

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 9 / jul 2012 / No. 9 / July 2012
www.SEEbtm.com

TEMA BROJA

COVER STORY

ZADOVOLJSTVO KLIJENATA

CLIENT SATISFACTION

ISTRAŽIVANJE:

**ŠTA JE POTREBNO
KAKO BI KUPAC U
KONGRESNOM TURIZMU
BIO ZADOVOLJAN?**

RESEARCH:

**WHAT IT TAKES
TO SATISFY THE BUYER
IN MEETINGS
INDUSTRY?**

ZADOVOLJSTVO KLIJENATA U PRAKSI / CLIENT SATISFACTION IN THE PRACTICE:

**PROCREDIT BANK, COCA-COLA HELLENIC,
MERCATOR, GALENIKA**

Hvar, the ultimate meeting destination!

Average days of sunshine year round: 310
Average October sea temperature: 21.5°C
Temperature of outdoor heated pool year round: 25°C



The beautiful surroundings and shimmering sea of the cove in which Amfora sits, dance around every corner of its 324 clean-lined, contemporary designed luxury rooms and suites. The state-of-the-art conference centre boasts 3700 sq.m. of flexible space, including two ballrooms, a deluxe boardroom, several smaller meeting rooms, a fully equipped business centre and two outdoor function spaces.

Surrounded by an array of well groomed gardens and pools, Amfora's options for meetings and events stretch over the entire bay, offering over 500 sqm of event space.

Seamlessly cascading down to the hotel's luxury private beach are Bonj 'les bains' and Maestral, yacht deck restaurant. Whether you choose Bonj 'les bains', a 1930's style architectural gem or the yacht atmosphere at Maestral restaurant, your group will be guaranteed to enjoy the best of Croatia's flavours, sights and sounds.

Special offer: Eighty twenty factor

Book minimum of 10 delegates and pay for only 8!

100%
Result

80%
Cost

This special offer is valid until April 30th 2013. It is subject to availability and restrictions may apply.

Managed by



www.orcogroup.com

Online direct bookings at: www.suncanihvar.com
For reservations please contact us at +385 (0) 21 750 750
reservations@suncanihvar.com or consult your travel advisor.

sunčani hvar hotels



I M P R E S S U M

Izdavač, produkcija i marketing:

The Best Solutions

Ljube Šercera 13/10

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 Milić

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: jul 2012.

Broj 9

Godišnja pretplata za SEEbtm sa PDV-om i

dostavom na adresu (4 izdanja) za:

- Srbiju iznosi 2500,00 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 : 2012 / [editor in
chief Miona Šljivančanin]. - 9th ed. - Belgrade :
The Best Solutions, 2012 (Belgrade : Stojkov). -
92 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

Da li ste nekad razmišljali koliko je postizanje zadovoljstva ustvari, suština većine naših svakodnevnih aktivnosti i rituala?

Počev od sitnica, kao što je ispijanje kafe sa penom baš po vašem ukusu, sređivanje za posao i oblačenje nove košulje koja vam sjajno stoji, uspešno završavanje neke obaveze ili projekta na kome ste dugo radili, a za koji dobijate pozitivne komentare, privatna ali i poslovna putovanja, druženje sa prijateljima, šoping da ne spominjem. Sve što radimo i u

šta ulažemo trud, ima za krajnji cilj - da se osećamo zadovoljni i ispunjeni.

Da li ima boljeg osećanja od onog kada smo zadovoljni kako smo proveli dan ili sat vremena na kafi? Kada smo kupili sandale koje nam se neverovatno slažu uz onu mint majicu, a još su i savršeno udobne? Kada ugradimo novu muziku u kola sa zvučnicima sa svih strana i možemo da se zakunemo da nam od tada auto čak bolje ide, nekako klizi po putu? Ili kada smo konačno završili neki težak posao? Kad dobijemo pohvale za to? Komplimenti? Uvek dobrodošli, hvala!

Sve se svodi na postizanje zadovoljstva.

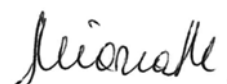
Znamo da je danas konkurencija u svim oblastima poslovanja veoma razvijena i vrlo često nemilosrdna. Posledica toga jeste da kupci i klijenti mogu sebi da dozvole i onu udobnu osobinu – razmaženost. Kada bismo mogli da pročitamo misli kupca, to bi verovatno bilo: „Želim bez pogovora da osetim zadovoljstvo, u suprotnom, idem odmah kod tvog konkurenta, a usput mi neće biti teško da svoje nezadovoljstvo razglasim. Počecu od statusa na Fejsbuku i Twiteru.“

Suvišno je reći da je zadovoljstvo klijenta presudno za svako poslovanje. Sve što određena kompanija radi, mora biti usmereno da, u krajnjem slučaju, ulepša dan svom klijentu. Znamo da ništa toliko ne vezuje ljude, kao zajednički osmeh.

U ovom broju SEEbtm magazina pišaćemo o zadovoljstvu klijenata i šta je potrebno da bi kupac u kongresnom turizmu bio nasmijan dok plaća račun i preporučuje određenu uslugu ili proizvod.

Ono što uvek možete da poklonite jeste osmeh.

Miona Milić,
glavni i odgovorni urednik






19.

Aktuelne teme:
**IZBOR
ZA PESMU
EVROVIJIZE 2012**



24.

Akutelan događaj:
**62. GODIŠNJI
KONGRES
NEMAČKOG
TURISTIČKOG
UDRUŽENJA**



32.

Tema broja:
**ZADOVOLJAN
KLIJENT –
NAJVEĆI
USPEH VAŠE
KOMPANIJE**



37.

Istraživanje:
**ŠTA JE POTREBNO
KAKO BI KUPAC
U KONGRESNOM
TURIZMU BIO
ZADOVOLJAN?**



67.

Destinacija:
**BUKUREŠT –
GRAD U
USPONU**



81.

Zanimljivost:
**PROFESIJA –
KONOBAR**

Novosti i događaji.....	5	Hotel: Bernardin Group Resorts & Hotels	44	Mikser festival: Najveći regionalni festival kreativnosti i inovativnosti	62
Novo i renovirano	14	Tema broja: Zadovoljstvo klijenata u praksi - Coca-Cola Hellenic Srbija.....	46	Destinacija: Bukurešt – Grad u usponu	67
Aktuelne teme: Izbor za Pesmu Evrovizije 2012	19	Tema broja: Zadovoljstvo klijenata u praksi - Mercator d.d.	50	Sajmovi: Američka nedelja sastanaka – AIBTM 2012	71
Akutelan događaj: 62. Godišnji kongres Nemačkog turističkog udruženja	24	Tema broja: Zadovoljstvo klijenata u praksi - Galenika a.d.	53	Intervju: Grem Barnet, sajamski direktor EIBTM	74
Hotel: Hotel Amfora, Sunčani Hvar	30	Hotel: Best Western Plus Hotel Park	55	Industrija: EIAT 2012 – Konferencija za ambiciozne lidere	79
Tema broja: Zadovoljan klijent – Najveći uspeh Vaše kompanije	32	Kongresni biro: Budimpešta – Sve popularnija destinacija za kongresni turizam.....	57	Zanimljivost: Profesija – Konobar	81
Istraživanje: Šta je potrebno kako bi kupac u kongresnom turizmu bio zadovoljan?	37			Rečnik pojmova	87
Tema broja: Zadovoljstvo klijenata u praksi - ProCredit Banka	41			Zanimljivosti	89

I M P R E S S U M

Publisher, production and marketing:

The Best Solutions

Ljube Sercera No 13/10 Street

11000 Belgrade, Serbia

Phone/fax: +381 11 3960 388

Phone: +381 11 3098 468

Web: www.SEEbtm.com

www.kongresniturizam.com, www.SEEemice.net

E-mail: office@kongresniturizam.com

Director:

Ivan Milic

Editor-in-Chief:

Miona Milic

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: July 2012.

No 9

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

- Serbia 2500,00 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 consent.

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 : 2012 / [editor in
chief Miona Šljivančanin]. - 9th ed. - Belgrade :
The Best Solutions, 2012 (Belgrade : Stojkov). -
92 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

Have you ever thought about how the desire to achieve pleasure actually underlies most of our daily activities and habits?

Starting with little things, like drinking coffee with foam just how you like it, dressing for work and putting on that fabulous new shirt you got, the successful end to a job or project that you worked on for a long time and for which you are now getting positive feedback, a private or business trip, or just being with friends, not to mention shopping. The ultimate goal of everything we do and everything toward which we direct our efforts is the achievement of satisfaction and fulfillment.

Can anything beat the feeling of contentment after a great day or a fun coffee break? Or the time we bought those sandals which not only go incredibly well with our mint t-shirt but are also so comfortable? Or when we put in a new hi-tech stereo in our car and the sound was so perfect we could swear it made the car go better, because it just seemed to glide along? Or the feeling when we have just finished a really demanding assignment? And we're getting praise for it! Compliments? Always welcome, thank you! It's all about achieving pleasure.

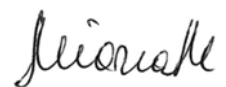
We know how tough and often merciless competition has become in most areas of business. The end result of this is that customers can indulge themselves and revel in the luxury of being spoiled. If we could be explicit about our demands when shopping, for instance, what we said would probably run somewhere along these lines: "I want to experience unadulterated pleasure here, otherwise I'll just run over to your competitors and tell everyone I know how disappointed I was with your service. And I'll begin with Facebook and Twitter!"

It goes without saying that the customer's satisfaction is crucial in any business. Everything that a company does must ultimately be directed toward making their client's day. We realize that nothing spells success in customer relations like the final exchange of satisfied smiles.

In this edition of SEEbtm magazine we'll be addressing the question of customer satisfaction and what it takes to keep buyers in congress industry smiling while they pay their bill and make them want to recommend a specific service or product.

One thing you can always give is your smile.

Miona Milic,
Editor-in-Chief






21.
Hot topics:
EUROVISION SONG CONTEST 2012



27.
Hot topics:
62ND ANNUAL CONVENTION OF GERMAN TRAVEL ASSOCIATION



34.
Cover story:
A SATISFIED CLIENT – A COMPANY'S GREATEST SUCCESS



39.
Research:
WHAT IT TAKES TO SATISFY THE BUYER IN MEETINGS INDUSTRY?



69.
Destination:
BUCHAREST – BOOMING CITY



84.
Interesting:
PROFESSION – WAITER

News and events 9	Hotel: Bernardin Group Resorts & Hotels 45	Mixer Festival: The Biggest Regional Festival of Creativity and Innovation 64
New and improved 16	Cover story: Client Satisfaction in the Practice - Coca-Cola Hellenic Serbia 47	Destination: Bucharest – Booming City 69
Hot topics: Eurovision Song Contest 2012 21	Cover story: Client Satisfaction in the Practice - Mercator d.d. 51	Exhibition: The Americas Meetings Week – AIBTM 2012 72
Hot topics: 62nd Annual Convention of German Travel Association 27	Cover story: Client Satisfaction in the Practice - Galenika a.d. 54	Interview: Graeme Barnett, EIBTM Exhibition Director 76
Hotel: Hotel Amfora, Suncani Hvar 31	Hotel: Best Western Plus Hotel Park 56	Industry: EIAT 2012 – A Conference for Ambitious Leaders 80
Cover story: A Satisfied Client – A Company's Greatest Success 34	Convention Bureau: Budapest – Growing MICE Destination 59	Interesting: Profession – Waiter 84
Research: What it Takes to Satisfy the Buyer in Meetings Industry? 39		Term dictionary 88
Cover story: Client Satisfaction in the Practice - ProCredit Bank 42		Interesting news 91

OD OVOG LETA U SRBIJI SAOBRAČAJU JOŠ TRI NOVE AVIO-KOMPANIJE



Korisnici avio-prevoza od leta 2012. godine mogu da računaju na tri nove avio-linije iz Beograda, koje će ponuditi tri nove avio-kompanije. Tako će do Milana moći da putuju za 80 evra, do Splita za 130, a do glavnog grada Katara za 980 evra. Italijanska low cost kompanija Air One otvoriće direktnu liniju Beograd - Milano od 18. septembra 2012. godine. Saobraćaj će se odvijati tri puta nedeljno - utorkom, četvrtkom i subotom. Od 1. juna do 28. septembra građani će imati na raspolaganju i liniju Beograd - Split, koju otvara Croatia Airlines. Letovi će se obavljati dva puta nedeljno, svakog ponedeljka i petka. Tako će redovni letovi između Beograda i Splita biti obnovljeni posle više od 20 godina, a na istoj relaciji dva puta nedeljno, od 2. jula, letće i JAT. Početkom septembra i bliskoistočna avio-kompanija Qatar Airways letće iz Beograda. Letovi do Dohe, prestonice države Katar, obavlaće se četiri puta nedeljno, uz tranzitno sletanje u Ankari. Red letenja Qatar Airwaysa koncipiran je tako da se putnicima iz Beograda, uz presedanje u Dohi, nudi veza ka mnogim zemljama azijskog kontinenta.

PROJEKAT - PRIVREMENI I VIRTUELNI POVRATAK NAŠIH STRUČNJAKA, PUBLIC EVENTS DOO

Public Events doo organizuje promotivnu kampanju projekta Privremeni i virtuelni povratak naših stručnjaka, koji Međunarodna organizacija za migracije (IOM) realizuje u okviru MIDWEB projekta.

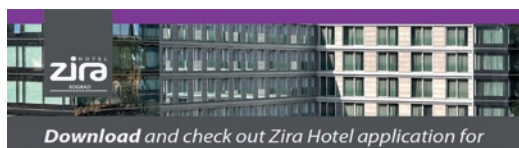


Ova kampanja istovremeno promovise mrežu migracionih servisnih centara koji su osnovani u 7 gradova u Srbiji. Migracioni servisni centri pružaju informacije i savete o uslovima za regularan odlazak iz zemlje (rad, studiranje, usavršavanje...) i upućuju migrante i potencijalne migrante na druge službe. Oni takođe pružaju informacije potencijalnim povratnicima iz inostranstva o svim dostupnim mogućnostima pri integraciji kao što su stručna obuka, kursevi jezika i računara, pomoć pri osnivanju malih preduzeća. U okviru ove kampanje snima se i dokumentarni film koji će u formi video izveštaja pratiti sve najvažnije aktivnosti. Promotivna kampanja je počela u decembru 2011. godine, a trajeće do novembra 2012. godine, kada se ovaj projekat i završava.

JEDNIM KLIKOM DO REZERVACIJE - ZIRA HOTEL BEOGRAD UVEO APLIKACIJU ZA SMART TELEFONE

U skladu sa nastojanjima da vrhunska usluga korisnicima bude još bliža, Zira Hotel, koji se za kratko vreme pozicionirao kao moderan poslovni hotel i lider u pogledu kongresnog turizma u prestonici, pokrenuo je aplikaciju za smart telefone (iPhone i Android) koji omogućavaju brzu rezervaciju.

Putem interaktivne aplikacije gosti hotela su sada u prilici da dobiju osnovne informacije o hotelu, pogledaju fotografije, informišu se o promotivnim ponudama i dodatnim uslugama i na veoma jednostavan način rezervišu sobu ili apartman. Imajući u vidu dobre primere velikih hotelskih lanaca u svetu koji ovu aplikaciju primenjuju već nekoliko godina unazad, Zira Hotel je odlučio da osavremeni svoj pristup i korisnicima priđe još jedan korak bliže. Gosti Zira Hotela su većim delom poslovni ljudi iz inostranstva koji su veoma aktivni korisnici tehnoloških inovacija, pa im Zira aplikacija omogućava da osim online rezervacije budu upoznati sa dešavanjima u gradu i znamenitostima u blizini hotela. Inovativan pristup turističkoj usluzi koji je uveo Zira Hotel je još jedan dokaz na koji način mogu da se spoje međunarodni standardi i iskustvo sa srpskom gostoprimljivošću.



iPhone



Android



BIZNIS BOWLING LIGA 2012 - KOLOSEJ (UŠĆE SHOPPING CENTER), BEOGRAD, SRBIJA



U Bowling Centru Kolosej, 9. maja 2012. godine, održana je druga Biznis Bowling Liga 2012.

• ZAMANA I DRUŽENJE
• OTVARANJE NOVIH POSLOVNIH KONTAKATA MEĐU UČESNICIMA
• PRILIKA DA SE UZ DOBAR BOWLING, NAUČIŠTE NEKE TAJNE

Sa svojih 14 staza, ovo je najveći bowling centar u Srbiji. Cilj organizovanja lige je da se na jednom mestu okupe najznačajnija preduzeća i predstavlja priliku za uspostavljanje novih poslovnih odnosa među učesnicima. Neki od učesnika bili su Coca Cola, Frikom, Ernst & Young, British American Tobacco, GTC Serbia, Naxi Radio, Naftna Industrija Srbije i mnogi drugi.

ZLATIBOR DOBIJA TURISTIČKI KAMP

Nedavno je potpisan ugovor o finansiranju izgradnje turističkog kampa na Zlatiboru, a prvi gosti se očekuju od septembra ove godine. Novoizgrađeni turistički kamp će svakako biti deo turističke ponude Zlatibora i zapadne Srbije. Novi turistički kamp će se prostirati na površini od hektar i po, na lokaciji iza hotela „Zelenkada“, sa kapacitetom od 70 mesta. Vrednost investicije je 18 miliona dinara, od čega Ministarstvo ekonomije i regionalnog razvoja ulaže 10 miliona, a Turistička organizacija Zlatibor preko donatora obezbeđuje ostatak sredstava. Ono što je svakako pogodno za lokaciju ovog kampa, to je što će biti smešten na Zlatiboru, destinaciji koja ima celogodišnje interesovanje turista.



