktel bar, kafe bar, Internet kutak, prilagođenost potrebama osoba s invaliditetom i ostale mnogobrojne pogodnosti. Još neki od kampova u Hrvatskoj su: **kamp „Njivice“** sa dve zvezdice, smešten neposredno uz more, u mirnoj uvali, oazi zelenila i mira, a u neposrednoj blizini centra. Kamp je smešten usred hrastove šume koja u letnjim mesecima gostima pruža prijatnu hladovinu.



Kamp u Hrvatskoj

Auto-kamp Trstenica i apartmani / sobe Kata su smešteni uz samu glavnu plažu Trstenica u Orebiću u ugodnom hladu starih borova. Nedaleko od apartmana i auto-kampa nalazi se restoran i dečiji vrtić, a u blizini su i prodavnice. Zatim tu je i **Kamp Park Soline**, jedan od 10 najboljih hrvatskih parkova. Unutar kampa gostima su na raspolaganju moderno uređeni sanitarni prostori, strojevi za pranje i sušenje veša, menjačnica, internet cafe i supermarket. Ovaj kamp je takođe i dobitnik nagrade za kvalitet 2008., 2009., 2010. i 2011. godine, od strane Kamping Udruženja Hrvatske.

Kampovi u Bosni i Hercegovini

Mnogi će se ove godine uputiti na neku od prelepih destinacija u Bosni i Hercegovini. Ukoliko ste zainteresovani za boravak u prirodi, na nekom mestu pored jezera, reka ili planina, a uz to ste željni avanture, onda preporuka može biti jedan od kampova sa kojima raspolaže Bosna i Hercegovina.

Turističko naselje „Ada“ smešteno je na rečnom ostrvu 3 kilometra nizvodno od Ustikoline. Ugodan prirodni ambijent upotpunjen je drvenim kućicama (kolibama) izgrađenim u modernom stilu. Prilaz kampu je omogućen dobro uređenim makadamskim putem ili splavom.

Turističko naselje „Ada“ je za posetioce otvoreno u periodu od 1. maja do 31. oktobra. Pored odmora u prirodi, ovde se možete razonoditi i na sportskim terenima, uživati u splavarenju, raftingu, lovu ili ribolovu. U okviru kampa se nalazi i dečije igralište, kao i kulturno-istorijski spomenici iz rimskog perioda.

Kamp „Tara - Raft“ - kamp rafting kluba „Tara - raft“. Nalazi se 5 kilometara nizvodno od nastanka Drine, u neposrednoj blizini ušća reke Sutjeske u Drinu na mestu koje se zove Bastasi. Centralni deo kampa je objekat izgrađen od drveta i raspolaže bifeom, kuhinjom, restoranom i terasom u sklo-

pu koje se nalazi ognjište za logorsku vatru. Turističke atrakcije u regiji su: splavarenje kanjonom Tare, rafting Tarom, planinarenje, izleti na Zelengoru, rečni i jezerski ribolov, nacionalni park Sutjeska na Tjentištu, prašuma Perućica, vodopad Skakavac visine 73 m, koji se nalazi u prašumi Perućica.



Kamp u Bosni i Hercegovini

U kampu se nalazi 12 bungalova kapaciteta 48 ležaja, 10 šatora, u kojima se može smestiti 30 osoba, WC, lavaboi, tuš kabine.

Pored ova dva kampa, u Bosni i Hercegovini između ostalih, možemo spomenuti i **Aduna kamp „Orljani“**, sa kapacitetom 100 kamp jedinica, za 300 osoba. Kamp je smešten uz hotel Park i restoran Sunce. Turistički centar **„Balkana“** se nalazi na obali jezera Balkana u podnožju planine Lisine, nadmorske visine od 1.650 metara. Udaljen je 4 km od Mrkonjić grada. Zatim tu je i **kamp „Bjeli“** i mnogi drugi. Sezona u svim ovim kampovima je za posetioce otvorena od 1. aprila do 31. oktobra.

Kampovi u Crnoj Gori

Crna Gora je vrlo interesantna turistička destinacija. To je zemlja sa najsevernijim zalivom poreklom iz ledenog doba - Bokotorski zaliv, najčistijom rekam u Evropi - Tara, najvećim jezerom na Balkanu - Skadarsko jezero. Ali to nije sve... Ako volite da kampujete, takođe se može napraviti nekoliko kombinacija.

Ukoliko volite mir i tišinu, onda predlog mogu biti **Žanjice**. Ukoliko Vam prija veća gužva, onda u špicu sezone predlog za kampovanje može biti **Jaz**. Pored ova dva mesta, za studente



Kamp u Crnoj Gori

i veće grupice izbor mogu biti Radovići, malo, živopisno mesto u tivatskom zalivu, svega 800 m daleko od najlepše plaže na Jaranu, Plavi horizonti. Ovde je, u starom maslinjaku, smešten **Auto-kamp Akademac**.

Odmaralište je napravljeno 1990. godine za potrebe studenata Beogradskog univerziteta, ali i drugih koji vole specifičan način letovanja, bez gazda i gazdarica, sa puno druženja i opuštenosti.

Više od 50 kamp kućica, bife sa velikom natkrivenom terasom od trske i pristojno opremljene sanitarne prostorije čine sadržaj ovog odmarališta. U neposrednoj blizini, na svega stotinu metara od kampa, nalaze se dobro opremljene prodavnice, pijaca, ambulanta, pošta, nekoliko restorana, poslastičarnica, kao i diskoteke u Krašićima.

Tu su i dobre autobuske linije za odlazak do okolnih gradova.

Ako pak želite da kampujete sa svojom porodicom, jedan od predloga može biti **Auto-kamp „Oliva“**. Smešten je na samoj obali mora u predivnom maslinjaku po sredini jedne od najčistijih plaža na Jadranu.

Kapacitet je 25 - 30 kamp jedinica. Za hladovinu se brinu hiljadugodišnja stabla maslina. Pored kampa se nalaze dve samoposluže, restoran „Utjeha“, „Rocky Beach“ u kome se možete

pretplatiti na ishranu, ambulanta kao i bazen za kupanje. Ovo je idealno mesto za odmor bračnih parova sa decom.

Ovo mogu biti samo neki od primera za kampovanje na crnogorskom primorju. Naravno, izbora ima još...

Kampovi u Makedoniji

Ako je za Vas izazov putovati Južnom Evropom i otkrivati zemlje gde su priroda, kultura i čovečanstvo zajedno, onda je pravi izbor zemlja predivnih jezera - Republika Makedonija.

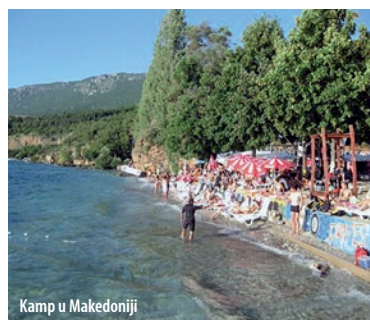
Na tom mestu na jugozapadu, samo 4 km od grada poezije Struga, na obali Ohridskog jezera, biser Balkana je **Kamp AS**.

Ova atraktivna lokacija spada u prvu kategoriju i ima kapacitet 1.000 kamp jedinica.