POZNATE LIČNOSTI U HOTELU SPLENDID, CRNA GORA



U Hotelu Splendid Conference & Spa Resort predsezona već obara rekorde. Pored više desetina međunarodnih konferencija, stručnih skupova, seminara i team building-a,

te modnih revija modne kuće Pal Zileri, i kreaotorki Marine Banović i Dragane Ognjenović, ovaj hotel od marta beleži konstantan rast popunjenosti. Gosti iz gotovo celog sveta birali su za odmor „Perlu Jadrana“, kako mnogi zovu ovaj luksuzni hotel, najviše tokom uskršnjih i prvomajskih praznika.

Stoprocentnoj popunjenosti tradicionalno su doprineli gosti iz Zapadne Evrope, Srbije i Rusije koji su ujedno i najbrojniji gosti ovog hotela tokom cele godine, međutim neka tržišta su prijatno iznenadila. U pitanju su SAD, Tajland, Kina, Izrael, a značajno je porastao i broj gostiju iz skandinavskih država.

O dobroj i raznolikoj posećenosti najviše govori podatak da je tokom aprila i prvih sedmica maja u hotelu Splendid boravilo čak 57 različitih nacija.

Zanimljivo je da je ruski kosmonaut Oleg Kotov iskoristio pet dana godišnjeg odmora, koliko je imao na raspolaganju, da ih sa suprugom i dvoje dece provede u bečičkom hotelu, pripremajući se za novi pohod u svemir 15. maja. Najviše pažnje izazvale su zvezde italijanskog sporta, nekadašnji fudbaler Rome Vinsente Kandela i vozač formule 1 Đankarlo Fizikela, koji je baš u hotelu Splendid sa svojom decom supruzi priredio rođendansko slavlje. Ne manje pažnje i iznenađenja izazvao je i boravak jednog od najuticajnijih književnika današnjice Tarika Alija, koji je nakon otvaranja Međunarodnog sajma knjiga u Podgorici, sa suprugom odmarao u hotelu Splendid, strpljivo potpisujući svoje knjige koje su za vreme njegovog odmora u hotelu Splendid, u knjižari hotela, naprosto planule.

GODIŠNJI KONGRES MEDITERANSKOG DRUŠTVA ZA REPRODUKTIVNU MEDICINU U HOTELU „MEDITERAN“ WELLNESS & SPA, BEČIĆI, CRNA GORA



U periodu od 10. do 12. maja 2012. godine, hotel „Mediteran“ Wellness & Spa, kongres centar iz Bečića, Budva, Crna Gora, imao je zadovoljstvo da bude mesto održavanja 10. godišnjeg kongresa

Mediteranskog društva za reproduktivnu medicinu. Ovaj kongres je bio prilika za okupljanje više od 300 uglednih lekara iz zemlje i regiona. Pored brojnih stručnjaka iz ovih oblasti i ostalih prisutnih, na kongresu je učestvovao i svetski poznati medicinski stručnjak s ovih prostora, dr Asim Kurjak.

OTVARANJE SVIH SOBA, APARTMANA I VILA U AVALA RESORT & VILLAS, BUDVA, CRNA GORA



Po prvi put senzacionalni Avala Resort & Villas otvara vrata svih svojih luksuznih soba, apartmana i vila, kojih ukupno ima 303. Jedinstvena lokacija pored plaže u Starom gradu u Budvi garantuje nezaboravno iskustvo. Ovaj kompleks ima u ponudi zatvoreni bazen, dva otvorena bazena, prostrani spa centar, fitnes centar sa modernom opremom za vežbanje i dva restorana.

Tu se nalaze i prvoklasni konferencijski objekti sa prostranim i dobro organizovanim prostorijama za delegate i auditorijum i svi objekti su opremljeni najnovijom tehnologijom.

Avala je posebno ponosna na Bruno Lounge Bar & Restaurant koji nudi sezonski mediteranski jelovnik za ručak i večeru, začinjenoj uticajima Italije.

KONAČNO OTVARANJE SVETOG STEFANA - POČETAK NOVE SEZONE NA OSVEŽENOM OSTRVU CRNOGORSKOG PRIMORJA

Nakon petogodišnje pauze, Sveti Stefan otvara svoju sezonu. Ovaj grad-hotel spolja izgleda kao i vekovima unazad, ali je enterijer kompletno obnovljen, kao i unutrašnjost apartmana, u kojima se očekuje da će boraviti bogati i slavni. Nameštaj je skrojen od lepog drveta, po zamisli majstora iz Beograda, drveni podovi, kamin od kamena, kupaonica kao iz starih filmova. Dnevni najam najluksuznije vile staje 2.500 evra.

U doba eks-Jugoslavije, ovde su gosti plaćali spavanje od 1.000 do 1.500 dolara. Ostali apartmani su tipa „kotidž“ (pogled na more, dnevna i spavaća soba, kupatilo i kuhinja), a nešto skromniji su apartmani tipa „vilidž“. Zavisno od toga cena dnevnog zakupa je od 700 do 1.500 evra. Sveti Stefan sada ima znatno manje kreveta nego pre zakupa, kada ih je bilo više od 200.

Međutim, značajno se dobilo na kvalitetu, i očekuje se da će ovde od ove sezone odmarati bogati gosti iz celog sveta, pre svih Englezi, Rusi, Amerikanci.



GRUPACIJA GROUP AUTO U HOTELU LE MÉRIDIEN LAV U SPLITU



Moćna francuska grupacija Group Auto sa sedištem u Neuilly sur Seine, boravila je u Hotelu Le Méridien Lav puna 4 dana, od 23. do 26. aprila 2012. godine. Group Auto ima svoja predstavništva u 26 država, a osnova njihovog poslovanja jeste distribucija delova za automobile, kombije, kamione i komercijalna vozila. Razlog dolaska u ovaj vodeći hrvatski kompleks jeste njihov međunarodni kongres koji se održava svake godine na drugoj destinaciji, a na kojem se okuplja i do 400 zvanica. Tako je i ovde moguće svedočiti o veoma uspešno održanom kongresu, na kojem se skupilo oko 350 učesnika, a koji se održavao na čitavom konferencijskom prostoru Hotela Le Méridien Lav, uz dve gala večere u restoranu Spalatum i u velikoj šatri koja je podignuta samo za potrebe ove veoma uspešne grupacije, koja je svakim danom okupljala čak 250 osoba.

PRIMORSKI DEO HRVATSKE IDEALAN ZA ORGANIZACIJU KONGRESA

Hrvatska nudi velike mogućnosti za organizovanje simpozijuma i kongresa u hotelskim kapacitetima u unutrašnjosti i na obali.



Mogu se organizovati u dinamičnim gradskim središtima, kao i u manjim mestima, u kojima se nakon radnog dela dana čovek može vrlo brzo okrepiti šetnjom uz more, prekriven slanim povetarcem i mirisom borova.

Maranta turistička agencija iz Splita je ovde kako bi pomogla pri organizaciji ovakvih događanja na području Hrvatske.

Mogućnosti organizacije simpozijuma i kongresa u primorskom delu su odavno prepoznate, pa je tako ovde i organizovan IV Simpozijum medicinskih sestara zdravstvene nege u kući, koji je održan od 06. do 09. oktobra 2011. godine, u Baškoj Vodi.

Na Simpozijumu je prisustvovalo oko 200 medicinskih sestara, predavača i gostiju iz cele Hrvatske.

DRUGI MEĐUNARODNI TURNIR U FUDBALU: ISTRIA WINTER CUP – NOVIGRAD, 2012

Od 09.02. do 12.02.2012. godine na sportskim terenima Novigrada i Umaga održano je Drugo izdanje međunarodnog fudbalskog turnira Istria Winter Cup – Novigrad.



Ovom prilikom je nastupilo 6 prvotligaških klubova iz zemlje i inostranstva - mađarski Kecskeméti TE, slovenački NK Domžale i FC Koper, Žalgiris iz Litvanije, kao i domaći NK Istra Pula 1961 i NK Pomorac-Kostrena. Organizatori turnira su bili grad Novigrad i fudbalski klub Novigrad, uz saradnju kompanije Laguna Novigrad d.d., a suorganizatori su bili grad Umag, kompanija Istraturist Umag d.d., fudbalski klub Umag, kao i turističke zajednice Umaga, Novigrada, Buja i Brtonigle. Laguna Novigrad kao jedan od nosioca turističkog razvoja u Novigradu već godinama ulaže u razvoj sporta i rekreacije kao značajnog elementa turističke ponude. Predsezona otvara Istria Winter Cupom i drugim organizovanim dolascima sportskih grupa. S toplijim danima počinju da dolaze biciklisti, a zatim i teniseri, što sve ne bi bilo moguće bez Laguninih i gradskih sportskih terena.

20. EVROPSKI KONGRES PEDIJATRIJSKE REUMATOLOGIJE - PreS 2013, LJUBLJANA, SLOVENIJA



20. evropski kongres pedijatrijske reumatologije će biti održan od 25. do 29. septembra 2013. godine u Cankarjevom domu, kulturnom i kongresnom centru koji se nalazi u srcu grada, odakle se peške može doći do svih važnijih hotela, prodavnica, restorana i glavnih znamenitosti Ljubljane. Na kongresu će prisustvovati oko 1.000 delegata. Ceremonija otvaranja i dobrodošlica će se održati u kongresnoj dvorani Cankarjevog doma, 26. septembra, a konferencijska večera PreS 2013 će biti održana u Ljubljanskom gradu (Ljubljana Castle), 28. septembra. U petak, 27. septembra i u subotu, 28. septembra, organizovaće se šetnja gradom sa vodičem. Tura kreće od kongresne lokacije, Cankarjevog doma. U petak ujutru, 27. septembra, organizovaće se trka na 5 km u parku Tivoli u blizini centra grada. Prijavlivanje za učesće u trci će se vršiti unapred. Izleti će se organizovati ako se prijavi najmanje 10 ljudi.



LETO NA RECI VRBAS, BOSNA I HERCEGOVINA

Ovogodišnja manifestacija „Leto na Vrbasu“, koja objedinjuje sport, tradiciju, kulturu i sunce u jednom od najinteresantnijih gradova Bosne, počinje 29. jula i traje do 1. avgusta 2012. godine. Pored pozorišnih događaja, umetničkih postavki i učešća najčuvenijih pisaca, glumaca i umetnika, u ponudi je i niz sportskih i ekstremnih aktivnosti za jačanje kako mišića, tako i mozga i mašte. Najzanimljiviji će biti poslednji dan manifestacije, koji je rezervisan za najatraktivniji deo. Neki od najzbudljivijih događaja na manifestaciji „Leto na Vrbasu“ uključuju skakanja s mosta, trke brodova i kajaka, i sve ove aktivnosti će biti praćene skokovima s padobranom, rafting regatom i takmičenjem u sportskom ribolovu u podnožju zidina drevne tvrđave Kastel.

7. KONFERENCIJA O ODRŽIVOM RAZVOJU SISTEMA ENERGETIKE, VODOPRIVREDE I ŽIVOTNE SREDINE – SDEWES 2012, OHRID, MAKEDONIJA



Konferencija SDEWES, koja se održava na Ohridu od 1. do 6. jula 2012. godine, posvećena je unapređenju i širenju znanja o metodama, politikama i tehnologijama za povećanje održivosti razvoja napuštanjem rasta zasnovanog na prirodnim resursima i njihovom zamenom sa ekonomijom zasnovanom na saznanjima, uzimajući u obzir ekonomske, ekološke i društvene nosioce, kao i metode za procenu i merenje održivosti razvoja u vezi sa sistemima energetike, transporta, vodoprivrede i prehrambene industrije i raznim njihovim kombinacijama. Neke od tema na konferenciji su: Poređenja održivosti i metode merenja; Termodinamika u održivosti; Održivi razvoj kao pokretač inovacija i zapošljavanja; Zelena ekonomija i bolje upravljanje; Energetska politika.

SAJAM TURIZMA U RUMUNJI – TTR 2012

Sajam turizma u Rumuniji – TTR se održava u Romexpo Exhibitions Centre, međunarodnom sajmu u Bukureštu, Rumunija, u periodu od 15. do 18. novembra 2012. godine.

Sajam se održava dvaput godišnje (prvi ove godine je održan od 15. - 18. marta). TTR je po prvi put održan 1999. godine i član je CEFA (Alijanse sajмова srednje Evrope – mreže organizatora sajмова za intenzivne poslovne kontakte u srednjoj i jugoistočnoj Evropi).

Godine 2010., 166 izlagača je ugrabilo prisustvo na sajmu TTR kao platformu za predstavljanje svojih proizvoda i usluga.

Učešćem na sajmu, izlagači su zauzeli 4.657 m². TTR 2010 je posetilo 16.946 posetilaca, kako bi se informisali o inovacijama i trendovima u sopstvenom poslovanju.

Glavni izložbeni sektori sajma TTR obuhvataju: nacionalne turističke organizacije, turističke agencije, organizatore putovanja, avio-kompanije, osiguravajuća društva, hotele, kulturne institucije, muzeje i organizatore kongresa.



59. GODIŠNJI SVETSKI KONGRES STOMATOLOGIJE IADS & YDW, RUMUNIJA 2012

Od 17. do 26. avgusta 2012. godine, 59. godišnji kongres stomatologije IADS & YDW održaće se u Rumuniji, na relaciji Mamaia-Bukurešt-Bukovina. Pretkongres će se održati u Mamaiji od 17. do 19. avgusta, kongres će se održati u Bukureštu od 19. do 24. avgusta, a postkongres će se održati u Bukovini od 24. do 26. avgusta 2012. godine.



Studenti stomatologije bi mogli da učestvuju u okviru aktivnosti za vreme godišnjeg kongresa IADS, kao što su: generalna skupština IADS, predavanja, obuke i raznovrsni socijalni program. Generalna skupština je sastavljena od delegata zemalja IADS i članova univerziteta koji ponosno služe interesima zajednica studenata stomatologije koje predstavljaju. Delegati imaju pravo glasa po pitanju predloženih politika razvoja i odluka.

Na generalnoj skupštini se razmatraju i usvajaju pitanja koja se tiču internih i eksternih poslova, novih članstava, statusa međunarodnih projekata IADS i održavaju se sednice stalnih odbora IADS. Dnevni red generalne skupštine će biti dostupan mesec dana pre održavanja godišnjeg kongresa.

8. SAJAM ENERGETSKE EFIKASNOSTI I OBNOVLJIVE ENERGIJE (EE&RE), SOFIJA, BUGARSKA



8. kongres i sajam energetske efikasnosti i obnovljivih izvora energije jugoistočne Evrope je održan od 28. do 30. marta 2012. godine u Inter Expo Centru, u bugarskom gradu Sofiji.

Ovaj događaj predstavlja najznačajnije mesto poslovnog okupljanja u cilju razmene znanja u regionu jugoistočne Evrope.

Na događaju su učestvovali investitori, lokalni donosioci politika, opštinski stručnjaci, poslovni rukovodioci u sektoru energetske efikasnosti i obnovljivih izvora energije, predstavnici granskih udruženja i medija.

Na kongresu su predstavljene najbolje ekološke prakse i definisani su izazovi u sektoru energetike u jugoistočnoj Evropi.

45 renomiranih stručnjaka iz 18 zemalja i 250 delegata je govorilo o najnovijim pravcima razvoja, problemima i rešenjima u vezi sa finansiranjem projekata, energetskom efikasnošću, odnosom otpada prema energiji i bio-energiji.

Format ovog događaja je obogaćen mnogim paralelnim aktivnostima: Studija slučaja energetske efikasnosti i obnovljivih izvora energije SAD; Dan informacija o projektu EU „Install+RES“; Okrugli sto sa predstavnicima opština, itd.

THIS SUMMER THREE MORE AIRLINES ARE FLYING FROM SERBIA

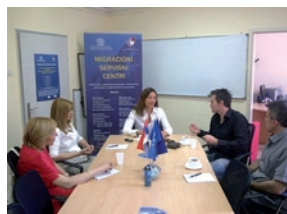


From summer 2012, users of air transport can count on three new air-routes from Belgrade, offered by three new airlines.

So, they can reach Milan for EUR 80, Split for EUR 130 and the capital of Qatar for EUR 980. An Italian low cost airline, Air One, will open a direct route Belgrade – Milan as of 18th September 2012. The traffic frequency will be three times per week – Tuesdays, Thursdays and Saturdays. From 1st June until 28th September, the flyers will have use of the direct route Belgrade - Split, opened by Croatia Airlines. The flights will be twice a week, every Monday and Friday. That is how the regular flights between Belgrade and Split will be reinstated after more than 20 years, while JAT will fly the same route twice per week as of 2nd July. In early September, Qatar Airways, a Middle East airline, will fly from Belgrade. The flights to Doha, the capital of Qatar, will be scheduled four times per week, with the transit landing at Ankara. Qatar Airways timetable is arranged to allow the flyers from Belgrade, through connecting in Doha, to reach many countries of the Asian continent.

PROJECT – TEMPORARY AND VIRTUAL RETURN OF OUR EXPERTS, PUBLIC EVENTS DOO

Public Events doo organizes a promotional campaign for the project Temporary and Virtual Return of Our Experts, realized by the International Organization for Migration (IOM) within MIDWEB project.



At the same time, this campaign promotes the network of migration service centres founded in 7 cities in Serbia. These migration service centres give information and advice on the conditions for legal entry into other countries (work, study, career improvement...) and address migrants and potential migrants to other services. They also give information to potential returnees from abroad on all available options for reintegration such as trainings, courses in languages and IT, assistance in setting up small enterprises. Within this campaign, there is also a documentary film being shot which will cover all major activities in form of video footage. The promotional campaign started in December 2011 and it lasts until November 2012 when this project completes.

A CLICK AWAY FROM BOOKING – ZIRA HOTEL BELGRADE INTRODUCED A SMART PHONE APPLICATION



Endeavouring to bring the top quality service closer to its clients, Zira Hotel, having positioned itself in a very short time as a modern business hotel and the leader in MICE tourism of the capital, has launched a smart phone application (iPhone and Android) allowing quick booking.

Via the interactive application, the hotel guests now can get basic information on the hotel, see photos, get information on promotional offers and additional services and in a simple

way book a room or suite. Bearing in mind the fine examples of big hotel chains world-wide which have had this application in place for several years now, Zira Hotel decided to make its approach up-to-date and get a step closer to its clients.

Zira Hotel guests are normally international businessmen who are active users of hi-tech innovations, so Zira application allows them not only to book but also to learn about the events in the city and sights near the hotel.

Such innovative approach to tourist offer as introduced by Zira Hotel is another proof of how international standards and experience can mix with the Serbian hospitality.

BUSINESS BOWLING LEAGUE 2012 - KOLOSEJ (UŠĆE SHOPPING CENTER), BELGRADE, SERBIA

In the Bowling Center Kolosej, the 9th May 2012 was held the second Business Bowling League 2012.



• PRIBAVI I OBUČENJE
• STVARANJE NOVIH POSLOVNIH KONTAKATA MEĐU UČESNICIMA
• PRILIKA DA SE UČE BOWLINGU, VALIGREMA I FIZIČKE TERAPIJE

With its 14 tracks, this is the largest bowling center in Serbia. The aim of organizing the league is to bring together the most important companies and this is an opportunity to establish new business relationships among the participants. Some of the participants were Coca Cola, Frikom, Ernst & Young, British American Tobacco, GTC Serbia, Naxi Radio, Oil Industry of Serbia (NIS) and many others.

ZLATIBOR GETS A TOURIST CAMP

There has been a contract signed recently concerning the construction funding of a tourist camp in Zlatibor, with the first guests expected to arrive in September this year. The newly built tourist camp will certainly be included in Zlatibor and west Serbia's tourist offer. This new tourist camp will cover an area of 1.5 hectares located behind the hotel "Zelenkada", with the capacity of 70 spots. The investment is valued at RSD 18 million, thereof 10 million funded by the Ministry of Economy and Regional Development, while the Tourist Organization of Zlatibor will provide the rest via donors. What is really a benefit of this camp's location is that it will be situated in Zlatibor, a destination attractive to tourists during all year.



CELEBRITIES AT HOTEL SPLENDID, MONTENEGRO

Splendid Conference & Spa Resort has already witnessed the pre-season's breaking of record. Apart from several dozen international conventions, meetings, seminars and team buildings, followed by fashion shows by Pal Zileri and designers such as



Marina Banovic and Dragan Ognjenovic, this hotel has recorded permanent increase of bookings since March. Guests from all around the world have chosen for their holiday 'the Pearl of the Adriatic', as this hotel is widely known, mostly during Easter and Labour Day seasons. 100% occupancy is traditionally contributed by guest from West Europe, Serbia and Russia, who are at the same time most frequent guests of this hotel all year round. However, some markets have been a pleasant surprise such as the USA, Thailand, China, Israel, and there is a considerable increase in guests from Scandinavia. Just how well-attended the hotel was and how diversified the guests were is reflected in the fact that Splendid was host to 57 different nations in early May. Interestingly enough, the Russian astronaut, Oleg Kotov, used his five days of annual holiday at the hotel in Bečići, with his wife and two children, while getting ready for a new space campaign due 15th May. All eyes, though, were on the Italian sports stars - Roma's former football player Vincent Candela and Formula One driver Giancarlo Fisichella, who arranged a birthday party with his children for his five at no other place than Splendid. Nothing less attention and surprise was drawn by the stay of one of the most influential authors today, Tariq Ali, who following the opening of the International Book Fair in Podgorica, stayed with his wife at Splendid, patiently signing his books, which were sold like hot cakes in the hotel's bookstore during his stay at Splendid.

ANNUAL CONVENTION OF THE MEDITERRANEAN SOCIETY FOR REPRODUCTIVE MEDICINE AT MEDITERAN WELLNESS & SPA, BEČIĆI, MONTENEGRO



From 10th to 12th May 2012, Mediteran Wellness & Spa, convention centre Bečići, Budva Montenegro had the honour to host the 10th Annual Convention of

the Mediterranean Society for Reproductive Medicine. This convention was an opportunity to bring together more than 300 renowned medical doctors from the country and region. In addition to numerous specialists in these fields and other attendees, the convention was also participated by the globally renowned medical specialist from these regions, Dr Asim Kurjak.

OPENING OF ALL ROOMS, SUITES AND VILLAS OF AVALA RESORT & VILLAS, BUDVA, MONTENEGRO

For the first time the sensational Avala Resort & Villas is opening its doors to all 303 luxury designed rooms, suites and villas. Its unique location next to the beach and Old town Budva guarantee you a memorable experience. This resort offers an indoor pool, two outdoor pools, a large Spa area, a fitness centre with modern exercise equipment and two restaurants. It offers first class conference facilities with spacious, well-appointed delegate rooms and auditorium, all equipped with state-of-art technology.

Avala takes special pride off Bruno Lounge Bar & Restaurant which offers a seasonal Mediterranean menu with Italia influences for breakfast, lunch and dinner.



SVETI STEFAN FINALLY TO OPEN – NEW SEASON LAUNCH ON THE REFRESHED ISLAND OF MONTENEGRIN COAST

Following a five-year break, Sveti Stefan opens the season. This hotel city has preserved the outside appearance of the centuries past, but the interior has been fully refurbished, including the interior of suites expected to be staid in by the rich and famous. The furniture has been designed in fine wood, as devised by designers from Belgrade, followed by wooden floors, a stone fireplace, and bathroom as in old movies. To hire the most luxurious villa will cost you EUR 2,500 per day. In former Yugoslavia, guests used to pay from US\$ 1,000-1,500 per night. Other suites are cottage-type (overlooking the sea, with a living-room and bedroom, bathroom and kitchen), and somewhat humbler are village-type suites. Depending on the type, the price per day ranges from EUR 700 to 1,500. Sveti Stefan now has a lot less beds than prior to hire, when there were more than 200.

However, the quality has been quite increased, and it is expected that rich guests from around the world will have their holidays here, above all English, Russian and American tourists.



GROUP AUTO AT LE MÉRIDIEN LAV HOTEL IN SPLIT



The powerful French Group Auto based in Neuilly sur Seine stayed at Le Méridien Lav Hotel for full 4 days from 23rd to 26th April 2012. Group Auto has its representative office in 26 countries, and their business is based on distributing parts for cars, vans, trucks and commercial vehicles. The reason for their coming to the leading Croatian resort is their international convention held every year at a different destination and bringing together up to 400 invitees. This too can be witnessed as a very successful convention gathering around 350 participants, held throughout the convention area of Le Méridien Lav Hotel, with two gala dinners at Spalatum restaurant and under canvas set up only for this group, occupying as many as 250 participants on the daily basis.

2ND INTERNATIONAL FOOTBALL TOURNAMENT: ISTRIA WINTER CUP – NOVIGRAD, 2012

From 9th to 12th February 2012, the sports fields of Novigrad and Umag were home to the 2nd International Football Tournament Istria Winter Cup – Novigrad.



This occasion gathered 6 local and international first-league teams - Kecskeméti TE, Hungary; NK Domžale and FC Koper, Slovenia; Žalgiris, Lithuania, and the local NK Istra Pula 1961 and NK Pomorac-Kostrena. The tournament hosts were the city of Novigrad and the FC Novigrad, including the collaboration with the company Laguna Novigrad d.d., co-hosted by the city of Umag, company Istraturist Umag d.d., FC Umag, and Tourist Boards of Umag, Novigrad, Buje and Brtonigla. For many years now, Laguna Novigrad, as one of the key drivers of tourist development in Novigrad, has been investing in sports and recreation development as an important component of tourist offer. Preseason opens with Istria Winter Cup and other organized visits by sports groups. Come warmer days, cyclists start arriving, followed by tennis players, all of which could not be possible without Laguna's and city's sports fields.

COASTAL CROATIA IDEAL MICE VENUE

Croatia offers huge opportunities for organizing symposiums and conventions in hotel facilities both, in proper and coastal Croatia. They can be organized in dynamic city cores, as well as in smaller places, where



after a working part of the day one can quickly refresh taking a walk by the sea, abundant with salty breeze and pine scent. Maranta Travel Agency in Split, is here to assist in organizing such events in Croatia.

The opportunities for organizing symposiums and conventions in the coastal area have been long recognised resulting in organizing 4th Symposium of Home Care Nurses, held from 6th to 9th October 2011, in Baška Voda.

The Symposium was attended by some 200 nurses, lecturers and guests from around Croatia.

20TH EUROPEAN PEDIATRIC RHEUMATOLOGY CONGRESS - PreS 2013, LJUBLJANA, SLOVENIA

The 20th European Pediatric Rheumatology Congress will be held from 25th to 29th September 2013, at the Cankarjev dom, Cultural and Congress Centre, located in the heart of the city within walking distance to all major hotels, shops, restaurants and main sights of Ljubljana. The congress will be attended by 1,000 delegates. Opening Ceremony and a Welcome reception will be held in Congress venue Cankarjev dom, in September 26th. PreS 2013 conference dinner will be held at Ljubljana castle, in September 28th. On Friday, September 27th and on Saturday, September 28th, city guided walk will be organized. The guides will leave from the congress venue. On Friday morning, September 27th, a 5 km run event will be organized in Tivoli Park near the city center. Applications for joining the event will be needed in advance. Trips will be organized if more than 10 people will apply.



SUMMER ON THE VRBAS RIVER, BOSNIA AND HERZEGOVINA



This year's event "Summer on the Vrbas", where sports, tradition, culture, and sunshine come together in one of Bosnia's most interesting cities, begins in July 29th and lasts until August 1st, 2012. Besides theatrical events, art displays, and the participation of the most well-known writers, actors, and artists, a variety of sports and extreme activities are offered to make you work your muscles as well as your brains and imagination. Most interesting will be the last day of the event, which is reserved for the most attractive part. Some of the most exciting events including bridge jumping, boat and kayak races and all these activities will be accompanied by parachute jumping, rafting regatta and competition in sport fishing all under the solid walls of the historical Kastel fortress.

7TH CONFERENCE ON SUSTAINABLE DEVELOPMENT OF ENERGY, WATER AND ENVIRONMENT SYSTEMS – SDEWES 2012, OHRID, MACEDONIA



SDEWES Conference, is held in Ohrid in July 1st - 6th 2012.

The Conference is dedicated to the improvement and dissemination of knowledge

on methods, policies and technologies for increasing the sustainability of development by de-coupling growth from natural resources and replacing them with knowledge based economy, taking into account its economic, environmental and social pillars, as well as methods for assessing and measuring sustainability of development, regarding energy, transport, water, environment and food production systems and their many combinations. Some of the topics to be covered by the conference: Sustainability comparisons and measurements methodologies; Thermodynamics in sustainability; Sustainable development as a driver for innovation and employment; Green economy and better governance; Energy policy.

ROMANIA'S TOURISM FAIR – TTR 2012

The trade show TTR - Romania's Tourism Fair takes place in Romexpo Exhibitions Centre, Bucharest International Fair, Romania. The trade show will be held from 15th to 18th November, 2012. The frequency of the trade show is twice a year (the first of this year was from 15th – 18th March). Fair is held since 1999, and is a member of CEFA (Central European Fair Alliance - An exhibition organizers network for intensive business contacts in central and southeastern Europe).

In 2010, 166 exhibitors seized the trade show TTR as a presentation platform for their products and services. With their trade show participation exhibitors occupied 4,657 sqm. At TTR 2010 attended 16,946 visitors, to inform themselves on innovations and trends in their business. The main exhibit sectors of the trade show TTR are: National tourism organizations, travel agencies, tour operators, airlines, insurance companies, hotels, cultural institutions, museums, congress organizers.



THE 59TH IADS & YDW ANNUAL WORLD DENTAL CONGRESS, ROMANIA 2012

From 17th - 26th August 2012, the IADS & YDW 59th Annual Meeting will take place in Romania, Mamaia-Bucharest-Bucovina.

Pre-Congress will be held in Mamaia in August 17th to 19th;

Congress will be held in Bucharest, from August 19th to 24th, and Post-Congress will be held in Bucovina, from August 24th to 26th, 2012. The dental students would be able to participate within the following activities during the IADS Annual Meeting: IADS General Assembly, Lectures, Training Sessions and a diverse social program.

The General Assembly is formed of Delegates of the IADS Country and University members who proudly serve the interests of the dental student communities they represent.

The Delegates have the right to vote over the development policies and decisions proposed. During the General Assembly there are discussed and adopted matters concerning the internal and external affairs, new memberships, status of the IADS international projects and meetings of the IADS Standing Committees are held.

The Agenda of the General Assembly will be available 1 month prior to the Annual Meeting.



THE 8TH ENERGY EFFICIENCY & RENEWABLE ENERGY (EE & RE) EXHIBITION, SOFIA, BULGARIA

The 8th South-East European Congress & Exhibition on Energy Efficiency and Renewable Energy was held from 28th to 30th March 2012, in Inter Expo Center, Sofia, Bulgaria.



The event was the most significant meeting point for business and knowledge exchange in the Region of South-East Europe. Investors, local policy makers, municipality experts, industry executives in EE and RES, representatives of branch associations and media participated in the event.

The Congress presented the best environmental practices and shaped the challenges in the energy sector in South-East Europe. 45 renowned speakers from 18 countries and 250 delegates debated on the latest developments, problems and solutions related to project financing, energy efficiency, waste-to-energy and bio energy.

The event format was enriched by many parallel initiatives: U.S. Showcase on Energy Efficiency and Renewable Energy, Info Day about the EU Project "Install+RES", Round Table with municipality representatives, etc.





TULIP INN

PUTNIK BELGRADE



Tulip Inn Putnik Belgrade is a hotel of modern design that represents the business spirit of New Belgrade. The hotel has 84 standard rooms, 20 stylish suites and 1 room for people with special needs. You can also enjoy drinks, cocktails and light snacks at our Absolute Cafe&Bar or indulge in a lovely dinner at our Restaurant Nevski.

Experience Absolute weekend at Tulip Inn Putnik Belgrade

Visit us during weekends and discover an unforgettable nightlife in some of the most popular and exciting Belgrade clubs on the Danube river, that are just a few steps away from our hotel.

Special price of EUR 55 per room for two persons includes accommodation in a standard room and a breakfast for two, a bottle of wine and 20% discount on all food and drinks at our Restaurant Nevski and Absolute Bar.

info@tulipinnputnikbelgrade.com, 011/225-9999, www.tulipinnputnikbelgrade.com.



www.tulipinnputnikbelgrade.com



Novootvoren restoran-terasa u sklopu City hotela u Ljubljani

City hotel se nalazi u samom srcu Ljubljane i fantastičan je izbor, kako za poslovne goste, tako i za turiste, u spoznavanju šarma grada i Slovenije uopšte. U okviru City hotela nalazi se novootvorena City hotel terasa, koja od kasnog proleća do poslednjih sunčanih dana jeseni predstavlja savršenu lokaciju za posebne događaje: privatna druženja, koktel partije, degustacije itd. Na terasi gosti i učesnici se mogu poslužiti i osvežiti u pauzi konferencija i sastanka. Udoban restoran u zelenoj oazi City hotel terase nudi sjajan izbor lokalne slovenske i međunarodne kuhinje. Posebno su dobro prihvaćeni ručkovi, sa izborom zdravih jela na meniju uz široku ponudu salata. Takođe, gostima je na terasi omogućen besplatan pristup internetu.

Gala otvaranje Falkensteiner Punta Skale

Pod predivnim prolećnim nebom, uz sjajnu muziku, vrhunske gastronomske specijalitete i fantastičan vatromet, početkom petog meseca svečano je otvoren jedan od najluksuznijih resorta u Hrvatskoj – Falkensteiner Punta Skala Resort, koji se prostire na čak 30ha vrhunskog prostora kao stvorenog za odmor, za dušu i za telo! Uz vrhunske specijalitete i hitove Tonija Cetinskog, Tomislava Bralića i klapa Intrade, zabavljalo se preko 500 zvanica. Brojne poznate ličnosti, političari i visoke zvanike, plesali su dugo u noći otvaranja ovog Resorta. Svečanosti otvaranja prisustvovali su i ministar turizma Veljko Ostojić i direktor Hrvatske turističke zajednice, Niko Bulić. Izgradnja sva tri projekta Falkensteiner trajala je pet godina. U leto 2011. godine završena je prva faza izgradnje velikog projekta s otvaranjem hotela s pet zvezdica - Falkensteiner Hotel & Spa ladera, koji je samo nekoliko meseci od otvaranja, u novembru 2011. godine, primljen u najpoznatije hotelsko udruženje na svetu – „The Leading Hotels of the World“. Porodični hotel sa četiri zvezdice - Family Hotel Diadora, koji je na online portalu HolidayCheck 2010. godine proglašen najboljim hotelom u Hrvatskoj, kao i Residences Senia, luksuzni apartmani s mogućnošću kupovine, ali i najma koji su deo Falkensteiner Premium Living koncepta, završeni su već 2009. godine.

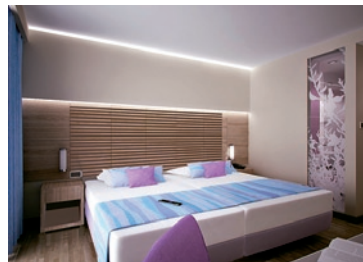


Radisson Blu Resort, Split – Nova lokacija za evente

Radisson Blu Resort, Split je stvorio novu jedinstvenu lokaciju za sve vrste evenata, kapaciteta do 350 osoba. Direktno na plaži, na VIP platou, moguće je doživeti jedinstveno iskustvo u savršenom okruženju za svačiji večernji događaj. Ovaj prostor ima uključen razglas, ekskluzivni bar i podvodnu rasvetu. Ovde se nalazi i novootvoreni Mistral Riblji restoran u okviru koga se nudi tipična hrana za ovo podneblje, kombinovana sa internacionalnim jelima. Tokom dana na plaži muziku puštaju DJ-evi, dok barmeni pripremaju najbolje koktele u okruženju.