U okviru kampa je recepcija, dućan, restoran, pekara, sportski tereni i privatna plaža. Idealno mesto za ljubitelje ove vrste odmora. Sezona u ovom kampu je od 15. maja do 15. septembra.

Ukoliko želite da se odmarate dok radite, u društvu svog kućnog ljubimca, onda predlog može biti **Kamp Rino** koji se nalazi u mestu Kališta u Makedoniji.

Zapravo, u kampu je veoma uređena infrastruktura, sređen je prilaz kampu, na raspolaganju imate struju, Internet, Wireless LAN, štandove sa brzom hranom, restorane. Od smeštajnih jedinica na raspolaganju su



Kamp u Makedoniji

šatori, karavani, mobilne kuće ili kuće za odmor, apartmani i sobe.

Ovde se možete rasonoditi tenisom, jedrenjem, surfovanjem, ili možda u nekom od termalnih kupatila.

Pored ova dva kampa, u Makedoniji možete posetiti i **Kamp Krani**, u mestu Krani, **kamp Oteševo**, u istoimeonom mestu, **Auto-kamp Livadište**, u mestu Struga, **kamp Ljubaništa** i **Auto-kamp Gradište**, na Ohridu, lepo uređen sa teniskim terenom i drugim dodatnim sadržajima, u kome je takođe dozvoljeno dovođenje pasa u sezoni i van nje.

Kampovi u Sloveniji

Kampovi u Sloveniji su idealni za one koji cene odmor pri čemu dobijaju punu vrednost za svoj novac, ali su u stanju da privuku čak i one ljude koji traže hotel sa pet zvezdica pod vedrim nebom. Neki od slovenačkih kampova zaslužuju da se svrstaju među najbolje evropske kampove, a mogu se stvarno pohvaliti sa pet zvezdica. Većina ih je ocenjena sa dve do četiri zvezdice.



Kamp u Sloveniji

Neki od kampova u Sloveniji su: **Kamp Terme 3000**, deo prirodnog zdravstvenog centra Moravske Toplice, nalazi se na južnom obodu Goričkih brda. To je jedan od najlepših i najmodernijih kampova u Sloveniji. Pored zamka Otočec, na desnoj strani reke Krke, nalazi se prijatan **Kamp Otočec**, gde se može smestiti 160 gostiju.

Kamp se nalazi na obali reke i idealno je mesto za pećanje, vožnju čamcem rekom Krkom, ili za igranje golfa. **Kamp Otočec** je otvoren od 1. aprila do 15. oktobra. **Kamp Lijak** se nalazi u selu Ozeljan u dolini Vipava, neposredno ispod gornjeg grebena Trnovo. Oblast je poznata po paraglajdingu i delta glajdingu, a ime je dobio po potoku Lijak.

Mediterranska klima i umereni klimatski uslovi sve olakšavaju - letačke aktivnosti tokom cele godine (i u zimskom periodu takođe).

Divan pogled se pruža na Alpe i Jadransko more. **Kamp Lijak** ima 35 kamp jedinica na raspolaganju. Nudi toplu i hladnu tekuću vodu, toalete i tuševe, sudopere za pranje posuđa, mašine za pranje veša, frižidere, električne sprave i vezu sa Internetom.



Kamp u Sloveniji

Auto-kamp Terme Ptuj*** - Kamp Terme Ptuj samo je kilometar udaljen od Ptuja, jednog od slovenačkih najstarijih i najlepših srednjevekovnih gradova. Gosti kampa imaju slobodan pristup saunama i zatvorenom i otvorenom termalnom parku, gde vam se pruža širok i raznovrstan spektar atrakcija na vodi. Termalni park, ukupne površine od 4.200 kvadratnih metara, ima ponešto za mlade baš kao i za one mlade u duši - masaže, razne terapije i jedan organizovan program zabave.

Kampovi u Bugarskoj

Neki od kampova u Bugarskoj su: **Kamp Zora**, sa 2 zvezdice, koji se nalazi na obali sa direktnim pristupom plaži, **Sent James Park and Trinity Rocs Farm**, kampovanje na seoskom posedu, **Kamp Varna**, i mnogi drugi, kao što su:

Kamp Veliko Tarnovo - Kamp je smešten u mirnoj i opuštajućoj dolini Televeys, koja se nalazi između dva radnička sela bogate istorije i snažne kluturne tradicije. Kamp ima pogodnosti visokog kvaliteta za sve tipove kampera. Ovde se mogu sme-



Kamp u Bugarskoj

stiti šatori, karavani, kuće na točkovima, biciklisti, ljudi koji putuju po svetu samo sa rancem na leđima ali i oni koji imaju vozila sa pogonom na 4 točka.

Tokom poslednje dve godine **Kamp Veliko Tarnovo** u Bugarskoj bio je projektovan, razvijan i građen tako da se stvori kamp o kojem su vlasnici oduvek sanjali.

Kamenovo Kamp - nalazi se u selu Kamenovo, koje je u dnu doline. Kamp je na vrhu te doline i gleda na selo. To je pravo poljoprivredno selo, kao i većina sela u Bugarskoj. Kamp ima restoran i bar sa lepom pivskom baštom, 2 prodavnice, poštu, čuvene Venčane planine i mnoge pećine koje treba istražiti. Ima redovan autobuski



Kamp u Bugarskoj

saobraćaj do Razgrada i Kubrata, dva najbliža veća grada.

Kampovi u Rumuniji

Od kasnog proleća do ranog leta ljubitelji prirode se sjate u rumunske kampove kako bi uživali u obilju obližnjih atrakcija i veličanstvenim planinama. Postoji 69 kampova u Rumuniji sa licencom od Ministarstva turizma Rumunije.

Kamp Vinograd - nalazi se u planinama, manje od 20 km od jezera, manje od 20 km od rezervata prirode. Pruža se na površini od 2 hektara.

Otvoren je za posetioce od 1. aprila do 31. oktobra. U samom kampu se nalazi bazen (besplatan), dečiji bazen, besplatni topli tuševi, pojedinačna i zajednička mesta za roštilj, javni parking, električne veze, veze za otpadne vode, igralište.

Vampirski kamp - smešten u unutrašnjosti, sa direktnim pristupom do reke i rezervata prirode. Ovo je kamp sa pet zvezdica. Pokriva površinu od 30 hektara. Otvoren je za posetioce od 1. aprila do 31. oktobra. Ima tople tuševe koji se naplaćuju, individualne roštilje, privatni parking, električne



Vampirski kamp

veze, evropske utičnice, veze za pijaću vodu, igralište.

Još neki kampovi u Rumuniji su:

Kamp Eldorado u planinama, sa 5 zvezdica, **Kamp Apollo**, **Kamp Autoturist** - kamp sa 2 zvezdice, **Kamp Casa Rustica** i **Kamp Panorama**, sa 3 zvezdice, zatim **Kamp Rauthal and Zwaluwnest**, uz kampovanje na seoskom posedu, **Kamp Lac Murighiol**, **La Curtea Richvini**, **Kamp De Vuurplaats**, kampovanje na otvorenom, i mnogi drugi.

S. J.

Camping tourism

CAMP SITES IN THE REGION

Nature lovers can find numerous camps all around Southeast Europe, whether it is an individual trip, travel with one's family or for the purpose of employees' team building.