Vitality Hotel Punta – novi turistički biser Kvarnera

Obnovljeni biser turističke ponude Velog Lošinja – Vitality Hotel Punta, počeo je sa radom 07. juna 2012. godine, kada je svoja vrata otvorio i prvim gostima. Savremeno opremljen hotel sa 4 zvezdice ima 219 prostраниh soba i 16 apartmana s pogledom na jedinstveno prostranstvo Kvarnera, dalmatinskih ostrva i bogatu, stogodišnju borovu šumu. Gosta na dolasku dočekuje korpa svežeg voća, izbor prirodne kozmetike bez konzervansa, sintetičkih mirisa i parabena, torba s peškirima za plažu, Wi-Fi, bogati mini-bar te poklon pri odlasku. Novo uređeni Vitality Hotel Punta, smešten u oazi lekovite prirode Velog Lošinja, poseban je po svom atraktivnom položaju, kao i jedinstvenom konceptu odmora. Vitality hotel Punta osmišljen je kao idealno mesto za opuštanje od stresa, kao i revitalizaciju duha i tela kroz sinergiju elemenata bogate, lekovite prirode i gastronomske, wellness i sportske ponude. Vitality Hotel Punta je mesto gde će svako, u okrilju netaknute prirode i uz posebno osmišljenu ponudu, moći da upozna sam sebe, stekne nove navike i uživa u potpunosti. Vitality Hotel Punta je pet friendly, tako da prihvata kućne ljubimce, uz prethodnu najavu pri rezervaciji smeštaja.



Dubrovnik Travel otvorio svoju treću hrvatsku DMC kancelariju u Zagrebu

Dubrovnik Travel DMC je specijalizovana agencija za organizaciju, sprovođenje i nadgledanje sastanka, insentiv putovanja, ekskluzivnih grupa i događaja. Osim predstavništva u Dubrovniku i Splitu, ova renomirana agencija za destinacijski menadžment nedavno je otvorila vrata svog trećeg hrvatskog predstavništva, i to u glavnom gradu, Zagrebu. Paralelno sa otvaranjem zagrebačke kancelarije, te nakon 14 godina rada pod nazivom „Dubrovnik Travel“, osmišljeno je i novo marketinško ime „DT Croatia“, koje se pridodaje nazivu Dubrovnik Travel, a sve u cilju bolje prepoznatljivosti i promocije destinacije.

Glavni motiv promene naziva bio je upravo otvaranje predstavništva u Zagrebu i proširenje usluga agencije na unutrašnjost Hrvatske i Istru. Dosadašnji projekti Dubrovnik Travela, tako izuzetno uspešni, uglavnom su bili orijentisani na područje Dubrovnika, Splita i Hvara, tj. na Jadran, dok zagrebačka filijala osigurava kompletnu pokrivenost usluga agencije u glavnom hrvatskom gradu kao i u Istri. Uz 40 zaposlenih, visoko obučanih iskusnih mladih stručnjaka, koji govore više jezika, DT pruža potpunu podršku klijentima i partnerima kako u Hrvatskoj tako i u susednim zemljama. www.dt-croatia.com.



Završeno veliko renoviranje apartmana u hotelu Hyatt Regency Beograd

U hotelu Hyatt Regency Beograd je završeno veliko renoviranje apartmana, koje je obuhvatilo kompletnu adaptaciju i potpunu promenu enterijera. Arhitektonski radovi, potpuna promena enterijera, kao i nova klizna vrata koja su postavljena u neke od apartmana. Najveći obim radova obavljen je u Diplomatskom i Predsedničkom apartmanu, postavljeni su novi drveni podovi, zidovi su obloženi drvetom, dnevni boravak oplemenjen kaminom a parno kupatilo će biti sastavni deo kupatila. Krajnji izgled ovih apartmana će biti spoj savremene elegancije i luksuza koji se i očekuje od hotela ove kategorije.

Tami Wellness Centar – novi sadržaj u Nišu na 220 m²

Pored elegantno dizajniranih i udobnih standardnih i deluxe soba, apartmana i depandansa Tami, u kojem se nalazi još 10 delux soba, Tami Residence hotel u Nišu sa ponosom predstavlja novi sadržaj na 220 m². Naime, u okviru hotela otvoren je novi Tami Wellness Centar. U okviru wellnes centra nalazi se: teretana, opremljena po najsavremenijim svetskim standardima, kardio lajf fitness, fitness za žene, pilates. Pored fitness aktivnosti i teretane, Tami Wellness Centar nudi i relaksacionu i sportsku masažu, manikir, pedikir, đakuzi, saunu, tepidarijum, „relax room“.



Hotel Prag u Beogradu dobio 4 zvezdice za kvalitet

Hotel „Prag“ nalazi se u samom centru Beograda, na svega par minuta od najznačajnijih gradskih znamenitosti. Odnedavno kategorisan kao poslovni hotel sa 4*, raspolaže sa 82 moderno opremljene sobe koje će zadovoljiti potrebe i najsavremenijih gostiju. Sistem inteligentnih soba, besplatan internet, mini bar, centralna klimatizacija, sef, samo su neke od brojnih mogućnosti koje hotel pruža. Pored renoviranih soba, u prijatnom ambijentu nalazi se i A La Carte restoran, na čijem se meniju nalazi bogat izbor internacionalne kuhinje a gostima posebnu pažnju privlači pivnica „Hajdučka pećina“. Hotel raspolaže i sa tri konferencijske sale različitih struktura kao i dve biznis kancelarije, sa kompletnom tehničkom podrškom.

Renovirani SPA centar - Klub Satelit Zlatibor

Klub Satelit Zlatibor sledi želje i sluša savete svojih klijenata – shodno utiscima gostiju, renovirani su kapaciteti. Klub Satelit na Zlatiboru sa ponosom predstavlja potpuno renovirani SPA centar, koji na jednom mestu nudi sve što je potrebno za opuštanje duha i tela, kao i za oslobađanje od svakodnevnog stresa. Pored zatvorenog bazena i saune, od sada je dostupno i besplatno korišćenje đakuzija u neograničenim vremenskim intervalima. Idealno je za odmor i opuštanje u romantičnoj atmosferi uz ambijentalnu muziku i sveće, a osoblje će učiniti da uživanje u Spa centru postane Vaš najbolji ritual. Ni najmlađi posetioci nisu zaboravljeni, jer je i njihovo zadovoljstvo jedan od prioriteta. Zbog toga je osmišljena i napravljena vesela igraonica u kojoj se, dok roditelji uživaju, deca mogu prepustiti druženju i maštarijama. To nije sve, jer je na recepciji moguće tražiti kutiju sa igračkama za vašu sobu ili apartman.



Novootvoreni hostel u Nišu - Easy Hostel

U januaru 2012. godine, u samom centru Niša, na obodu najvećeg parka u gradu i sportskog centra „Čair“ i na samo 5 minuta od glavne gradske pešačke zone, otvoren je Easy Hostel. Ovo je idealna lokacija za razgledanje Niša i danju i noću. Easy Hostel predstavlja novi, moderno opremljen hostel, idealan za smeštaj individualnih gostiju, porodica i grupa do 14 osoba. Posедуje 4 moderno opremljene, prostrane i čiste sobe, svaka sa 2 odvojena kupatila (žensko i muško), potpuno opremljenom kuhinjom za goste, kao i posteljino, peškire, Internet, kablovsku televiziju, kafu i čaj koji su uključeni u cenu. Svi gosti pri dolasku dobijaju besplatno i mapu grada.

Međutim, Easy Hostel nudi i više od smeštaja. Turistička agencija Easy Travel, čiji je hostel sastavni deo, nudi programe razgledanja grada. A pored toga, u samom dvorištu hotela se takođe nalazi i prodavnica originalnih suvenirna.



New Opened Terrace-Restaurant within City Hotel in Ljubljana

City Hotel is located at the very center of Ljubljana and it is a fantastic choice for business guests and for tourists alike to get acquainted with the charms of the city and Slovenia in general. Within the City Hotel there is a recently opened City Hotel terrace, as the perfect venue from late spring until the last sunny days of autumn for special events: private gatherings, cocktail parties, tastings, etc. At the terrace, the guests and participants may help themselves to refreshments during the breaks at conferences and meetings. The cosy restaurant in the green oasis of City Hotel terrace offers an exquisite selection of local Slovenian and international cuisines. Especially well-accepted are lunches, with quite a selection of healthy meals on the menu and a wide range of salads. Also, the terrace guests have a free Internet access.

Gala Opening of Falkensteiner Punta Skala

In early May, under the wonderful spring skies, accompanied by great music, top gastronomic specialties and tremendous fireworks, one of the most luxurious resorts in Croatia – Falkensteiner Punta Skala Resort was opened, covering even 30ha of the top-class space as if made for relaxation, the body and soul! Over 500 invitees were enjoying the top specialties as well as hits by Toni Cetinski, Tomislav Bralić and Intrade band. Many celebrities, politicians, and high officials danced long into the opening night of the Resort. The opening ceremony was attended by the Minister of Tourism, Veljko Ostojić, and the Director of the Croatian Tourist Board, Niko Bulić. The construction of all three Falkensteiner projects lasted five years. In summer 2011, the first construction phase was completed for the big project followed by opening a five-star hotel - Falkensteiner Hotel & Spa ladera – which was only several months following its opening (November 2011) accepted as a member of the best-known hotel association in the world – “The Leading Hotels of the World”. A four-star family hotel, Family Hotel Diadora – ranked at online portal HolidayCheck 2010 as the best hotel in Croatia – as well as Residences Senia, luxurious apartments with a possibility to buy or hire as part of Falkensteiner Premium Living concept, were completed as early as in 2009.



Radisson Blu Resort, Split – New Event Location

Radisson Blu Resort, Split launched new event location for up to 350 guests. Directly on the beach, on VIP deck, explore unique experience in perfect surroundings for evening event for everyone. This area has included sound system, exclusive bar & underwater lighting. Also here is renewed Mistral Fish restaurant which offers typical food for this area, combined with international cuisine. During the day on the beach there is a DJ music and bartenders are preparing best cocktails in the area.

Vitality Hotel Punta – New Tourist Pearl of the Kvarner Islands

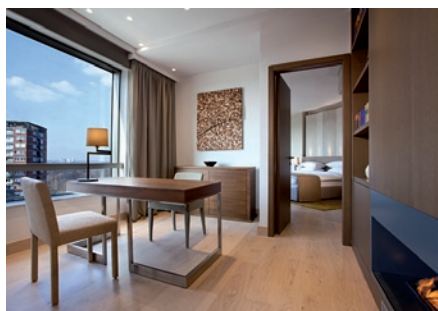
The renovated pearl of the Veli Lošinj tourist offer – Vitality Hotel Punta, opened on 7th June 2012 welcoming its first guests. A contemporary equipped 4 star hotel features 219 spacious rooms and 16 suites overlooking the unique expanse of the Kvarner, the Dalmatian islands, and a hundred-year-old luscious pine forest. A guest is welcomed on their arrival by a basket of fresh fruit, a selection of natural cosmetics free from additives, synthetic odours or paraben, beach towel bag, Wi-Fi, generous mini-bar and parting gifts. The renovated Vitality Hotel Punta, housed in the oasis of Veli Lošinj’s medicinal nature, is specific for its attractive location as well as its unique leisure concept. Vitality hotel Punta is devised as an ideal place to relax and run away from stress, as well as to revitalize the body and soul through the synergy of luscious and medicinal nature and gastronomic, wellness and sports offer. Vitality Hotel Punta is a place where everyone can discover oneself, gain new habits and enjoy the fullness surrounded by the intact nature and provided with a tailor-made offer. Vitality Hotel Punta is pet friendly, so that pets are most welcomed with a prior notice on booking the accommodation.



Dubrovnik Travel Opened its Third Croatian DMC Office in Zagreb

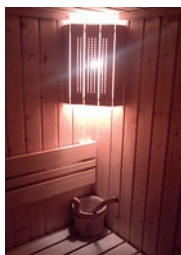


Dubrovnik Travel DMC is a specialized agency for organizing, conducting and supervising meetings, incentive travels, exclusive groups and events. Apart from the representative offices in Dubrovnik and Split, this renowned destination management agency has recently opened the door of its third Croatian representative office in no other than the capital, Zagreb. At the same time with opening the Zagreb office, and after 14 years of working as Dubrovnik Travel, a new marketing name of DT Croatia has also been come up with, which is added to Dubrovnik Travel, all aimed at better recognisability and promotion of the destination. The main reason for changing the name was the very opening of the Zagreb office and diversification of the agency’s services to the proper Croatia and Istria. The projects of Dubrovnik Travel so far, although very successful, have been normally focused on the regions of Dubrovnik, Split and Hvar, i.e. the Adriatic, while the Zagreb office ensures the full coverage of the agency’s services in the capital as well as Istria. With 40 employees, highly trained and experienced young specialists speaking several languages, DT provides the full support to clients and partners in Croatia and in surrounding countries as well. www.dt-croatia.com.



Major Renovation of Suites in Hyatt Regency Belgrade Hotel Completed

The Hyatt Regency Belgrade Hotel has completed a major renovation of suites, which included the full adaptation and reshaping of interior. The architectural works, full reshaping of interior, as well as new slide doors are the features of some suites. The largest portion of works was done in the Diplomatic and Presidential Suites with new wooden flooring, wood-plated walls and the living room enriched with a fireplace, while steam room will be an integrating part of the bathroom. The final appearance of these suites will be a mix of contemporary elegance and luxury well expected from a hotel in this category.



Tami Wellness Centre – New Amenity in Niš on 220 m²

In addition to elegantly designed and comfortable standard and deluxe rooms, suites and Tami annex, including 10 more deluxe rooms, Tami Residence Hotel in Niš is proud to present a new amenity on 220 m².

Namely, within the hotel a new Tami Wellness Centre has been opened. It includes: gym, equipped according to the latest international standards, cardio life fitness, women fitness, pilates.

Apart from the fitness activities and gym, Tami Wellness Centre also offers relax and sports massages, manicure, pedicure, jacuzzi, sauna, tepidarium, relax room.



Hotel Prague in Belgrade Got 4 Stars for Quality



Hotel "Prag" is located in the center of Belgrade, only a few minutes of the most important city sights. Recently categorized as a 4-star business hotel, has 82 modern rooms that will satisfy the most demanding guests.

The system of intelligent rooms, free internet, mini bar, central air conditioning, safe, are just a few of the many amenities that hotel offers.

Beside renovated rooms, located in a pleasant atmosphere there is also A La Carte restaurant, on whose menu is a wide selection of international cuisine and especially attractive for the guests is pub "Hajdučka pećina". Hotel also has three conference rooms of various structures and two business offices, with full technical support.



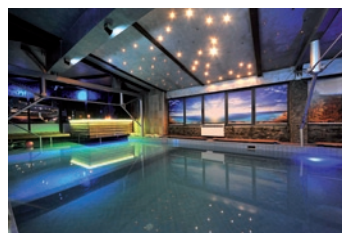
Renovated SPA Centre - Club Satelit Zlatibor

Club Satelit Zlatibor honours the wishes and listens to the advice of its clients – based on the impressions of guests, the capacities have been renovated. Club Satelit in Zlatibor is proud to present its fully renovated SPA Centre, offering in one place all that is needed to relax the body and soul, and to be released from every day stress.

Apart from an indoor pool and sauna, now there is an unlimited and free-of-charge use of jacuzzi. It is ideal for rest and relaxation in the romantic air to

ambience music and candlelight, while the staff will make sure that enjoying the SPA Centre becomes your most beautiful ritual.

The youngest are not left behind as their joy is one of the priorities. That is the reason for devising and setting up a fun playroom where children may be given over to socializing and imagination while their parents can relax. And it is not all. At the reception, you may ask for a toy box for your room or suite.



Top Located Newly Opened Hostel in Niš - Easy Hostel

Opened in January 2012, new brand of Travel Agency Easy Travel - Easy Hostel, is located in the very center of the town, on the edge of the biggest park and sport center "Cair", just 5 minutes walk from the main pedestrian street.

You can't get better location to explore Niš by day and by night. Easy Hostel is a new, modern hostel, ideal place for individuals, families and groups up to 14 people. It has 4 modern, spacious and clean rooms, each with 2 separate bathrooms (one for ladies and one for gentlemen), a well equipped guest kitchenette, as well as linens, towels, Internet, cable TV, coffee and tea, that are included in price. All guests receive upon arrival, free city map. But, Easy Hostel offers more than just accommodation. Here are many exciting city tours and offers by Easy Travel agency, located at the same address. Besides, in the garden of the hostel is located the lovely Souvenir Shop with authentic souvenirs.



Escape...

Organizirajte jedinstvene sastanke u najljepšem apartmanu na Jadranu.

Organize unique meetings in the best Suite on Adriatic coast.

99€ po osobi/
per person

- Dvije pauze za kavu / *Two coffee breaks*
- Predsjednički apartman / *Presidential Suite*
09:00 - 17:00
- Ručak / *Lunch*
- Pisaćí pribor / *Note pads & pens*
- Voda za vrijeme sastanka i ručka / *Water during the meeting and lunch*
- AV oprema / *Equipment*

Radisson Blu Resort, Split
Croatia
Tel.: + 385 21 303 133
meetings.split@radissonblu.com

Paket vrijedi za minimum 10 osoba/
Package valid for minimum 10 delegates

Radisson **BLU**
RESORT, SPLIT

Događaj koji uvek predstavlja izazov za organizaciju

IZBOR ZA PESMU EVROVIZIJE 2012

Ukupno 102,9 miliona gledalaca je ispratilo izbor za Pesmu Evrovizije 2012. godine, čiji je prenos išao uživo iz Bakua u Azerbejdžanu. Organizatori su zadovoljni što izbor za Pesmu Evrovizije i dalje ima veliku gledanost i predstavlja jednu od vrhunskih emisija za aktivne emitere svake godine.