The best offer for camps is in Croatia and Slovenia, though all other countries also have this type of tourist accommodation to offer, enabling the interested visitors to enjoy the natural wealth which is the pride of each of those countries.

Camps in Serbia

There are 17 camps in Serbia, characterized by attractive locations but modest offer. They are usually situated along the lakes or rivers, up in the mountains and in gorges, and they can be of interest to anglers, hikers and recreational activities. Some also offer tennis, basketball and volleyball courts or sometimes small football fields, with accommodation facilities in vicinity.

"**Tiski cvet**" camp is near Kanjiža health spa on the banks of the river Tisa, with accommodation capacity of 50 estate cars and 100 tent spots.

There is a variety of catering - tourist services at disposal: an open swimming pool, volleyball, handball and basketball courts, five - men football field, table tennis. The camp has its own beach with pontoons for mooring boats, and a children's playground. The Nature Reservation Selevenjska pustara in its neighbourhood, the tourist appeal of Subotica and Palić, and the nearby stud farm in



Camp Tiski cvet



Zobnatica, complete the tourist offering of the camp. The "**Dunav**" camp is in Zemun, on the very bank of the Danube, 10 km from Belgrade. It stretches over the surface of 1ha, categorised with two stars. It is ranked among smaller camps, characterised by its beautiful location with an overview of the Danube and Belgrade. Proximity of Belgrade is particularly advantageous to this camp. It has 7 double-bed bungalows, 3 two-bed and 3 three-bed rooms with bathrooms, in an apartment facility. There is a restaurant within the camp with 40 seats, open to visitors all year round. Beside these two camps, we should also mention the "**Bela Crkva**" camp with 7 lakes, the capacity of which is 100 camping units, the "**Srebrno jezero**" camp near Veliko Gradište, which is one of the oldest and biggest camps in Serbia, with 500 places for camp trailers and 150 places for tents, the "**Jabukov cvet**" camp near Banatski Brestovac on the Danube, the "**Toma**" camp within the „Đerdap“ National Park on the road to Donji Milanovac, the "**Budžak**" camp, 6 km away from Apatin, near the Nature Reservation „Gornje Podunavlje“, and also the "**Pipač**" camp, along the old Subotica - Novi Sad road, near Fekečić, with 50 spots for tents and 15 for estate cars.

Camps in Croatia

Beside hotel accommodation, camps are among the most favoured places to stay. There are about 230 camps along the Adriatic coast. Around 60 of those are among the largest camping areas on the coast.

Zelena Laguna camp*** - Motor camp Zelena Laguna in Poreč, with numerous lots shaded by trees, offers ideal conditions for wanted privacy and a sojourn surrounded with family and friends. The pleasure begins on a nicely kept beach, with a separated portion for naturists, and the clear blue sea, as confirmed for a number of years by the international prize Blue Banner. An additional asset of the camp is its accommodation within the excellently equipped tourist settlement of the same name. Thanks to this fact, there are sports centres at hand, catering facilities, a discotheque and a shopping section.

Kanegra FKK **** - The beach with no end... The awarded naturist camp Kanegra is on the bank of one of the most beautiful bays in Istra, abundant with unforgettable gravel and rock lagoons and a beach. The Kanegra camp is an ideal place for an unforgettable repose in Umag. The Kanegra

camp is 10 km away from the centre of Umag, at close proximity to sea. It includes 193 camp units as part of luxury lots. Within the camp one can find a rich offer of restaurateur services. One finds a - la carte restaurants, a pizzeria, cocktail and coffee bars, Internet corner, and other amenities, all adapted to physically challenged persons. Some other camps in Croatia are: "Njivice" camp with two stars, located directly along the sea shore, in a quiet cove, an oasis of greenery and peace, and still adjacent to the town centre. The camp is in the midst of an oak forest offering cool shade to tourists in sweltering weather. Motor camp **Trstenica** and apartments/rooms Kata are situated next to the main beach Trstenica in Orebić, covered by the shade of old pines.



Camp Zelena Laguna

Not far from the apartments and the motor camp there is a restaurant and a kindergarten, with several shops nearby. Then there is the camp **Park Soline**, one of the best parks in Croatia. Within the camp the guests have at their disposal well kept rest rooms, washing and drying machines, an exchange bureau, internet café and a supermarket. The camp is the winner of the 2008, 2009, 2010 and 2011 Quality Award presented by the Camping Society of Croatia.

Camps in Bosnia and Herzegovina

Many people will head for one among many beautiful destinations in Bosnia and Herzegovina. If you opt for a stay in nature, at a place near a lake, a river or a mountain, and if you are one for the adventure, then our recommendation can be one of the camps in Bosnia and Herzegovina.



Camp in Bosnia and Herzegovina

Tourist settlement "Ada" is situated on a river isle 3 kilometres downstream from Ustikolina. Cosy natural surroundings with wooden huts (log-cabins) designed in a contemporary style. Access to the camp is by a well kept macadam road or by raft. The tourist settlement „Ada" is open to visitors from May 1 to October 31. Beside resting in nature, one can also pass time at sports courts, enjoy rafting, hunting or fishing. There is a children's playground within the camp, and several cultural - historic monuments from the Roman era.

"Tara - Raft" camp - the rafting club camp "Tara - raft" is located 5 kilometres downstream from the Drina head, in vicinity of the river Sutjeska confluence with the Drina at Bastasi.

The central part of the camp is the wooden building housing a buffet, kitchen, restaurant, and a terrace with bonfire hearth. Tourist attractions in the region are: rafting along the Tara river canyon, mountaineering, jaunt to Zelengora mountain, river and lake fishing, the National Park Sutjeska on Tjentište, the virgin forest Perućica, the 73 m high waterfall Skakavac situated in virgin forest Perućica. There are 12 bungalows in the camp with capacity of 48 beds, 10 tents to accommodate 30 persons, WC, water sinks, shower cabins. Beside these two camps in Bosnia and Herzegovina, we can also mention the Adu-na camp "Orljani", capacity of 100 camping units for 300 persons. The camp is located adjacent to the Park Hotel and restaurant Sunce. The tourist centre "Balkana" is on the shore of the Balkana lake at the foot of Lisina mountain, 1.650 metres above the sea level. It is 4 away from Mrkonjić grad. There is also the "Bjeli" camp

and many others. The open season for visitors in all those camps is from April 1 to October 31.

Camps in Montenegro

Montenegro is a very interesting tourist destination. It is the country with the northernmost bay originating from the ice age - the Boka Kotorska bay, the clearest river in Europe - Tara, the largest lake in the Balkans - the Skadar-sko lake. And that is not all there is to it. If you like camping there are several options.

In case you prefer peace and quiet, suggest could be **Žanjice**. If you like big crowds, then the proposal would be **Jaz** at the height of summer. Beside these two spots, another option for students and larger groups is Radovići, a small picturesque place in the cove of Tivat, only 800 m away



Camp in Montenegro

from the most beautiful beach in the Adriatic - the Blue Horizons. There in the old olive orchard is the **Motor camp Akademac**. The resting facility was created in 1990 for the Belgrade University students, but also for all those who love to spend summer holidays in a special way, with no landlords or landladies around, with lots of friends to keep company and relax with. It has more than 50 camp cabins, a buffet with a large thatched-roofed terrace, decent and equipped rest rooms. In close vicinity, some hundred yards away from the camp, one can find well assorted shops, a green market, out - patient clinic, the post office, several restaurants, a pastry shop, and discos in Krašići. There are good bus lines connecting nearby places.

If you chose to spend holiday with your family, one suggestion could be the **Motor camp "Oлива"**. It is situated on the sea shore, surrounded with a beautiful olive grove, in the midst of one of the cleanest beaches on the Adriatic. Its capacity is 25 - 30 camping units. The shades come from the thousand-year old olive trees. There are two self-service markets near the camp, the restaurant „Utjeha“, the „Rocky Beach“ where you can take a season meal ticket, an outpatient clinic, a swimming pool. It is an ideal place for married couples with children. Those are just a few opportunities for camping on the Montenegrin coast. Naturally, there are more places like those above.

Camps in Macedonia

If you find it challenging to travel across the south Europe exploring countries where nature, culture and people are united, then the right choice would be the country of beautiful lakes - Republic of Macedonia.

Camp AS is in the southwest region, only 4 km away from the town of poetry Struga, on the Ohridsko lake waterfront, the pearl of Balkans. This attractive location is of the first category, with capacity of 1.000 camp units. In the camp one finds the reception desk, a store, restaurant, bakery, sports courts, and a private beach. It is an ideal place for those who love this kind of holiday. The open season in the camp is from May 15 to September 15.

If you like to rest while working and have your pet by your side, then suggest can be the **Camp Rino**, in



Camp in Macedonia

Kališta in Macedonia. The camp has well arranged infrastructure, access to the camp is in good condition, it has electric power, Internet, Wireless LAN, fast food stands, restaurants. Accommodation can be arranged in tents, caravans, mobile or rest homes, apartments and rooms. Here you can take pleasure in playing tennis, you can sail, surf, or perhaps relax in one of the thermal baths.

Beside these two camps, in Macedonia you can visit the **camp Krani** in Krani, the **camp Oteševo** in a place of the same name, **Motor camp Liva-dište** in Struga, the **camp Ljubaništa** and **Motor camp Gradište** in Ohrid, which is well organised, with a tennis court and other amenities, and you can also bring your pets during the season and out of it.

Camps in Slovenia

Slovenia's campsites are ideal for those who appreciate value - for - money holidays, but are capable of convincing even those who are looking for an open - air five - star hotel. Some Slovenian campsites deserve to be regarded among Europe's finest, and can genuinely boast five stars. Most are rated between two and four stars.

Some of the campsites in Slovenia are: **Camp Terme 3000**, part of the Moravske Toplice natural health resort, is located at the southern edge of the Goričko Hills.

It is one of the most beautiful and modern campgrounds in Slovenia. Nearby the Otočec Castle, on the right side of the river Krka, there is a pleasant **Camp Otočec**, which can accommodate 160 guests.

Camp is situated on the river bank and is an ideal place for fishing, boating on the river Krka or playing golf. The Otočec Camp is open from 1 April to 15 October.

Camp Lijak is situated in the village of Ozeljan in the Vipava Valley, immediately below the Tnovo upland ridge. The area is famous for its paragliding and delta gliding and it is named



Camp in Slovenia

after the Lijak creek. The mediterranean climate and temperate weather conditions facilitate all - year flying activities (also in winter time). There is a wonderful view on the Alps and Adriatic sea. Camp Lijak has 35 camping units available. It offers warm and cold running water, lavatories and showers, sinks for dishwashing, washing machine, refrigerator, electric utilities and internet connection.

Camping Terme Ptuj*** - The Terme Ptuj campground is only a kilometre from Ptuj, one of Slovenia's oldest and most beautiful medieval towns. Campground guests get free entry to the saunas and the indoor and outdoor Thermal Park, which boasts a wide and diverse range of water attractions.

The Thermal Park, with a total surface area of 4.200 square metres, has something for the young as well as for the young at heart - massages, various therapies and an organised entertainment programme.

Camps in Bulgaria

Some of the campsites in Bulgaria are: **Camp Zora**, 2 star camp, situated on the coast with direct access to the beach, **Saint James Park** and **Trinity Rocs Farm**, camping on a farm, **Camp Varna**, and many others, such as:

Camp Veliko Tarnovo - The campsite is located in the tranquil and relaxing valley of Televets, situated between two working rural villages with rich histories and strong cultural traditions. The campsite has exceptionally high - quality facilities for all types of campers. Here you can accommodate tents, caravans, mobile homes, bikers,



backpackers and 4x4 tour visitors. Over the past two years Camp Veliko Tarnovo in Bulgaria has been designed, developed and built to create the campsite that its owners always dreamed of.

Kamenovo Camp - is situated in the village of Kamenovo which is at the bottom of a valley. Campsite is on top of the valley looking over the village. It is very rural farming village as are the most of the Bulgarian villages. It has a restaurant and bar with nice beer garden, 2 shops, a post office, the fabulous Wreath rocks, and many caves to explore. There are regular bus services to Razgrad and Kubrat, the two closest larger towns.

Camps in Romania

From the late Spring until early Summer nature lovers flock to Romania's camping areas to enjoy abundance of nearby attractions and the magnificent mountains. There are 69 camping sites in Romania licensed by the Romanian Ministry of Tourism.

Camp Vineyard - is situated in mountains, less than 20 km from a pond, less than 20 km from a natural reserve. It covers an area of 2 hectares. It is open to visitors from 1 April to 31 October. In the camp there is a



swimming pool (free), splash pool, free hot showers, individual and shared barbecue stands, public car park, electric hook-ups, European plugs, connection to drinking water, connection for waste water, playground. **Vampire camp** - located in the countryside, with direct access to the river and natural reserve. This is a five star camp. It covers an area of 30 hectares. It is open to visitors from 1 April to 31 October. There are hot showers with charge, individual barbecue, private car park, electric hook-ups, European plugs, connection to drinking water, playground. Some other camps in Romania are: **Camp Eldorado**, in mountains, with 5 stars, **Camp Apollo**, **Camp Motor Tourist** with 2 stars, **Camp Casa Rustica** and **Camp Panorama**, with 3 stars, **Camp Rauthal** and **Zwallownest**, camping on a farm, **Camp Lac Murighiol**, **La Curtea Richvini**, **Camp De Vuurplaats**, open air camp, and many others.

S. J.

TRANSLATION COMPANY



Translation company LEXICA provides highly experienced interpreters of major European and world languages, offering expertise in a wide range of technical, legal and commercial fields.



- translation services for movies, documentaries, songs and tele-serials
- simultaneous interpreters for conferences
- consecutive interpreters
- ad hoc or "whisper" interpreters for small meetings, discussion groups and visits to and/or from foreign customers

We offer prompt and efficient service, competitive prices and the quality providing us a strong market position.



Translation company LEXICA d.o.o., Alekse Nenadovića 32

Phone/fax: +381(0)11 2442 439, Mob: +381(0)63 7717 488; +381(0)63 7727 802, e-mail: office@lexica.rs, web: www.lexica.rs

Our translation service is used by international companies, financial institutions, government bodies, manufacturers, and law firms. We have been a reliable source of translation services for hundreds of satisfied clients worldwide.