Jon Ola Sand

Izbor za Pesmu Evrovizije predstavlja godišnji izbor na kome se takmiče aktivne zemlje članice Evropske radiodifuzne unije (EBU), čiji su članovi radio i televizijske kompanije, od kojih su većina radiodifuzne kompanije u vlasništvu države ili u privatnom vlasništvu s javnom koncesijom. Svaka zemlja članica šalje pesmu za javno izvođenje uživo na televiziji i potom daje glasove za pesme iz drugih zemalja kako bi se izglasala najpopularnija pesma izbora. Pesma Evrovizije, od kada je prvi put održana, 1956. godine,

se prenosi svake godine. Prvi izbor je održan u gradu Luganu u Švajcarskoj 24. maja 1956. godine. Učestvovalo je sedam zemalja i svaka je predstavila po dve pesme, odnosno, bilo je 14 pesama ukupno.

Ovo je jedini izbor na kome je izvođeno više od jedne pesme po zemlji, tako da je na svim izborima od 1957. godine dozvoljena jedna pesma po zemlji.

Nakon 56 prikazivanja, ovaj izbor predstavlja jednu od najkarakterističnijih tradicija Evrope i bez sumnje je najomiljeniji evropski TV šou!

Pesma Evrovizije 2012 je 57. po redu godišnji izbor za Pesmu Evrovizije. Održan je u Bakuu u Azerbejdžanu kao rezultat pobede Azerbejdžana na izboru 2011. godine.

Dva polufinala održana su 22. i 24. maja, a finale 26. maja 2012. godine. Deset zemalja iz svakog polufinala se kvalifikovalo za finale i pridružilo



Azerbejdžanu, Francuskoj, Nemačkoj, Italiji, Španiji i Engleskoj. Za ovaj broj časopisa SEEbtm, po samom završetku izbora za Pesmu Evrovizije 2012. godine, imali smo čast da razgovaramo sa gospodinom **Jonom Ola Sandom**, izvršnim producentom izbora za Pesmu Evrovizije.

1. Izbor za Pesmu Evrovizije je jedna od televizijskih emisija sa najdužom tradicijom u svetu. Koji su to glavni faktori u procesu organizacije ovog događaja kako bi trajao toliko dugo?

Izbor za Pesmu Evrovizije je jedini istinski panevropski kulturni događaj.



Eurovision 2012 - Andres Putting, Mike Roels, Thomas Hanses (EBU)



Eurovision 2012 ©Andres Putting, Elke Roels, Thomas Hanses (EBU)

Činjenica da okuplja nacije u prijateljskom takmičenju od samog početka predstavlja pokretač ovog događaja. Seli se po Evropi od 1956. godine i predstavlja deo našeg zajedničkog kulturnog nasleđa. Ljudi ga ili vole ili mrze a samo je manjina ravnodušna. Pesma Evrovizije nas podseća kako na naše različitosti, tako i na sličnosti.

2. Koliko je ljudi bilo uključeno u organizaciju ovogodišnje Pesme Evrovizije?

Više od 700 ljudi je bilo direktno uključeno u ovaj događaj. Zatim je još 1.000 njih učestvovalo u pratećim funkcijama kao što su obezbeđenje, transport, vođenje delegacija i katering.

3. Šta je bilo najzahtevnije sa aspekta organizacije događaja?

Izbor za Pesmu Evrovizije uvek predstavlja izazov. Zahteva puno od domaćih organizatora kao i od EBU. Azerbejdžan je imao zanemarljivo iskustvo kao domaćin ovako velikog događaja, tako da su izazovi dolazili i sa tehničke i sa logističke strane.

4. Smatra se da je ovo takmičenje jedinstvena prilika za promovisanje zemlje domaćina kao turističke destinacije. Da li znate koje koristi obično zemlje imaju u tom smislu i da li imate neku zanimljivu priču da nam ispričate?

Zahvaljujući Pesmi Evrovizije grad domaćin zauzima centralno mesto.

I Oslo i Dizeldorf su imali povećanje turističke posete nakon ovog događaja. Dizeldorf je čak uspeo i da povрати stari sjaj u samoj Nemačkoj. Svi su ga smatrali za dosadan i skup grad. Hiljade članaka o Dizelforfu je dalo sasvim drugi izraz tom gradu.

5. Izbor za Pesmu Evrovizije, 57. po redu, je završen. Možete li nam reći nekoliko rečenica o utiscima koje ste poneli sa ovogodišnjeg izbora? Na šta ste posebno ponosni?

Veoma sam ponosan na mlad, posvećen i tim pun entuzijazma – Azeri tim

Činjenice i brojke

- Svake godine oko 125 miliona gledalaca prati izbor za Pesmu Evrovizije
- Više od 1.000 pesama je već uzelo učešća na izboru za Pesmu Evrovizije
- Najveći broj pobedničkih pesama je otpevan na engleskom jeziku – pesme (uglavnom) na engleskom su pobedile 24 puta.
- Francuski je takođe popularan, sa 14 pobeda. Holandski i hebrejski su odneli po 3 pobede
- Šest različitih sistema je korišćeno u protekloj deceniji za izbor pobednika Pesme Evrovizije
- ABBA je najuspešniji pobednik na izboru za Pesmu Evrovizije
- Norveška se našla na dnu liste čak jedanaest puta!
- Zauzeli su poslednje mesto 1963., 1969., 1974., 1976., 1978., 1981., 1990., 1997., 2001., 2004. i 2012. godine. Ipak, odneli su i tri pobede (1985., 1995. i 2009. godine)
- Irska je pobedila 7 puta; Luksemburg, Francuska, Švedska i Engleska po 5 puta; a Holandija 4 puta

iz Bakua, tim domaćina emitera iz Azerbejdžana Ictimai TV. Davali su sve od sebe iz dana u dan kako bi Pesma Evrovizije 2012 bila uspešna. Izneli su zaista izvanredan događaj.

S. G.

Izbor za Pesmu Evrovizije je jedan od najgledanijih nespportskih događaja na svetu, sa publikom čiji se broj u poslednjih nekoliko godina procenjuje na između 100 i 600 miliona gledalaca u celom svetu.



Eurovision 2012 ©Andres Putting, Elke Roels, Thomas Hanses (EBU)

Always Challenging Event for Organization

EUROVISION SONG CONTEST 2012

A total of 102.9 million people saw the 2012 Eurovision Song Contest, which was broadcast live from Baku, Azerbaijan. The organizers are happy that the Eurovision Song Contest is still a huge ratings success, being one of the top shows for the participating broadcasters every year.



The Eurovision Song Contest is an annual competition held among active member countries of the European Broadcasting Union (EBU), which members are radio and television companies, and most of them are government-owned public service broadcasters or privately owned stations with public missions. Each member country submits a song to be performed on live television and then casts votes for the other countries' songs to determine the most popular song in the competition.

The contest has been broadcast every year since its inauguration in 1956. The first Contest was held in the town of Lugano, Switzerland, on 24th May 1956. Seven countries participated and each submitting two songs, that was 14 songs in total. This was the only Contest in which more than one song per country was performed, so since 1957 all Contests have allowed one entry per country. After 56 runnings, the contest is one of the most typical European traditions and without doubt, Europe's favorite TV show!

The Eurovision Song Contest 2012 is the 57th annual Eurovision Song Contest. It was held in Baku, Azerbaijan, following Azerbaijan's win in the 2011 Contest. The two semi-finals were held on 22nd May and 24th May 2012, and the final on 26th May 2012. Ten countries from each semi-final were qualified for the



final and were joined by Azerbaijan, France, Germany, Italy, Spain and the United Kingdom. For this issue of SEEbtm magazine, after just finished Eurovision Song Contest 2012, we had an honor to speak with Mr **Jon Ola Sand**, Executive Supervisor of the Eurovision Song Contest.



Eurovision 2012 ©Andres Pütting, Elke Roels, Thomas Hanses (EBU)

1. The Eurovision Song Contest is one of the longest running television shows in the world. What are the main factors in organization process for event to last so far?

Eurovision Song Contest is the only true pan-European cultural event. The fact that it brings nations together in a friendly competition has always been the driving force for ESC. It has been travelling through Europe since 1956, and is a part of our common cultural heritage. People love it or hate it, but very few are indifferent. ESC reminds us about our differences and similarities.

2. How many people were involved in organization of this year's Eurovision?

More than 700 people were directly connected to the shows. Then another 1,000 in supporting functions like security, transportation, delegation handling and catering.

3. What was the most demanding, considering organizational aspect of the show?

Eurovision Song Contest is always challenging. It demands a lot from

Eurovision Song Contest is one of the most watched non-sporting events in the world, with audience figures having been quoted in recent years as anything between 100 million and 600 million internationally.



Eurovision 2012 ©Andres Putting, Elke Roels, Thomas Hanses (EBU)

the local organizers as well as the EBU. Azerbaijan had little experience in hosting big events so there were challenges both on the technical as well as the logistical side.

4. The contest is considered to be a unique opportunity for promoting the host country as a tourist destination. Do you know what kind of benefits countries usually have from this point of view or some interesting story to tell us?

ESC creates a huge focus on the host city. Both Oslo and Dusseldorf saw an increase in tourism after the event. Dusseldorf also managed to revamp their image in Germany. It was regarded as a boring and expensive city. Thousands of articles from Düsseldorf gave quite a different expression.

5. The 57th Eurovision Song Contest has finished. Could you tell us in few sentences your impressions of this year's contest? What makes you particularly proud?

I'm very proud of the young, dedicated and enthusiastic Azeri team in Baku, the team of the Azerbaijani Host Broadcaster Ictimai TV. They did their outmost day in and day out to make ESC 2012 a success. They made a truly remarkable event.

S. G.

Facts and figures

- Every year an estimated amount of 125 million viewers watch the Eurovision Song Contest
- More than 1,000 songs already have taken part in the Eurovision Song Contest
- Most winning songs were performed in English - songs (mostly) in English won 24 times. French is also popular, with 14 victories. Dutch and Hebrew songs won 3 times each
- Six different systems were used over the past decades to pick the winner of the Eurovision Song Contest
- ABBA is the most successful Eurovision Song Contest winner
- Norway could be found at the bottom of the list as many as eleven times! They came last in 1963, 1969, 1974, 1976, 1978, 1981, 1990, 1997, 2001, 2004 and 2012. Nevertheless, they also won three times (in 1985, 1995 and 2009)
- Ireland has won 7 times; Luxembourg, France, Sweden and the UK 5 times; The Netherlands won 4 times



Eurovision 2012 ©Andres Putting, Elke Roels, Thomas Hanses (EBU)



We like our employees to come from different places. That way they come at a challenge from different places.

Why do we hire people from different backgrounds? Because it allows us to tackle your challenges from different perspectives. And that means better options for you. Find out more at facebook.com/eysrbiacareers

[See More](#) | Diversity

© 2012 Ernst & Young Beograd d.o.o. All Rights Reserved.

62. Godišnji kongres Nemačkog turističkog udruženja

ODLIČNA PRILIKA ZA TURIZAM CRNE GORE I NEMAČKE

Svake godine se vrhunski profesionalci sa nemačkog tržišta turoperatora i turističkih agencija okupljaju na kongresu DRV. Po prvi put u istoriji Nemačkog turističkog udruženja (DRV), Crna Gora će biti domaćin godišnjeg kongresa DRV, na kome se očekuje između 800 i 1.000 učesnika. Godišnji kongres DRV, 62. po redu, održaće se u Budvi od 15. do 17. novembra 2012. godine.



Da bismo predstavili predstojeći kongres imali smo čast da porazgovaramo sa g-dinom **Jürgenom Bihjem**, predsednikom DRV.

1. Ove godine se održava 62. Godišnji kongres DRV (Deutscher ReiseVerband). Koji su glavni uslovi koje destinacija treba da zadovolji kako bi bila domaćin ovog kongresa?

Različite destinacije se svake godine prijavljuju za domaćina godišnjeg kongresa DRV.

Presudni faktori u procesu odlučivanja obuhvataju dovoljan broj letova (lak pristup sa centralnih aerodroma u Nemačkoj), samu lokaciju (da li je turistički privlačna, da li ima potencijala za atraktivne večernje događaje sa do 1.000 zvanica, kao i da li je dobra polazna tačka za skupove pre i posle događaja), kapacitet kongresnog centra i odabir hotela visokog kvaliteta. Takođe je važno da poten-

Ovogodišnji kongres će pružiti izvanrednu priliku da se ostvare kontakti sa donosiocima odluka u turističkoj industriji Crne Gore, proširi paleta usluga za nemačke turiste i da se Nemačkoj približi turistička ponuda Crne Gore.



Most na reci Tari



cijalni kandidati već imaju iskustva u organizovanju događaja tako velikih razmera.

Godišnji kongres pruža savršen osnov i priliku za povezivanje sa donosiocima odluka i za uspostavljanje novih kontakata u okviru turističke industrije Nemačke.

Odlična je prilika za predstavljanje zemlje domaćina kroz radionice, svečane večere i zabave, hotele, transfere, ekscurzije i ture pre i posle događaja.

2. Svake godine je neka druga destinacija domaćin kongresa. Možete li nam reći koji su glavni razlozi da se odlučite za Budvu i Crnu Goru kao domaćina?

Odbor direktora Nemačkog turističkog udruženja se odlučio za Budvu i Crnu Goru kao dobro mesto za godišnji kongres iz nekoliko razloga.

Jedan od bitnih aspekata koji je prevagnuo u korist Crne Gore kao domaćina jeste sposobnost zemlje da organizuje posebne čarter letove kako bi učesnici iz cele Nemačke mogli lako da doputuju sa jednog od glavnih aerodroma u Nemačkoj.

Bili su u mogućnosti i da ponude spektar različitih hotelskih smeštaja različitog kvaliteta i raspona cena, kao i kongresni centar i različite lokacije gde bismo smestili do 1.000 ljudi.



Perast, Bokotorski zaliv

Od 2006. godine je Crna Gora nezavisna, a turizam joj je najznačajnija grana. Godine 2010., 25.381 gost iz Nemačke je posetio ovu zemlju na obali Jadrana. Već je 2011. godine oko 35.000 Nemaca posetilo Crnu Goru, koja generiše preko jedne petine budžetskih prihoda iz turizma. Čak jedna od pet osoba radi u lokalnoj turističkoj industriji, pri čemu ovaj trend beleži rast.

Kao značajan partner industrije turizma Crne Gore, želimo da pomognemo i bolje predstavimo prirodne i kulturne znamenitosti Crne Gore Nemačkoj. Zato sa nestrpljenjem iščekujemo posetu regionu Budve i ovogodišnji kongres. Veoma cenimo poziv zvaničnika turističke organizacije Crne Gore. Crna Gora ima puno toga da ponudi: gotovo 300 km obale, masivne plani-

ne sa vrhovima preko 2.500 m, 6.000 km dugu mrežu staza za pešačenje i biciklizam, kao i pet nacionalnih parkova.

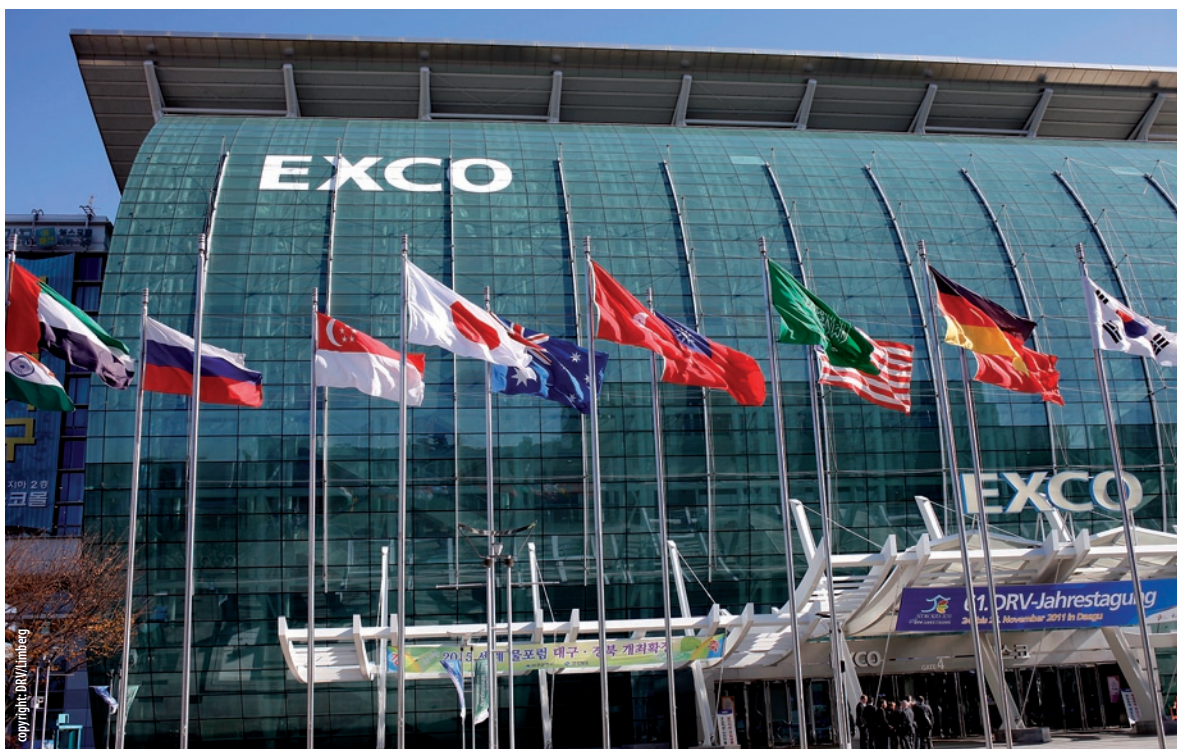
Kod razvoja zemlje, zvaničnici turističke organizacije Crne Gore pridaju značaj održivosti. Očuvanje prirode i održivi razvoj imaju ustavni status od 1991. godine. Nacionalna strategija održivog razvoja, zakoni o zaštiti životne sredine i glavni turistički plan – barem do 2020. godine – definišu konkretne ciljeve. Crna Gora dobija podršku od nekoliko zemalja i organizacija kao što je Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

3. Šta će Godišnji kongres 2012 doneti Crnoj Gori, a šta učesnicima iz Nemačke?