NEOBIČNI (SPECIJALNI) PROSTORI

Objekti koji se koriste povremeno, kao mesto susreta, ali koji imaju drugačiju osnovnu funkciju, na primer muzej, tematski park, bioskop, pozorište ili vile. Oni su savršeni za bilo koju vrstu događaja, gde je iskustvo možda od većeg značaja nego sadržaj ili ishod učenja.

KAMPOVANJE

Kampovanje je kraći boravak u prirodi, tokom koga kamperi odlaze van civilizacije. Najčešće se koriste šatori, kamp-prikolice ili samo vreće za spavanje. Kampovanje je kao rekreativna aktivnost postala popularna u 20. veku.

TEAM BUILDING

Team Building se odnosi na širok spektar aktivnosti, kao što su aktivnosti preduzeća, škola, sportskih ekipa, verskih ili neprofitnih organizacija na poboljšanju timskih performansi.

Team building aktivnosti se sprovode putem različite prakse, i mogu da se kreću od jednostavnih do složenih kombinacija vežbe simulacije i multi-dvodnevnih radionica (uključujući grupnu procenu i grupne dinamične igre). Team building je važan faktor u bilo kom okruženju, fokus je da se izvuče najbolje iz tima kako bi se obezbedio samorazvoj, pozitivna komunikacija, leaderske veštine i sposobnost bliske saradnje tima u cilju rešavanja problema.

PROCES „BIDOVANJA“, DAVANJA PONUDE

Sistem u kojem se nekoliko destinacija nadmeće (izlazi na tender) kako bi bili domaćini određenog događaja, obično sastanka i okupljanja neke Asocijacije. „Bid“ (ponuda) je definisana kao poziv da destinacija bude domaćin međunarodnog kongresa. Veoma je važno da se dobro analiziraju kriterijumi ponude i ponaša u skladu sa detaljnim istraživanjem vezanim za te kriterijume, kako bi se prave odluke donele i preduzele odgovarajuće akcije, a sa ciljem ispunjenja kriterijuma ponude.

UPRAVLJANJE ODNOSIMA SA KUPCIMA (CRM)

Upravljanje odnosima sa kupcima (CRM) je široko rasprostranjena strategija za upravljanje odnosima kompanije sa kupcima, klijentima kao i rasta prodaje. To podrazumeva korišćenje tehnologije da organizuje, automatizuje i sinhronizuje poslovne procese - pre svega prodajne aktivnosti, ali i onih za marketing, usluge potrošačima, kao i tehničku podršku. Opšti ciljevi su pronalaženje, privlačenje i pridobijanje novih klijenta, negovanje i zadržavanje starih, i smanjivanje troškova marketinga i usluga klijentima.

POSLOVNO UMREŽAVANJE

Poslovno umrežavanje je proces uspostavljanja međusobno korisnih odnosa sa drugim poslovnim ljudima i potencijalnim klijentima, odnosno kupcima. Ono što je od ključne važnosti za pravo poslovno umrežavanje jeste uspostavljanje međusobno korisnog odnosa, a to je ono što je prava retkost kod standardnog rukovanja i razmene vizit-karata, a koje se posebno ističe kao „šansa“ za poslovno umrežavanje. Najbolje grupe za poslovno umrežavanje funkcionišu kao centri razmene poslovnih informacija, ideja i podrške. Najvažnija veština za efektivno poslovno umrežavanje je sposobnost slušanja, a usredsređivanje na to kako se može pomoći osobi koju slušate pre nego na to kako oni ili ona može pomoći vama predstavlja prvi korak za uspostavljanje međusobno korisnog odnosa.

EVROPSKO KLINIČKO DRUŠTVO ZA AIDS (EACS)

Evropsko Kliničko Društvo za AIDS (EACS) je neprofitna grupa evropskih lekara, kliničara i istraživača u oblasti HIV/AIDS-a. Osnovana je 1991. godine, a ima za cilj da okupi naučnike iz svih krajeva Evrope i da pomogne razmenu najnovijih medicinskih i naučnih saznanja u vezi sa kliničkim aspektima HIV/AIDS-a i njegovih komplikacija.

IZLOŽBA

Izložba, u najopštijem smislu, predstavlja organizovano izlaganje i predstavljanje odabranih predmeta. Komercijalne izložbe, opštepoznate kao trgovački sajmovi, trgovačke izložbe ili ekspoi, obično se organizuju tako da organizacije iz pojedinih oblasti interesovanja ili privredne grane prikažu i pokažu svoje najnovije proizvode, usluge, provere aktivnosti konkurencije i ispitaju najnovije tokove i mogućnosti.

To je vrsta medija u kome dolazi do fizičkog okupljanja kupca, prodavca i proizvoda - snažnog podsticaja za poslovanje. Neki od trgovačkih sajmova su otvoreni za javnost, dok druge mogu posećivati samo predstavnici kompanija (članovi privrednog sektora), kao i predstavnici sedme sile.

UNUSUAL (SPECIAL) VENUE

Facility used occasionally as a meetings venue but which has a different principal function, e.g. as a museum, theme park, cinema, theatre or stately home. They are perfect for any sort of event where the experience is perhaps of greater importance than the content or learning outcomes.

CAMPING

Camping is an outdoor recreational activity. The participants (known as campers) leave urban areas, their home region, or civilization and enjoy nature while spending one or several nights outdoors, usually at a campsite. Camping may involve the use of a tent, caravan, motor home, cabin, a primitive structure, or no shelter at all. In many parts of the world "camping" refers exclusively to the use of tents or similar portable structures.

TEAM BUILDING

Team Building refers to a wide range of activities, presented to businesses, schools, sports teams, religious or nonprofit organizations designed for improving team performance. Team building is pursued via a variety of practices, and can range from simple bonding exercises to complex simulations and multi-day team building retreats designed to develop a team (including group assessment and group-dynamic games), usually falling somewhere in between. Team building is an important factor in any environment, its focus is to specialize in bringing out the best in a team to ensure self development, positive communication, leadership skills and the ability to work closely together as a team to problem solve.

BID PROCESS

System by which several destinations tender to host a particular event, usually an association meeting. A "bid" is defined as an invitation to host an international Congress in a Country. It is crucial to analyse the bid criteria and conduct in-depth research to ensure the right decisions are made and the appropriate actions are taken in order to meet the bid criteria.

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Customer Relationship Management (CRM) is a widely - implemented strategy for managing a company's interactions with customers, clients and sales prospects. It involves using technology to organize, automate, and synchronize business processes - principally sales activities, but also those for marketing, customer service, and technical support. The overall goals are to find, attract, and win new clients, nurture and retain those the company already has, entice former clients back into the fold, and reduce the costs of marketing and client service.

BUSINESS NETWORKING

Business Networking is the process of establishing a mutually beneficial relationship with other business people and potential clients and/or customers. The key to true business networking is the establishment of a mutually beneficial relationship, and that's an incredibly rare event at the standard shake-hands-and-exchange-your-business-card events that are touted as business networking "opportunities". The best business networking groups operate as exchanges of business information, ideas, and support. The most important skill for effective business networking is listening; focusing on how you can help the person you are listening to rather than on how he or she can help you is the first step to establishing a mutually beneficial relationship.

EUROPEAN AIDS CLINICAL SOCIETY (EACS)

European AIDS Clinical Society (EACS) is a not-for-profit scientific society of European clinicians and researchers, active in the field of HIV/AIDS. The European AIDS Clinical Society (EACS) established a panel of European HIV treating physicians and other experts from a variety of clinical fields to update and expand the EACS Guidelines on the Clinical Management of HIV Infection.

EXHIBITION

Exhibition, in the most general sense, is an organized presentation and display of a selection of items. Commercial exhibitions, generally called trade fairs, trade shows or expos, are usually organized so that organizations in a specific interest or industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent trends and opportunities. It's a media where buyer, seller and product physically come together - a potent force for business. Some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade) and members of the press.

FRANCUSKI „SPAJDERMEN“ OSVAJA BURDŽ HALIFU



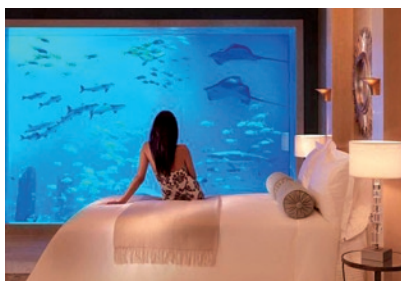
Francuz Alen Robert, koji sebe naziva „Spajdermenom“, rešio je da osvoji najviši soliter na svetu, kulu Burdž Halifa u Dubaiju. Robert (48) je pred početak uspona ocenio da će do vrha solitera visokog 828 metara stići za šest do sedam sati, preneo je Associated Press.

Pričvršćen sigurnosnim užadima, Robert se uspinjao po fasadi od metala i stakla, ali nije koristio konopce, već se samo šakama i stopalima oslanjao na ukrasne grede zgrade. Alen Robert je do vrha najviše zgrade na svetu, koja ima više od 160 spratova, zaista uspeo da stigne za šest sati, 13 minuta i 55 sekundi. U podnožju solitera se okuplja nekoliko stotina gledalaca, a u blizini je uvek parkirano i ambulantno vozilo. Rober se dosad popeo na više od 70 solitera, među kojima Empajer stejt bilding u Njujorku, Vilis tauer u Čikagu, kule Petronas u Kuala Lumpuru i Tajpej 101, koji je pre Burdža bio najviši soliter na svetu, navedeno je na njegovom veb sajtu.

PRVI PODVODNI HOTEL U DUBAIU

Svi ljubitelji ekstravagantnog odmora, egzotične arhitekture, ronjenja i podvodnog sveta imaju jedinstvenu priliku da uživaju u jednom „novom svetu“ - podvodnoj oazi mira, hotelu „Hidropolis“ u Dubaiju, koji je inspirisan romanom Žila Verna „20.000 milja pod morem“.

Ovaj podvodni džin je dobio ime „Podvodni kompleks Hidropolis“, a u njegovu izgradnju je uloženo 600 miliona dolara. Sastoji se od obalskog i podvodnog dela, koji se spušta na 20 metara dubine. U tom delu su smeštena dva restorana i nekoliko barova, salon lepote, spa centar, zlatara, nekoliko butika, plesna dvorana, bioskop i komforna konferencijska sala s providnom kupolom. Za najmlađe je izgrađen „dečji svet“, dok će se zabavne i kulturne manifestacije održavati u specijalnoj nadvodnoj sali na otvorenom. U ovo podvodno „carstvo“ se sa obale stiže specijalnom žičarom kroz podvodni tunel dug 300 metara, koji je sa gornje strane providan, tako da od samog početka putovanja u „Hidropolis“ postaje čarobno. Oblik hotela podseća na broj osam koji leži na vodi, a unutar krugova nalaze se sobe, apartmani, sale i dvorane. Na ogromnoj teritoriji hotela je smešteno 220 soba sa plafonima kroz koje se vidi podvodni svet Persijskog zaliva, a najjeftinije noćenje košta oko 600 dolara. Ovaj hotel omogućava, pored neverovatnog pogleda na podvodni svet, morske zvezde, plavetnilo i ostalu podvodnu prirodu i pogled na vedro nebo, jer mu vrh viri iznad vode. Sobe, sale za konferencije, koncertne dvorane, kockarnice, bazeni prostiru se na oko 100 nivoa. Bezbednost gostiju u hotelu ispod vode garantuje specijalan protivraketni sistem.



RIC KARLTON NAJVIŠI HOTEL NA SVETU



U Hong Kongu je otvoren najviši hotel na svetu - Ric Karlton. Nalazi se na oblakoderu visine od oko 490 metara i nudi panoramski pogled na bivšu britansku koloniju, koja je 1997. godine vraćena Kini. Hotel Ric Karlton je smešten na 118. spratu Međunarodnog trgovinskog centra u Hong Kongu. Za izgradnju ovog hotela bilo je potrebno oko 10 godina, a ujedno je i najskuplji hotel u Hong Kongu. Noćenje ovde košta 6.000 hongkonških dolara (546 evra) za deluks sobu, a cena predsedničkog apartmana je 100.000 hongkonških dolara. Kineski gosti sada čine oko 35 odsto klijenata lanca hotela Ritz Karlton, dok je taj procenat pre 14 godina činio samo tri do četiri odsto. Očekuje se i porast ovog broja posetilaca, s obzirom da je Azija jedno od ključnih tržišta. Ipak, kako se najavljuje u štampi, Ric Karlton će 2014. godine izgubiti titulu najvišeg hotela na svetu, jer se za taj period u Šangaju planira otvaranje hotela pod imenom J-Hotel, visokog 600 metara.

NORVEŽANIN STVARA MUZIKU OD LEDA

Terje Isungest je norveški muzičar i kompozitor. Pored svog iskustva u džez i skandinavskoj muzici, dizajnirao je i muzičke instrumente od netradicionalnih materijala, uključujući led. Terje je prvi i jedini „ledeni muzičar“ na svetu.

Zaleđene instrumente svira već 10 godina, a osnivač je norveškog godišnjeg festivala „Ice music“ koji se održava u Gejlu. Scena unutar zaleđenih vodopada na vrhu 3.000 metara visokih glečera, koje natkrivaju masivni ledeni svodovi na temperaturi do minus 33 stepena Celzijusa, za nekoga može biti u najmanju ruku neobična i neprihvatljiva za nastup, ali za norveškog muzičara predstavlja idealno okruženje za muziku koju stvara. Ljubav prema ovakvoj vrsti muzike se kod njega razvila kada je prvi put pozvan da svira unutar zaleđenog vodopada. Tada je imao priliku i da isproba neobične i prelepe zvukove koje led proizvodi. Osim što svira, sam je napravio i nekoliko instrumenata od leda. Instrument koji je Norvežaninu najduže trajao bio je ledeni rog, isklesan od dela glečera starog 2.500 godina. Trajao mu je čak 50 nastupa. Inače, instrumenti načinjeni od leda jedva da izdrže nekoliko izvođenja, tako da priroda odlučuje o svemu. Svaki koncert je jedinstven i priroda odlučuje kakav će biti i kako će instrumenti zvučati.