Program trodnevne konferencije će biti zanimljiv i uzbudljiv sa dosta prezentacija, govora, diskusija i radionica. Pored toga, svi učesnici će dobiti pregled najistaknutijih turističkih sadržaja zemlje.

Tri radionice sa ekskurzijama do glavnih atrakcija u zemlji će kompletirati kongresni program. Iz iskustva možemo reći da broj nemačkih turista u predmetnim državama domaćinima ima tendenciju rasta nakon održava-

Svake godine, domaćin kongresa je neka druga zemlja: 2006. - Tenerifi, 2007. - Turska, 2008. - Budimpešta, 2009. - Egipat, 2010. - Maroko, 2011. - Južna Koreja, 2012. - Crna Gora.



copyright: DRV/Inteteg



nja našeg godišnjeg kongresa. Razlog tome jeste ogromna medijska pažnja pre, za vreme i posle kongresa koja se pridaje regionu i zemlji gde se održava kongres. Godišnji kongres DRV

prati oko 30 novinara iz Nemačke, a i veliki broj lokalnih medija je prisutan na kongresu koji izveštavaju za nacionalne i regionalne novine, TV i radio stanice.

Zato jedan tako veliki događaj predstavlja izvanrednu priliku za promociju destinacije, njenih atrakcija, potencijala i budućih planova za tržište turizma.



Kraljičina plaža, Bar

4. Po Vašem mišljenju koji je stepen razvoja turizma u regionu jugoistočne Evrope, a posebno u oblasti kongresne industrije?

Sa našeg stanovišta ima još potencijala za segment odmora, kao i za kongresni turizam u celom regionu. Sa druge strane svedoci smo rastućeg potencijala za investiranje u infrastrukturu u cilju povećanja hotelskih kapaciteta i unapređenja kongresnih objekata, na primer.

S. G.

Za crnogorski turizam je kongres Njemačkog turističkog udruženja (DRV) do sada svakako najznačajniji skup, čiji će se pozitivni efekti osjećati zadugo nakon samog održavanja kongresa.

Kongres DRV-a, koje kao krovno turističko udruženje broji nekoliko hiljada najvećih njemačkih kompanija, okupiće oko 1.000 predstavnika turoperatora i agencija sa ovog tržišta, avio kompanije, osiguravajuća društva i značajan broj medija. DRV okuplja najveće njemačke kompanije kao što su „Lufthansa“, „Deutsche Bahn“, „Tui“, „Thomas Cook“, „Air Berlin“, „Dertour“ itd. Oko 80% ukupnog turističkog prometa sa njemačkog tržišta se realizuje preko članica ovog udruženja. Njemačko emitivno turističko tržište je jedno od svjetski najznačajnijih sa preko 60 miliona putovanja tokom godine.

Smatramo da će navedeni kongres značajno uticati na promociju crnogorskog turističkog proizvoda na njemačkom tržištu, a i šire. Pored navedenog, značajno je napomenuti da će predstavnici crnogorskih ugostiteljskih i turističkih preduzeća imati priliku da se upoznaju i razmjene kontakte sa najznačajnijim predstavnicima njemačke turističke privrede. Takođe, ovo će biti prilika da se kako na državnom tako i na lokalnom nivou, preduzmu sve neophodne aktivnosti i ulože maksimalni naponi kako bi se naša zemlja adekvatno pozicionirala na ovom značajnom emitivnom tržištu.

Danica Čeranić, direktorka Montenegro Convention Bureau

62nd Annual Convention of German Travel Association

GREAT OPPORTUNITY FOR MONTENEGRO - GERMANY TOURISM

Every year, top professionals from the German tour operator and travel sales markets meet at the DRV trade get-together. For the first time in the German Travel Association's (DRV) history, Montenegro will host the DRV's Annual Convention, with expected 800 – 1,000 participants. 62nd Annual Convention of DRV will be held in Budva from 15th to 17th of November 2012.



Jürgen Büchy

This year's Annual Convention will provide an excellent opportunity to make contacts with decision-makers in Montenegro's tourism industry, extend the range of services for German holidaymakers and make the variety of Montenegro's holiday options better known in Germany.

In order to present upcoming Convention we had the honor to speak with Mr **Jürgen Büchy**, DRV President.

1. This year is the 62nd Annual Convention of DRV (Deutscher ReiseVerband). What are main conditions that destination should fulfill to be host of the convention?

Various destinations apply each year to host the DRV Annual Meeting. Determining factors for the decision making process include sufficient flight connections (easy access from central German airports), the site itself (with respect to its touristic appeal, the potential for attractive evening event with up to 1,000 guests, as well as a starting point for the pre- and after conventions), the capacity of the congress center and the selection of

quality hotels. It is also important that potential candidates have already gained experience in hosting and organizing such large-scale event.

The annual convention offers a perfect basis and opportunity for networking with decision makers and to gain new contacts within the German tourism industry.

It is an excellent opportunity to represent the hosting country through destination workshops, dinner events and entertainment, hotels, transfers, excursions and pre- and post-tours.

2. Every year Convention has different hosting destination. Could you tell us main reasons for choosing Budva and Montenegro as a host?

The Board of Directors of the German Travel Association decided for Budva, Montenegro as a good place for the annual convention because of several reasons. One important aspect that supported our decision for Montenegro as the host was the country's abi-

lity to organize special charter flight connections so that participants from all over Germany would be able to travel there easily from one of the main German airports. They were also able to offer a variety of different hotel accommodations of different quality and price ranges as well as a conference center and various locations where we could accommodate up to 1,000 people. Since 2006, Montenegro has been independent with tourism being its most significant industry. In 2010, 25,381 German guests visited the country on the Adriatic coast.



copyright © DRV Limberg



Traditional dance "Oro"



Rafting on Tara river

Each year Convention has another hosting country: 2006 - Tenerife, 2007 - Turkey, 2008 - Budapest, 2009 - Egypt, 2010 - Morocco, 2011 - South Korea, 2012 - Montenegro.

In 2011 already around 35,000 Germans visited Montenegro. Montenegro generates more than one fifth of its government revenues in tourism. Already one person in five is working in the domestic tourism industry, a trend that is increasing. As an important partner of Montenegro's tourism industry, we want to help make the country's natural and cultural treas-

res even better known in Germany. We are therefore particularly looking forward to visiting the Budva region and meeting there this year.

We very much appreciate the invitation extended by Montenegro's tourism officials.

Montenegro has much to offer: almost 300 km of coastline, rugged mountain areas with mountains over 2,500 m high, a 6,000 km network of hiking and biking trails as well as five national parks. In the country's development, Montenegro's tourism officials attach importance on sustainability. Nature conservation and sustainable development have constitutional sta-

tus since 1991. A "National Strategy for sustainable Development", an environmental legislation and a tourism master plan - at least until 2020 - set specific targets. The country receives support from several nations and organizations like, for example, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

3. What will Annual Convention 2012 provide for Montenegro and what for German participants?

There will be an interesting and thrilling three-day-conference program with a lot of presentations, speeches, discussions and workshops. Furthermore, all the participants will get an overview of the touristic highlights in the country. Three special workshops with excursions to the main hot spots in the county will complete the congress program. From our experience we can say that the numbers of German tourists tends to increase in the respective host countries after our annual convention.

The reason for that is the large amount of press coverage before, during and after the convention and the region and county where the meeting is being held. The annual convention of the DRV is joined by around 30 journalists from Germany and a lot of



copyright: DRV/Limbeg



Summer Carnival in Kotor



local media is present at the convention to report for the national and regional newspapers, TV and broadcasting stations.

Therefore such a big event is a great possibility for a destination to promote itself, the highlights, the potential and the future plans for the tourism market.

4. In your opinion, how developed is tourism in Southeast Europe region, especially, field of meeting industry?

From our point of view there is still a lot more potential for leisure travel as well as for meetings and conferences in the whole region.



Smoked ham and cheese

On the other hand we see more potential for need to invest much more in the infrastructure – to increase hotel capacity and improve meeting facilities, for example.

S. G.

For Montenegro's tourism, the German Travel Association (DRV) convention has been the most important meeting so far, whose positive effects will remain long after it has ended.

The convention of DRV, which as an umbrella association numbers several thousand top German companies, will bring together around 1,000 representatives of tour operators and travel sellers from this market, airlines, insurance companies and a considerable number of media. DRV gathers the top German companies such as Lufthansa, Deutsche Bahn, Tui, Thomas Cook, Air Berlin, Dertour, etc. Around 80% of total tourist turnover in the German market is executed through the members of this association. The German tourist emittive market is one of the most important global markets with over 60 million travels per year.

We believe that this convention will have a major effect on the promotion of Montenegro's tourist offer in the German market and beyond. In addition, it is important to say that the representatives of Montenegros' hotel, restaurant, catering and tourist companies will have an opportunity to meet and establish contacts with the major representatives of the German tourist sector. Also, this will be an opportunity on both, the national and the local level, to take all necessary activities and invest all efforts in proper positioning of our country in this important emittive market.

Danica Ceranic, Montenegro Convention Bureau Director

Hotel Amfora, Sunčani Hvar

POS AO I UŽITAK NA JEDNOM OD NAJLJEPŠIH OTOKA NA SVIJETU

Amforin poslovni centar prostire se na 3.800 m² i nudi mogućnost prilagođavanja veličine dvorana prema potrebama klijenata. Osim što su fleksibilne, dvorane su prozirne i svjetle zbog golemih prozora s kojih se pruža spektakularan pogled na obližnje Paklinske otoke i morsku pučinu. Osim unutarnjih dvorana, Amfora nudi mogućnosti održavanja poslovnih sastanaka, konferencija ili događanja na čak 5.000 m² otvorenog prostora u prekrasnom prirodnom ambijentu okruženom mediteranskim biljem, te kaskadnim bazenom i morem u pozadini.



Hoteli Sunčani Hvar nude nebrojene mogućnosti za organiziranje poslovnih sastanaka, kongresa, konferencija i posebnih događanja. Hotel Amfora, najveći i sadržajima najbogatiji poslovni centar na otoku Hvaru, pruža iznimne kongresne mogućnosti.



Suvremena tehnička opremljenost, multifunkcionalne dvorane i profesionalno osoblje udovoljit će svim profesionalnim potrebama i zahtjevima. Uz raznolike kongresne mogućnosti Amfore, idilično okruženje i prirodne ljepote otoka Hvara stvaraju idealnu kombinaciju uz koju posao i užitak idu ruku pod ruku, stvarajući produktivnu atmosferu u slikovitom ambijentu jednog od najljepših otoka na svijetu.

Amforin poslovni centar prostire se na 3.800 m² i nudi mogućnost prilagođavanja veličine dvorana prema potrebama klijenata. U sklopu poslovnog

centra nalazi se i nekoliko moderno uređenih i funkcionalnih prostorija za sastanke.

Osim što su fleksibilne, dvorane su prozirne i svjetle zbog golemih prozora s kojih se pruža spektakularan pogled na obližnje Paklinske otoke i morsku pučinu.

Osim unutarnjih dvorana, Amfora nudi mogućnosti održavanja poslovnih sastanaka, konferencija ili događanja na čak 5.000 m² otvorenog prostora u prekrasnom prirodnom ambijentu okruženom mediteranskim biljem, te kaskadnim bazenom i morem u pozadini.

Sve ovo čini Amforu i Hvar pravim odabirom za nezaboravne team-buildinge, inspirativne poslovne sastanke, konferencije i glamurozna događanja.

OSTVARITE DODATNU VRIJEDNOST UZ PONUDU 80/20!

Ostvarite 100% rezultat uz 80% ulaganja koristeći povoljnosti jedinstvene ponude koje nude Hoteli Sunčanog Hvara. Na 10 korisnika Residential paketa odobravamo cijenu za 8, pružajući tako dodatnu vrijednost za vaše povjerenje.



Hotel Amfora, Suncani Hvar

BUSINESS AND PLEASURE AT ONE OF THE MOST BEAUTIFUL ISLANDS IN THE WORLD

Amfora boasts over 3,800 square meters of adaptable business space, which is impeccably serviced by the team of highly skilled professionals. At the conference centre there are flexible ballrooms illuminated by floor-to-ceiling windows that peer over Hvar's bay, across the Paklinski islands and the azure horizon. Surrounded by an array of well-groomed garden, cascading pools and elegant terraces, Amfora also provides over 5,000 square meters of outdoor event space.



Sunčani Hvar Hotels offer countless possibilities for a wide range of business conferences, professional gatherings and special events.

Outstanding amenities of Hvar's premier business centre in hotel Amfora, together with the island's pristine natural beauty will create a delightful and dynamic mixture of business and pleasure.

Amfora's progressive attitude and impressive organization make it easy to mix business with pleasure, without compromising the finer points of either.

Overall, Amfora boasts over 3,800 square meters of adaptable business space, which is impeccably serviced by the team of highly skilled professionals. At the heart of the conference centre are several meeting rooms and a pair of flexible ballrooms illuminated by floor-to-ceiling windows that peer over Hvar's bay, across the Paklinski

islands and the azure horizon. Surrounded by an array of well-groomed garden, cascading pools and elegant terraces, Amfora provides over 5,000 square meters of outdoor event space that seamlessly cascade down to the resort's private beach.

Tranquil waterfalls, fragrant foliage and a sweeping sea view create an elegant ambiance for special engagements and a creative atmosphere for open-air meetings and teambuilding.

GET MORE VALUE WITH THE 80/20 OFFER!

Achieve 100% results with 80% cost invested while congressing at Sunčani Hvar Hotels: out of ten delegates who use our Residential package, you will incur the costs for eight! The luxury accommodation and state of the art meeting facilities will absolutely ensure overall contentment of your clients and their impeccable meeting results.



Osigurati lojalnost kupaca

ZADOVOLJAN KLIJENT – NAJVEĆI USPEH VAŠE KOMPANIJE

Svi znamo da je zadovoljstvo klijenata suštinski važno ne samo za veliki uspeh u nekom poslu, već i za njegov puki opstanak. Klijenti, kupci, mušterije su ti koji ocenjuju koliko je naš rad, usluga ili proizvod dobar i potreban na tržištu. Mi možemo da smatramo da smo pružili vrhunsku uslugu i uložili 100% sebe, čak to može misliti i naš nadređeni i sam GM, ali ako klijent ne deli naše mišljenje, negde suštinski grešimo.

Samo „dobra usluga“ danas više nije dovoljna. Dobra usluga znači da ćete uraditi ono što ste rekli, na način na koji ste obećali, pod uslovima, sa rokom i cenom koju ste dogovorili.

Uz to, ona mora pružiti nešto neočekivano, a to može da se postigne i dodatnim sitnicama, detaljima, nešto što ne mora prodavca mnogo da košta, ali stvara dodatnu vrednost.

Uvek su sitnice te koje prave razliku i šalju poruku kupcu da cenimo njegovo poverenje.

Trebalo bi napomenuti da je zadovoljstvo klijenata više emocionalne prirode, nego zadovoljstvo zasnovano samo na dokazima i činjenicama.

Tačnije, i jedan i drugi aspekt su bitni i utiču na celokupan utisak o zadovoljstvu. Naravno, taj odnos racionalnog i emocionalnog zavisi od vrste usluge

ili proizvoda koji se nudi. Na primer, ukoliko se radi o nekom leku, veće značenje imaju za nas dokazi da je taj lek odgovarajući i da uklanja uzrok bolesti, ali ako se radi recimo o nekom proizvodu za ulepšavanje, vrlo često presudnu ulogu pri njegovom izboru će imati dizajn pakovanja proizvoda ili reklama vezana za njega, koja potvrđuje ono što smo želeli da čujemo. Kada govorimo o zadovoljstvu

uslugama, tu je uglavnom presudan emocionalni, lični faktor, pa je stoga, neophodan psihološki, individualni pristup klijentu, kako bi zadovoljili njegove potrebe, i naravno, njegov ego.

S obzirom da smo ustanovili da je zadovoljstvo klijenata primarno u svakom poslovanju, kako ćemo ustanoviti da li su naši klijenti zadovoljni?

Da ne bismo angažovali astrologe ili proveli sate na *brainstorming* sastancima sa kolegama, zbog toga, najbolji način jeste da ih pitamo.

To možemo učiniti licem u lice, putem telefona, mejla, slanjem upitnika o zadovoljstvu korisnika.

Naravno, pri tome treba voditi računa da ih ne spamujemo i da uvek pitamo da li imaju vremena i u krajnjem slučaju, da li žele da odgovore na

Premašite očekivanja Vaših kupaca. Ako to uradite, oni će se vratiti. Dajte im ono što žele – i malo više. Neka znaju da ih cenite. Izvucite ono dobro i učite na svojim greškama. Stanite iza svega što radite. Nekada je i prosto izvinjenje dovoljno da popravi eventualnu neugodnu situaciju.





Zašto je zadovoljstvo klijenata važno?

- Klijent ostaje duže sa kompanijom
- Klijent produbljuje svoju vezanost sa kompanijom
- Klijent preporučuje proizvode ili usluge kompanije
- Klijent pokazuje manju osetljivost na promenu cena

nekoliko pitanja vezanih za zadovoljstvo pruženom uslugom ili kupljenim proizvodom.

Najbolji trenutak za ispitivanje zadovoljstva korisnika jeste kada im je taj doživljaj svež u pamćenju. Ako se previše zakasni sa upitnikom, sam njihov odgovor će biti manje tačan, korisnik će verovatno biti manje zainteresovan da odgovori na pitanja, a postoji i mogućnost da nas pomeša sa drugom kompanijom.