SOBA OD ČOKOLADE



Povodom Dana zaljubljenih u jednom tržnom centru u Litvaniji napravljeno je nešto jedinstveno. Posetiocima tržnog centra u Vilnjusu, prestonici Litvanije, na ovaj dan je predstavljena soba u potpunosti napravljena od čokolade.

Soba od čokolade je izgledala kao tradicionalna litvanska dnevna soba u potpunosti opremljena, s tim što su nameštaj, slike, svećnjaci i knjige, naravno, napravljeni od čokolade.

Za „slatku sobu“, koju je pravilo sedam ljudi, površine 17 metara kvadratnih, upotrebjeno je 300 kilograma čokolade.

Na Dan žena, 8. marta, soba je „uništena“, a čokolada podeljena posetiocima.

RECIKLAŽOM MOBILNIH TELEFONA ŠTITIMO ŠIMPANZE



Ciljanim sakupljanjem starih mobilnih telefona i njihovom reciklažom mogu se uštedeti vredne sirovine i istovremeno zaštititi životni prostor šimpanzi.

Stvar je u tome da je u samo jednom mobilnom telefonu sadržano oko 60 različitih sirovina, među kojima su kobalt, zlato, cink i koltan. Te se sirovine najvećim delom eksploatišu u afričkoj državi Kongo, koja je prirodno stanište gorila i šimpanzi, zbog čega ove životinje iz dana u dan gube na životnom prostoru. Akciji sakupljanja i recikliranja starih mobilnih telefona priključila se i Austrija. U ovoj kampanji se pošlo od dece,

odnosno edukacije dece o postojanju veze između korišćenja mobilnih telefona i smanjenja životnog prostora čovekolikih majmuna. Više od 800 bečkih preduzeća na bazi Eko biznis plana ciljano je informisano o tome zašto je važno sakupljati stare mobilne telefone. Osim toga u brojnim gradskim ustanovama postavljene su kutije za odlaganje starih mobilnih telefona.



IZLOŽBA POD VODOM NA KRKU



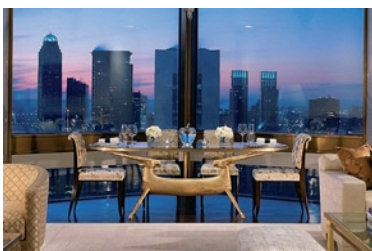
Na ostrvu Krk u Baškoj postavljena je izložba pod vodom. Posetioци ovu izložbu mogu razgledati samo plivajući ili roneći.

Autor ove izložbe, Marjan Radović naglašava da su izloženi motivi na prvoj izložbi isključivo iz kvarnerskog područja, a fotografije su nastale u periodu poslednjih nekoliko godina. Već prvih dana među turistima vlada veliko zanimanje za neobičnu izložbu. Želja je da se lepote hrvatskog podmorja približe onima koji ne rone. Za one hrabrije autor sprema novo iznenađenje.

Reč je o stalnoj postavci podmorske fotografije na jednoj olupini za čije će razgledanje zasigurno trebati bar osnovni ronilački tečaj.

Do tada će njegove fotografije povremeno krasiti hrvatske bazene.

ŠTA SVE MOŽE DA SE SANJA U APARTMANU OD 35.000 DOLARA ZA NOĆ?



Vodeći ljudi hotela „Four Seasons“ u Njujorku računali su na to da dobar san nema cenu! S toga, noćenje u apartmanu „Vornor Penthaus“ (Warner Penthouse) košta ništa manje do 35.000 dolara. Apartman se prostire na 400 kvadratnih metara i sastoji se od spavaće sobe s kupatilom, dnevnog boravka i biblioteke, kao i sobe za presvlačenje, doručkovanje, šminkanje i meditaciju. Spavaća soba je opremljena „king-sajz“ krevetom sa švedskim dušekom ručne izrade, koji košta 60.000 dolara, dok je baldahin prekriven tajlandskom svilom u koju su utkane niti 22-karatnog zlata. Zidovi apartmana ukrašeni su sedefom i poludragim kamenjem ili su presvučeni mekom telećom kožom. Penthaus ima i najveća staklena klizna vrata koja su ikada napravljena. Za potpuno uživanje tu su i originalne umetničke

slike i skulpture, ali i batler koji je gostu na usluzi 24 sata. Iz penthousa, takođe, možete da telefonirate bilo gde u svetu i da razgovarate koliko god vam drago, jer je svaki poziv uključen u cenu. Do apartmana stižete jednim od tri lifta koji vam stoje na raspolaganju i koji se otvaraju posebnim ključem. Ako ste naumili da se prošetate ili da odete u kupovinu, možete da koristite usluge hotelskog voznog parka. Sofer će vas, po želji u „rolsrojsu“ ili „majbahu“ odvesti na traženu destinaciju.

Međutim, i pored svog tog luksuza postoje određena ograničenja. U apartmanu mogu da oseedaju najviše dve osobe s detetom ili tri odrasle osobe.



FRENCH „SPIDERMAN“ TO CONQUER BURJ KHALIFA

Frenchman Alain Robert who calls himself „Spiderman“, decided to conquer the tallest skyscraper in the world, the Burj Khalifa tower in Dubai. Before embarking on the daring ascent, Robert (48) assessed he would reach the top of the 828 metres high skyscraper in six to seven hours, as reported by Associated Press.

Secured by safety ropes, Robert climbed up the metal and glass facade, but did not use the climbing ropes. Instead, he was leaning on the decorative beams of the edifice by his hands and feet. Alain ascended the exterior of the world's tallest building, which has more than 160 stories, in six hours 13 minutes and 55 seconds. At the foot of the skyscraper a few hundred spectators gather, and there is always an ambulance parked nearby. Robert has climbed more than 70 skyscrapers so far, as cited on his web site, among them the Empire State Building in New York, Willis Tower in Chicago, Petronas Tower in Kuala Lumpur and Taipei 101 Tower, which before the Burj was the highest skyscraper in the world.



FIRST UNDERWATER HOTEL IN DUBAI



All devotees of extravagant holidays, exotic architecture, diving and underwater world, have a unique opportunity to enjoy in a "new world" - an underwater oasis of tranquillity, the Hotel "Hydropolis" in Dubai, inspired by Jules Verne's novel "20,000 Miles Under the Sea".

This underwater giant was named "The Underwater Resort Hydropolis", and its construction consumed 600 million US dollars. It consists of a coastal and an underwater part which goes to 20 metres in depth. That part houses two restaurants and a few bars, a beauty salon, spa centre, a jewellery, several boutiques, a dancing hall, movie theatre, and a comfortable conference hall with as see-through dome. For the youngest was constructed "children's world", and the entertaining or cultural events will be held in a special open air above water hall. One reaches this underwater "empire" from the coast via special cable car through an underwater tunnel 300

metres long, which is transparent on top so the trip to "Hydropolis" becomes magical from the very beginning. The shape of the hotel is reminiscent of number eight lying on water, with rooms, suites, halls and auditoria situated inside the loops. There are 220 rooms on the enormously vast surface space occupied by this hotel. The ceilings in the rooms give view onto the underwater world of the Persian Gulf, and the cheapest overnight stay costs around 600 US dollars. The hotel gives view, beside the incredible sight of the underwater world, the starfish or the azure sea and other underwater life, view of the clear sky too, as its peak protrudes above the water. The rooms, conference halls, concert halls, gambling salons, and swimming pools occupy about 100 levels. The security for the underwater hotel guests is guaranteed by a special anti missile system.