Najvažnija stvar kod ispitivanja zadovoljstva korisnika jeste – šta ćemo uraditi sa rezultatima ispitivanja i njihovim odgovorima?

Sam čin vršenja evaluacije zadovoljstva pruženom uslugom ima pozitivan psihološki efekat kod kupca. Na taj način se šalje poruka koliko

nam je on bitan, njegovo iskustvo, mišljenje i osećanja.

Pri tome uvek treba biti spreman na prihvatanje kritika, i na njihovo usmeravanje u pozitivnom smeru.

Ali, ukoliko vršimo ispitivanje zadovoljstva naših klijenata, i nakon toga, ne uradimo ništa po pitanju rešavanja nekih eventualnih nesporazuma, njihovih sugestija ili nezadovoljstava, gubimo kredibilitet, profesionalni imidž i naklonost tog klijenta. Svakako ne želimo imidž praznih priča u predizbornim kampanjama političara.

M. M.

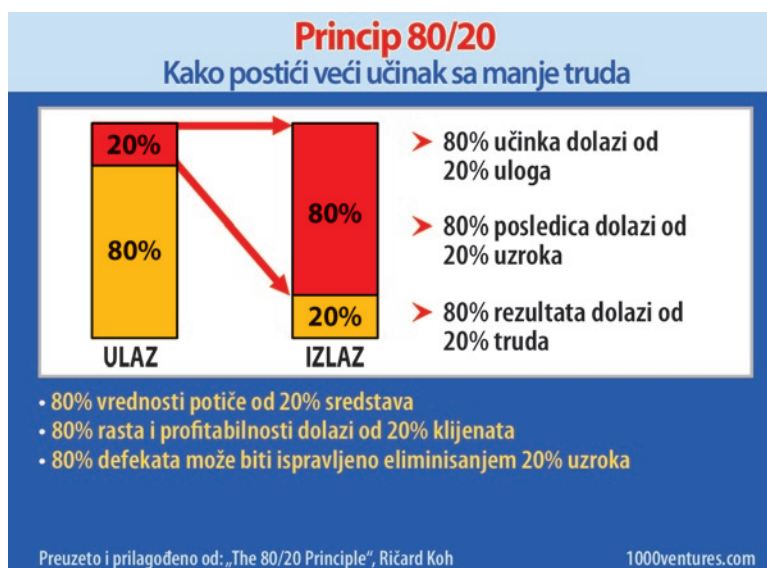
Princip 80/20

Ovaj princip tvrdi da postoji ugrađena neravnoteža između ulaza i izlaza, uzroka i posledica, truda i rezultata.

On se odnosi na tezu da će 80% rezultata doći od 20% truda.

Nekoliko stvari je važno, ostale nisu. Harvard Business Review je iskazao ovaj princip u praksi:

Kompanije bi mogle da povećaju svoj profit od najmanje 25%, samo smanjenjem nezadovoljstva njihovih kupaca za 5%.



Provide Customer's Loyalty

A SATISFIED CLIENT – A COMPANY'S GREATEST SUCCESS

We all know that client satisfaction is vital not only to the success of a business but also to its mere survival. Clients, buyers, customers – they are the ones who will decide how good our work, service or product is, and the extent to which it is needed on the market. We may think we have provided outstanding service and invested maximum effort and even our superiors and the GM may think so, but if our client doesn't share these feelings, then we are doing something wrong.

Just "good service" isn't enough anymore. Good service simply means that you will do what you promised to do, in the way you promised to do it, and under the terms, within the time frames, and for the price that you agreed to. Besides this, the service has to provide something that's not expected and that can be achieved through details, additional perks, things that don't have to be pricey for the service provider but can create additional value.

The details are what makes the difference and lets the buyer know that we appreciate his trust.

One thing to keep in mind is that client satisfaction has to do with emotions rather than being based on proof and facts. Actually, both aspects are

important and will affect a client's general impression. Needless to say, that ratio of rational versus emotional depends on the type of service or product offered. For instance, where medication is concerned, we will be more impressed by evidence that a certain type of medicine is suitable and will heal an ailment, whereas in the choice of a beauty product we will often be drawn by the appearance of its packaging or by the advertisement telling us things about it that we want to believe.

When we speak of satisfaction with any service, the vital factors are of an emotional and personal nature and require a psychological, individual approach to the clients that will satisfy their needs and, obviously, their ego.

Give your buyers more than they expect. If you do that, they will keep coming back. Give them what they want – and a little extra. Make them feel appreciated.

Pull out the good but don't forget to learn from your mistakes. Stand behind everything you do. Sometimes a simple apology is enough to make an awkward situation better.

Now that we have established that client satisfaction is vital in any business, how will we determine whether our clients are satisfied? Much better than engaging the services of an astrologer or spending hours brainstorming with coworkers is simply to ask them.

We can do that face to face, by phone, e-mail, or by sending questionnaires about client satisfaction.

Of course, we should take care never to spam them and to always inquire whether they have time and whether they are willing to answer a few questions about how satisfied they are with a certain service received or product they have purchased.

The best time to inquire about client



Why is client satisfaction important?

- The client remains loyal to the company
- The client gets more attached to the company
- The client recommends the company's products or services to others
- The client is less sensitive to price changes

80/20 Thinking

How To Achieve More with Less

INPUT

20% (red)

80% (yellow)

OUTPUT

80% (red)

20% (yellow)

- > 80% of outputs result from 20% of inputs
- > 80% of consequences flow from 20% of causes
- > 80% of results come from 20% of effort

- 80% of value is produced with 20% of resources
- 80% of growth and profitability comes from 20% of clients
- 80% of defects can be eliminated by correcting 20% of causes

Adapted from: "The 80/20 Principle", Richard Koch 1000ventures.com

The 80/20 Principle

According to this principle, there is an inherent imbalance between input and output, cause and effect, effort and results.

It's a theory saying that you can achieve 80% results by putting in 20% effort.

Only a few things are important, the rest are not. The Harvard Business Review showed this principle in practice:

Companies could increase their profit by at least 25% just by reducing the dissatisfaction of their clients by 5%.

satisfaction is when the client's impressions are still fresh.

A questionnaire coming long after the event will garner less precise answers, less interest from the person being asked, and there is the added risk the client might confuse us with another company.

The most important aspect of doing a survey on client satisfaction is what we are going to do with the results of

the survey and with the answers that we get.

The actual act of inquiring into client satisfaction has a positive psychological effect on buyers. We are sending them the message that they are important to us, that we value their experience, opinion, and feelings.

Always be ready to accept criticism and to steer it in a positive direction. If we inquire about our clients' satis-

faction and then do nothing to resolve any misunderstandings, fail to act upon their suggestions, or to address their dissatisfaction, we will lose credibility, our positive professional image, and the clients' favor. We certainly don't want to create the impression that we are all talk and no action as politicians in election campaigns.

M. M.



LET YOUR EVENT BE GRAND

PORTOROŽ

PIRAN

IZOLA

STRUNJAN

10 hotels of different categories ■ 31 multifunctional meeting rooms ■ biggest convention hall with 1.100 seats
state-of-the-art technical equipment ■ top wellness centres ■ restaurants & bars ■ Casinò Bernardin ■ Marina Bernardin



BERNARDIN GROUP
RESORTS & HOTELS

Hoteli Bernardin d.d., Obala 2, 6320 Portorož, Slovenia
Tel.: +386 5 690 70 00 / E-mail: booking@bernardingroup.si
www.bernardingroup.si

Slovenia

Event menadžeri u praksi

ŠTA JE POTREBNO KAKO BI KUPAC U KONGRESNOM TURIZMU BIO ZADOVOLJAN?

Svakom pružaocu usluga u poslovnom i kongresnom turizmu, bilo da je hotel, event prostor ili agencija mora biti na prvom mestu zadovoljstvo svojih klijenata. Konkurencija je danas suviše velika da bi mogli da priušte neobaziranje na tu fundamentalnu činjenicu.

Kako bi sa ponosom mogli da kreiraju spisak svojih referenci zadovoljnih korisnika, trebalo bi da budu svesni kriterijuma na osnovu kojih se kupci u poslovnom turizmu deklarišu kao zadovoljni pruženom uslugom.

SEEBtm magazin je tokom juna 2012. godine vršio istraživanje među korisnicima usluga u kongresnom i poslovnom turizmu o najvažnijim kriterijumima koji utiču na to da oni budu zadovoljni.

U ovom istraživanju su učestvovalе banke, kompanije i nevladine organizacije iz regiona Jugoistočne Evrope, većinom iz Srbije, Hrvatske, Crne Gore i Bosne i Hercegovine.

Nakon događaja koji organizuju, ono što prvenstveno doprinosi tome da klijenti budu zadovoljni organizacijom i da smatraju da je događaj prošao uspešno jesu **ljudi** - kvalitet usluge, ljubaznost, dostupnost i sposobnost osoblja i zaposlenih da rešavaju nepredvidive situacije i iskrsele probleme i potrebe na licu mesta.

Fleksibilnost menadžmenta, odnosno sposobnost i mogućnost davanja ponude po specifičnim zahtevima klijenta je takođe jedan od visoko kotiranih kriterijuma za zadovoljstvo klijenata.

Pristupačna i prihvatljiva **cena**, kao i pošten i fer odnos prema klijentu se nalazi na trećem mestu.

Ne manje važan kriterijum jeste taj da se **dogovor** sa hotelom ili agencijom **u potpunosti ispoštuje**.

Organizatorima je važna činjenica i olakšavajuće saznanje da su pronašli pouzdanog partnera za realizaciju svog događaja.

Sadržaji objekta, naravno igraju bitnu ulogu, tačnije, odgovarajuća **sala za seminare** sa tehničkom opremom i postavkom, restoran i dodatni wellness i sportski sadržaji u zavisnosti od vrste događaja.

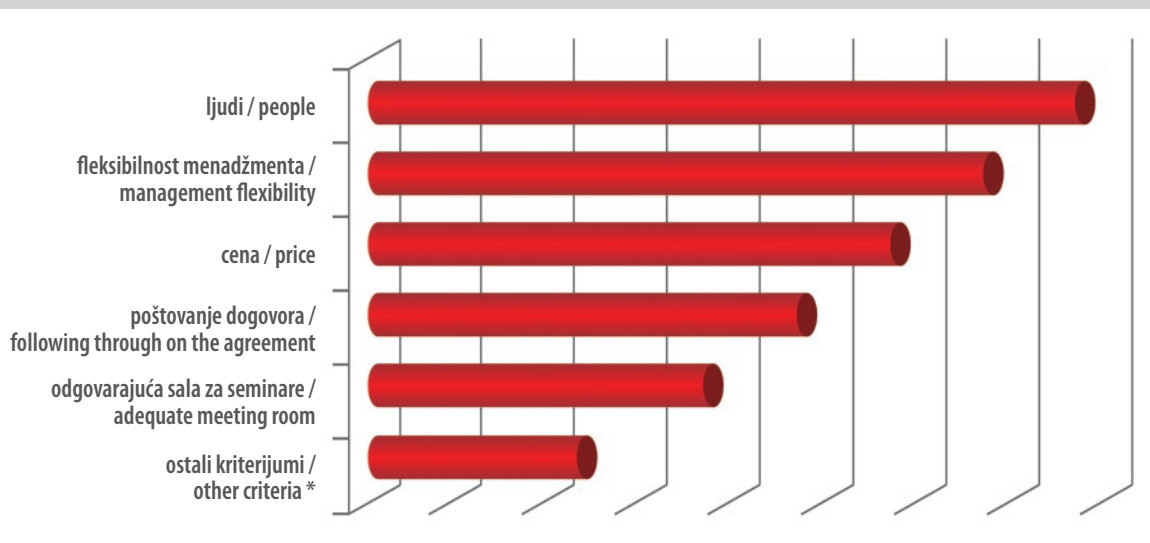
Ostali kriterijumi koji se navode kao značajni jesu: jasna i konkretna ponuda, lokacija, kvalitet hrane i pića i higijena.*

99% ispitanika je odgovorilo da **vrše ispitivanje zadovoljstva učesnika** (sopstvenih klijenata ili partnera) na događajima koje organizuju i na osnovu toga vrše krajnju ocenu uspešnosti samog događaja.

Evaluaciju uglavnom vrše upitnicima, anketnim listićima, ali i usmenim putem. Pri izboru lokacije, hotela ili agencije, organizatori uglavnom **ne traže preporuke, već se oslanjaju na sopstveno iskustvo**.

Preporuke su dobrodošle, ali lični utisak i inspekcija hotela, kad god je to moguće, pre sklapanja dogovora o saradnji su presudni.

Kriterijumi koji utiču na zadovoljstvo klijenata /
The criteria that has most effect on client satisfaction



Primećujemo da je kod nevladinih organizacija izraženiji uticaj preporuke i iskustva drugih bliskih organizacija, zbog specifičnosti zahteva NVO sektora.

Šta izbeći kako bi imali zadovoljnog klijenta?

Najčešći propusti od strane hotela/agencije, a koji direktno utiču na to da se više ne koriste njihove usluge, jeste **nepoštovanje dogovora** ili odredbi ugovora. Čak 85% ispitanika je navelo ovaj razlog kao uzrok njihovog nezadovoljstva.

Još jedan od glavnih uzroka nezadovoljstva pruženom uslugom prilikom organizacije događaja, koju ispitanici navode, njih 80%, jeste upravo **loša usluga i neljubaznost osoblja**.

Nehigijena, neurednost soba, slabo čišćenje za vreme kafe pauza, kao i usluga koja nije na očekivanom nivou u odnosu na rang hotela.

Loša hrana kao i ušteda na hrani, naročito u slučaju švedskog stola, isto tako ostavljaju negativan utisak na organizatore.

Kao propusti se navode i **nedovoljna fleksibilnost prilikom dogovora**, nerazumevanje menadžmenta, i nepostojanje osobe koja je direktno zadužena i odgovorna za konkretan događaj, što ima za posledicu kašnjenja u pripremi i neorganizovanost. 75% učesnika u istraživanju je odgo-



vorilo da hoteli i agencije čiju su uslugu koristili **ne vrše evaluaciju** koliko su oni kao njihov klijent bili zadovoljni.

Međutim, uglavnom ističu da su oni spremni i raspoloženi da sami pohvale hotel ili osoblje ukoliko su posebno zadovoljni, a uglavnom nemaju praksu da ponavljaju mesta na kojima nisu ispunjena njihova očekivanja ili ukoliko se neki propusti u organizaciji ponove, prekidaju saradnju. Iskusni organizatori skupova ističu da

prapatne sitnice u organizaciji i pristupu hotela ili agencije utiču na celokupnu sliku uspešnosti događaja.

Ono što se naročito ističe jeste **lakoća prilagođavanja vanrednim situacijama, izlaženje u susret posebnim potrebama učesnika** (na primer kuvanje domaće kafe koja se inače ne služi, poseban, recimo vegetarijanski meni za učesnike, detalji u posluživanju - pamćenje potreba svojih gostiju), kao i stalno pominjana ljubaznost osoblja.

Danas niko ko se bavi ugostiteljstvom i turizmom ne bi smeo da zanemari važnost **ljubaznog osoblja** i zaposlenih, iako se čini da, na žalost, to nije redak slučaj u našem regionu.

Zato bih za kraj, naglasila suštinsku ulogu svih pružalaca usluga u kongresnom i poslovnom turizmu, a to je **iskreno razumevanje i izlaženje u susret potrebama svojih klijenata, i realizovanje tih potreba sa osmehom i ljubaznošću**.

M. M.



Event Managers in Practice

WHAT IT TAKES TO SATISFY THE BUYER IN MEETINGS INDUSTRY?

Any service provider in meetings industry whether a hotel, venue or agency, must focus on no other than client satisfaction. Competition today is too intense to allow neglecting this essential fact. To be able to proudly create their satisfied customer reference list, they should be aware of the criteria on which basis the buyers in business tourism say they are satisfied with the rendered service.

During June 2012, SEEbtm magazine carried out a research among buyers in meetings industry about the major criteria affecting their satisfaction. This research was taken part by banks, companies and non-government organizations from the region of Southeast Europe, mostly from Serbia, Croatia, Montenegro and Bosnia and Herzegovina.

After the events they organize, the primary thing contributing to clients' satisfaction with organization and their feeling that the event has been a success are **people** - staff and employee service quality, politeness, availability and capability to solve unpredictable situations and arisen problems on-site.

Management flexibility, or the capability and availability to provide a customized offer according to specific client requirements is also one of the highly rated criteria for client satisfaction.

An affordable and acceptable **price**, as well as honest and fair client treatment comes third.

Nothing less important criterion is **following through on the agreement** with a hotel or agency.

What is important to organizers is the fact and relief of knowing that they have found a reliable partner for their event organization.