RITZ CARLTON THE TALLEST HOTEL IN THE WORLD

The tallest hotel in the world was opened in Hong Kong - the Ritz Carlton. It is located in the skyscraper which is about 490 metres tall, offering a panoramic view onto this former British colony which was repossessed by China in 1997. The Ritz Carlton hotel is located on the 118th floor of the International Trade Centre in Hong Kong.

It took about 10 years to erect this hotel, and it is the most expensive hotel in Hong Kong. Single overnight stay in this hotel costs 6,000 Hong Kong dollars (546 Euros) for a deluxe room, while the price for the presidential suite is 100,000 Hong Kong dollars.

Chinese visitors now make up about 35 percent of clients Ritz Carlton hotel chain, while the percentage was only three to four percent 14 years ago. The increase in this number is expected taking into account that Asia is one of the key markets. Still, as announced by the press, the Ritz Carlton will lose its title of the tallest hotel in the world by 2014, as it is planned to open a hotel in Shanghai by that time under the name of J-Hotel, designed to be 600 metres high.



A NORWEGIAN CREATING MUSIC OUT OF ICE



Terje Isungset is a Norwegian musician and composer. Besides his experience in jazz and Scandinavian music, he also designed music instruments out of some non-traditional materials, including ice. Terje is the first and only "ice musician" in the world. He's been playing the frosted instruments for 10 years, and he is also the founder of the Norwegian annual festival "Ice Music" organized in Geilo. The sight inside frosted waterfalls on top of 3,000 metres high glaciers, with massive ice ceilings looming overhead at the temperature of minus 33 degrees Centigrade, may be at least unusual to some or even inaccessible to perform, but for the Norwegian musician it is an ideal setting for the music he creates. He developed love for this kind of music when he was invited for the first time to play inside a frosted waterfall. He had

the opportunity at that time to try out some of the unfamiliar but wonderful sounds that the ice produces. In addition to playing, he also made several instruments out of ice by himself. The instrument that was to last the longest to the Norwegian was the ice horn, chiselled out of a part of the 2,500 - year old glacier. It last for the full fifty performances. Otherwise, instruments made out of ice hardly endure several performances, so that nature decides about those things. Each concert is unique, the nature deciding how it would turn out to be and how the instruments would sound.

ROOM OF CHOCOLATE

Something unique was done in a shopping mall in Lithuania on St. Valentine's Day. The visitors of the shopping mall in Vilnius, the capital of Lithuania, were presented on that day with a room made completely of chocolate.

The chocolate room looked as a traditional fully furnished Lithuanian living room, but the furniture, paintings, candlesticks, and books were all made of chocolate.

For the "sweet room", made by seven people on 17 square metres, used up 300 kilograms of chocolate. On 8th of March, the Women's Day, the room was "destroyed" and the chocolate was given out to visitors.



BY RECYCLING MOBILE PHONES WE PROTECT CHIMPANZEES



Deliberately collecting the old mobile phones and by their recycling we can save valuable raw materials and at the same time protect the living environment of chimpanzees.

The thing is that a single mobile phone contains about 60 different raw materials, among them cobalt, gold, zinc, and coltan. These raw materials are mostly exploited in the African state of Congo, the natural habitat for gorillas and chimpanzees, which is why these animals are losing daily their living space.

Austria also joined the campaign of collecting and recycling used mobile phones. The campaign started with children, i.e. educating the children about the connexions between using a mobile phone and less living space for the apes. More than 800 Viennese companies were informed purposely on the

importance of collecting old mobile phones, on the basis of eco business plan. Besides, boxes to dispose old mobile phones were put in many city institutions.



UNDERWATER EXHIBITION IN KRK



An exhibition under water was set on the island of Krk in Baška. The visitors can see the exhibition only if they swim or dive.

Author of the exhibition Marjan Radovic emphasizes that the exhibited motifs at the first exhibition are exclusively from the Kvarner region.

The snapshots were taken in the last few years. There is great interest for the unusual exhibition even after a few days since it was opened.

The intention is to make the beauties of the Croatian coast more familiar to those who take up diving. The author is preparing a new surprise for the courageous ones. It will

be a permanent exhibition of underwater photography on a hulk, where at least some elementary course in diving will be a prerequisite. Until then, his shots will occasionally decorate swimming pools in Croatia.

WHAT CAN YOU DREAM ABOUT IN A SUITE COSTING \$35,000 PER NIGHT?



The leading team of the New York "Four Seasons" hotel counted on the fact that a good sleep has no cost! Therefore, one overnight stay in the "Warner Penthouse" suite costs no less than 35,000 US dollars. The suite takes up 400 square metres, comprising of a bedroom with bathroom, drawing room and the library, dressing room, room for breakfast, make - up and meditation rooms.

The bedroom is furnished with a king-size bed with a Swedish hand-made mattress which costs 60,000 US dollars, with the 22-carat gold fibres interwoven in the canopy covered with Thailand silk. The walls of the suite are decorated with mother-of-pearl and semiprecious gems, sometimes upholstered with soft calf skin. The Penthouse also has the widest glass sliding door ever made. For a complete pleasure, one finds original art works, paintings and

sculptures, as well as a butler who is 24 hours at disposal. You can phone from the Penthouse anywhere in the world and keep talking for as long as you please, as all calls are included in the price. You reach the suite by one of three elevators at your disposal, as they can be opened by a special key only. If you intend to take a walk or go shopping, you can use the services of the hotel car park.

The chauffeur will take you to your chosen destination in a Rolls Royce or a Maybach, depending on your choice. With all this luxury, however, there are still certain limitations. The suite can only accommodate two persons with one child or three adults.



ANTICIPATE THE BEAT.

OCTOBER 11-13, 2011 | LAS VEGAS



SAVE THE DATE AND PUT BIG BUSINESS ON YOUR CALENDAR.

IMEX AMERICA | 2011: *the pulse of the meetings industry.*

IMEX sets the pace for doing business, learning and networking in the industry worldwide. Don't miss it when it comes to America for the very first time in October. Tap into a steady stream of opportunities. Meet industry movers and shakers face to face. Revitalize your career with education from major industry partners. Accomplish a year's worth of business in just three days.

LEARN MORE AND REGISTER YOUR INTEREST AT IMEXAMERICA.COM.
Take advantage of our special IMEX accommodation rates available now!



October 11-13, 2011
* Las Vegas



THE VENETIAN® | THE PALAZZO®

Radisson Blu Resort & Spa, Dubrovnik Sun Gardens

MEET IN DUBROVNIK



Open all year round



Radisson Blu Resort & Spa, Dubrovnik Sun Gardens
Na Moru 1, 20234 Orašac Dubrovnik, Croatia
Tel: +385 20 361 500, Fax: +385 20 361 501
info.dubrovnik@radissonblu.com
www.radissonblu.com/resort-dubrovnik

Radisson **BLU**

SUN GARDENS