Facility amenities are also important, more precisely, an **adequate meeting**

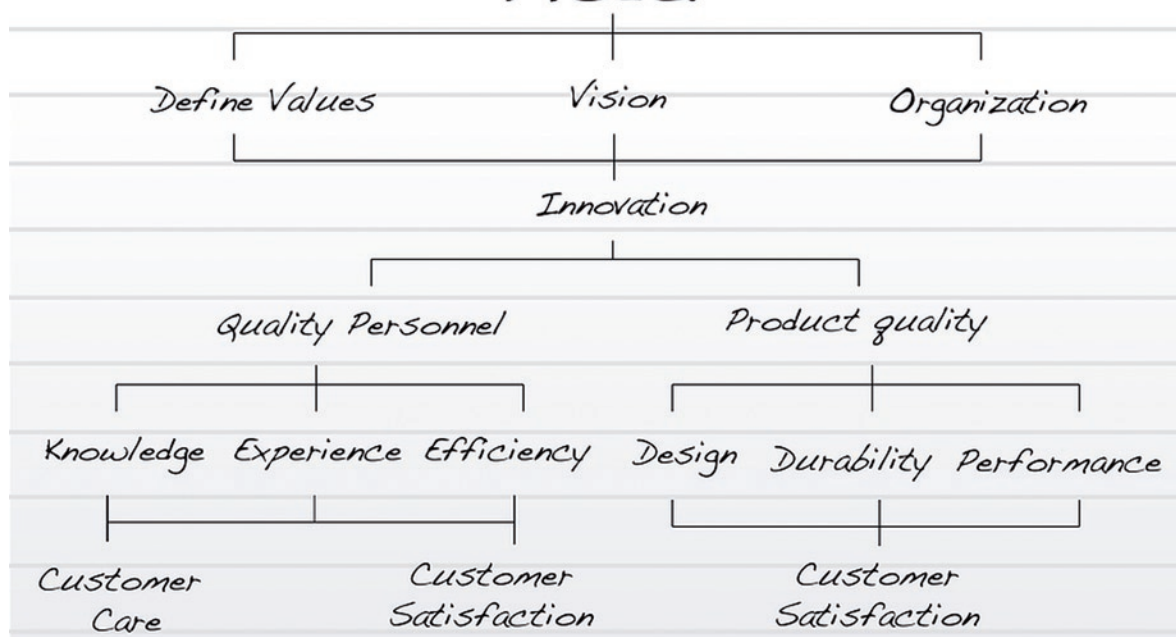
room with technical equipment and setup, restaurant and any additional wellness and sports amenities depending on the type of event.

The other criteria stated as important are: clear and specific offer, quality of food and beverage and hygiene.

99% of respondents replied that they **run participant satisfaction survey** (for their own clients or partners) at the events they organize and use it as the basis for doing the final evaluation of the success of the event itself.

The satisfaction survey is normally done through questionnaires and leaflets, but verbally too. When choosing a venue, hotel or agency, organizers normally **do not go after references, but rely on their own experience.**

Business Success Model





References are welcome, but the personal impression and site inspection, whenever possible, and prior to striking a deal on cooperation, are crucial. We can see that non-government organizations rely more on references and experience of other kindred organizations due to specific NGO requirements.

What to avoid in order to have a satisfied client?

The most frequent failure by a hotel/agency, directly affecting the clients to abandon their services, is **disregard of the deal** or contractual provisions. As much as 85% of respondents have stated this as the reason for their dissatisfaction.

Another major cause for dissatisfaction with rendered services during an event organization as stated by respondents (80%) is no other than **poor service and impolite staff**.

Poor hygiene, messy rooms, poor cleaning during coffee breaks, as well as any service failing to meet expectations derived from the hotel ranking.

Bad food, as well as sparing food, especially in case of buffet also makes bad impression on organizers.

Other failures stated by the respondents are **insufficient flexibility during negotiations**, management's lack of understanding, and lack of a person in charge of and responsible for the specific event, resulting in de-

layed preparations and lack of organization.

75% of respondents have answered that **hotels and agencies whose services they have used do not evaluate** their satisfaction as clients.

However, respondents mostly say to be ready and willing on their own to give compliments to the hotel or staff if they are particularly satisfied, and usually do not re-use the venues failing to meet their expectations or if any organizational failures repeat, they quit cooperation.

Experienced event organizers point out that supporting little things in the hotel's or agency's approach impact the entire image of how successful an event is. What is in the particular focus is an **easy adjustment to unexpected situations, addressing specific participant needs** (e.g. making home-made coffee not served normally, a special, let's say, vegetarian menu for participants, serving details as remembering the guest needs), as well as the ever-stressed **polite staff**.

Today, no one dealing in HORECA and tourism should disregard the importance of polite staff and employees, although it may seem that such disregard is not rare in our region unfortunately.

Finally, that is why I would like to stress the crucial role of all service providers in meetings industry, which is to **honestly understand and address the client needs, as well as to fulfill that needs politely and with a smile**.

M. M.



Zadovoljstvo klijenata u praksi

PROCREDIT BANKA – DOBROM KOMUNIKACIJOM DO USPEŠNOG DOGAĐAJA

ProCredit banka, pored svoje osnovne delatnosti pružanja kompletnih bankarskih usluga najvišeg kvaliteta stanovništvu i privredi, učestvuje u mnogobrojnim događajima i sama organizuje iste više puta godišnje. Najveći broj tih događaja je posvećen klijentima banke i ima edukativan ili promotivan karakter, od edukativnih seminara i studijskih putovanja za preduzetnike, programa za mlade bankare i svoje zaposlene pa do akcija za decu i očuvanje životne sredine.

Svoja iskustva u organizaciji mnogobrojnih događaja, predstavnici ProCredit banke podelili su sa nama u ovom broju magazina SEEBtm.

1. Nakon događaja koji ste organizovali, šta obično doprinosi tome da budete zadovoljni organizacijom i smatrate da je događaj prošao uspešno?

Na osnovu našeg dosadašnjeg iskustva, može se reći da za uspešnu organizaciju svakog događaja ili skupa postoji nekoliko najvažnijih preduslova. Tu se u prvom redu radi o detaljnom poštovanju dogovora sa hotelom koji obezbeđuje smeštaj za učesnike, ali i ostale usluge poput korišćenja konferencijske sale, korišćenja računara, interneta i slično. Takođe, tu je svakako kvalitet usluge (ujednačeni standard soba kako se, na primer, ne bi desilo da su neki od gostiju smešteni u sobama sa klimom, a drugi u sobama bez klime, itd.), fleksibilnost i spremnost da se u kratkom roku odgovori na specifične, iznenadne ili dodatne zahteve.



Sportski vikend u Portorožu, leto 2012. god.

Od velikog značaja za uspeh svake organizacije je i stalna komunikacija i spremnost na dogovor. Iz tog razloga, važno je da uvek postoji konkretna kontakt osoba/predstavnik hotela koji je na raspolaganju za sve konsultacije, dogovore i eventualne izmene tokom boravka.

2. Da li vršite ispitivanje zadovoljstva učesnika na događajima koje organizujete i na osnovu toga vršite krajnju ocenu uspešnosti samog događaja?

Ispitivanje zadovoljstva i otvoren razgovor o svim aspektima događaja je sastavni i nezaobilazni deo naših aktivnosti. Razlog tome je krajnje jednostavan i razumljiv.

Naime, zahvaljujući ovim razgovorima nama se pruža prilika da sagledamo različita iskustva učesnika i sumiramo njihove utiske, kao i da na osnovu svega toga izvedemo pouzdane zaključke šta je i na koji način urađeno, ali i šta je ono što bi narednog puta trebalo unaprediti ili uraditi na drugačiji način.

3. Pri izboru lokacije i hotela, koliko Vam je bitna preporuka nekog zadovoljnog partnera ili klijenta da bi se odlučili za tu konkretnu lokaciju/hotel?

Prethodna iskustva klijenta i partnera i njihove eventualne sugestije i preporuke su uvek od velikog značaja pri donošenju odluke o mestu na kom ćemo organizovati određeni događaj ili skup. Iz tog razloga, uvek se trudimo da prikupimo što više takvih informacija.



Sportski vikend u Portorožu, leto 2012. god.

4. Koji su najčešći propusti od strane hotela a koji direktno mogu da utiču na to da više ne koristite njihove usluge?

Najčešći propust sa kojim smo se dosad susretali je nedovoljan broj smeštajnih kapaciteta, neujednačeni kvalitet smeštaja i nedovoljno kvalitetna ponuda u restoranima.

5. Nakon realizovanog događaja šta je ono što Vam ostaje u pamćenju kao glavni utisak, a vezano za usluge hotela?

U pitanju su ljubaznost osoblja, kao i spremnost da se u kratkom vremenskom roku i na najadekvatniji način odgovori na sve naše zahteve.

6. Možete li nam navesti primer nekog događaja koji smatrate da je bio među najuspešnije organizovanim i kojim ste bili naročito zadovoljni?

ProCredit banka svake godine organizuje veliki broj različitih događaja i okupljanja. Najveći broj tih događaja je posvećen našim klijentima i ima edukativan ili promotivan karakter.



Sportski vikend u Portorožu, leto 2012. god.

Neki od najuspešnijih događaja te vrste koje smo do sad organizovali su svakako bili edukativni seminari za klijente koje smo osim u Beogradu, organizovali i u Novom Sadu, Nišu, Kragujevcu i Subotici, kao i tradicionalna dodela naših priznanja za najuspešnija mala i srednja preduzeća i preduzetnike ProBiznis Lider i najuspešnije poljoprivrednike ProAgro Lider.

Takođe, organizacija sportskog vikenda koji je posvećen našim zaposlenima, svake godine predstavlja poseban izazov. Radi se okvirno o 800

zaposlenih banke koji se tokom jednog vikenda takmiče u sportskim igrama ali pre svega bliže upoznaju u cilju postizanja još bolje radne atmosfere nakon povratka na radna mesta. Lokacija događaja se svake godine menja i tako je prošle godine sportski vikend organizovan na Kopaoniku a ove godine u Portorožu u Sloveniji. Aspekti organizacije kojima smo bili najzadovoljniji su kvalitet kompletne usluge, izuzetna fleksibilnost i spremnost da nam se po bilo kom pitanju maksimalno izađe u susret.

S. G.

Client Satisfaction in Practice

PROCREDIT BANK – GOOD COMMUNICATION FOR A SUCCESSFUL EVENT

In addition to its main business, that of providing top quality, comprehensive bank services to individuals and enterprises, ProCredit Bank is a frequent participant and organizer of various events throughout the year. Most of these events are directed towards the bank's clients and are either educational or promotional in character, ranging from educational seminars, study trips for entrepreneurs, and programs for young bankers and employees to activities organized for the benefit of children and environment protection.

Their experience in organizing numerous events, representatives of ProCredit Bank shared with us for this issue of SEEbtm magazine.

1. After organizing an event, what usually contributes to be satisfied with an organization and to consider that an event has been a success?

Based on our experiences so far, we could say that there are several vital requirements that have to be met for an event or gathering to be successful. First of all there is the need to



Sports Weekend in Portoroz, Summer 2012



Sports Weekend in Portoroz, Summer 2012

carry out to the fullest the agreement made with the hotel providing the participants with accommodation and other services, such as the use of conference halls, computers, the Internet, etc. Another important aspect is quality of service (consistency in room standard, so we don't have situations where, for instance, some guests get rooms with air conditioning while others do not), as well as flexibility and willingness to respond promptly to specific, unforeseen, or additional requests.

Constant communication and readiness to come to an agreement are also vital to organizing a successful event.

That's why it's important to have a contact person, a hotel representative available for consultations, arrangements, and making changes during the participants' stay.

2. Do you do surveys of participants' impressions about events you organize and do you use the results to rate the success level of an event?

Enquiring about client satisfaction and open dialogue about all the aspects of our events are essential parts of our activities.

The reason for this is clear and simple. It's thanks to conversations like these that we have the chance to gather and sum up our client's impressions and draw reliable conclusions about what we have achieved, how we have achieved it, and what improvements or changes we should make next time.

3. When choosing the location and hotel, how important is the recommendation of a satisfied partner or client for you to choose that particular venue?

Prior experiences of our clients or partners and their suggestions and recommendations are extremely important factors in our choice of venue for a certain event or gathering. That's why we always try to get as many opinions of that type as we can.

4. What are some of the most frequent hotel shortcomings that can discourage you from using their services?

The disadvantages we most frequently experience in regard to hotels are insufficient accommodation capacity, inconsistent standards of accommodation, and inferior catering services in restaurants.

5. After finishing an event, what makes a lasting impression on you in terms of hotel service?

That is a courteous and obliging staff, always ready to react with speed and efficiency to any request on our part.

6. Can you give us an example of a well-organized event and one that you feel particularly satisfied about?

Each year, ProCredit Bank organizes a great many different events and gatherings. Most of these events are organized for the benefit of our clients and are either of an educational or promotional nature.

Some of the most successful events of that type that we have organized are certainly educational seminars for clients, which we have held not only in Belgrade but also in Novi Sad, Niš, Kragujevac and Subotica as well as the traditional awarding of our prizes to best small and medium companies and entrepreneurs, ProBusiness Leader, and to leaders in the sphere of agricultural, ProAgro Leader.

Another event that we take very seriously is the organization of the sports weekend for our employees every year. This is an opportunity for about 800 of our bank's employees to compete in sports but also to get to know each other better, which always makes for a better working atmosphere. The location for this event changes every year, last year we organized a sports weekend on Mt. Kopaonik, and this year in Portoroz in Slovenia.

The aspects of organization that left the best impression on us were the overall quality of service, exceptional flexibility, and willingness to meet all our requirements.

S. G.



Sports Weekend in Portoroz, Summer 2012

Bernardin Group Resorts & Hotels

SAVRŠENO MESTO NA „VRHU“ OBALE JADRANSKOG MORA

Bernardin Group & Hotels pruža kompletan asortiman usluga za one koji žele da provedu kvalitetno slobodno vreme ili organizuju sastanak, insentiv putovanje, kongres ili događaj na slovenačkoj obali, u mirnom i prirodnom okruženju, gde plavi Jadran stiže do samog srca srednje Evrope.



Bernardin Group & Hotels obuhvata 4 resorta - St. Bernardin, Adriatic Resort & Convention Centre; Metropol Resort; San Simon Resort i Salinera Bioenergy Resort, sa ukupno 1.645 hotelskih soba i 3.290 mesta u 30 višenamenskih sala koje imaju najsavremeniju tehniku i dnevno svetlo.

Dodatne atrakcije uključuju bazene, wellness centre, kazina i privatnu marinu. Promovišući Istru i slovenačku rivijeru, Bernardin Group pruža usluge najvišeg kvaliteta na nekim od najatraktivnijih lokacija na Jadranu - Portorož, Izola i Strunjan.

Najvažniju ulogu u kongresnoj industriji u okviru Bernardin Group-a ima St. Bernardin, Adriatic Resort & Convention, hotelski kompleks koji se nalazi na samoj obali između srednjovekovnog Pirana i modernog Portoroža. On gostima nudi boravak u nekom od tri hotela, od kojih je Grand Hotel Bernardin sa pet zvezdica prvi i najveći kongresni hotel u Sloveniji, sa 241 sobom i apartmanom, zatim Hotel Histrion sa četiri zvezdice u kome se nalazi 276 soba i Hotel Vile Park sa tri zvezdice i 239 soba.

Kongresni centar St. Bernardin, najveći hotelski kongresni centar u Sloveniji, ima 19 dvorana sa ukupnim kapacitetom od 2.615 mesta. Najveća kongresna dvorana Evropa može da primi 1.100 osoba u teatar postavci. Višenamenska funkcija kongresnog centra sa najsavremenijom tehničkom opremom omogućava organizaciju različitih događaja: kongresa, seminara i radionica, poslovnih sastanaka, novinarskih konferencija, kao i modnih revija i raskošnih banketa. Kongresni centar Metropol u Grand hotelu Metropol je idealan za organizaciju konferencija, seminara i drugih događaja.

Naš kongresni centar, koji se nalazi u neposrednoj blizini Portoroža, na raspolaganju ima 5 moderno opremljenih višenamenskih sala, recepciju, kancelariju i veliko predvorje namenjeno izlagачima i druženju tokom pauze. Stalno prisustvo hotelskog osoblja garantuje uspešnu i profesionalnu realizaciju događaja.

Pitate se onda, zašto odabrati baš Bernardin Group Resorts & Hotels? Zato što kada ih jednom pronađete na vrhu obale Jadranskog mora, sve ćete povezivati samo sa rečju „VRH“; lokaciju, sadržaje, ljude. Kada ga jednom doživite, nikada ga nećete zaboraviti. I na kraju, Bernardin Group Resorts & Hotels nisu jedini, ali jesu jedan od najboljih.



Bernardin Group Resorts & Hotels

IDEAL VENUES AT THE TOP OF THE ADRIATIC SEA

Bernardin Group Resorts & Hotels provide a complete range of services for those wishing to spend quality free time or organize meetings, incentives, congresses or events on Slovenia's Mediterranean coast, in a quiet and natural environment where the blue Adriatic reaches far into the very heart of Central Europe.

Resort comprises 4 resorts – St. Bernardin, Adriatic Resort & Convention Centre, Metropol Resort, San Simon Resort and Salinera Bioenergy Resort, with a total of 1,645 hotel rooms within five, four and three star category and a total of 3,290 seats in 30 multifunctional meeting rooms, all with state-of-the-art technical equipment and natural daylight. Additional attractions include swimming pools, wellness centres, casinos and private marina. Promoting Istria and the Slovene Riviera, Bernardin Group ensures the provision of services of the highest quality at some of the most attractive locations in the Adriatic - Portoroz, Izola and Strunjan.

The most important player in the Bernardin Group in the meetings industry is the St. Bernardin, Adriatic Resort & Convention, a hotel complex ideally located on the coast between the medieval Town Piran and modern Portorož. It offers three hotels, of which the five-star Grand Hotel Bernardin, the first and largest convention hotel in Slovenia with 241 rooms and suites, the four-star Hotel Histron with 276 rooms and the three-star Hotel Vile Park with 239 rooms.



The St. Bernardin Convention Centre at the Grand Hotel Bernardin is an extensive venue, designed to meet a variety of functions: conventions, seminars, workshops, presentations and product launches, press conferences, business meetings, elegant fashion shows and banquets. With a total of 19 multifunctional meeting rooms and divisible main hall Europe, for up to 1,100 delegates' theatre style, the convention centre is the right venue for up to 2,615 delegates.

The Metropol Resort is a hotel complex located in the close proximity of Portorož. The Metropol Conference Centre in Grand Hotel Metropol is the



ideal venue for hosting conferences, educational and other events.

The facilities comprise five stylishly equipped multipurpose halls, reception, office and a large lobby designed for exhibitors and mingling during intermissions.

So, why to choose the Bernardin Group Resorts & Hotels? Because once you found them at the Top of the Adriatic Sea, everything related is just TOP; location, facilities, people.

Once you experienced it you will never forget it. And at the end they are not the only one, but one the best.



Lidija Đurić, senior trening specijalista, Coca-Cola Hellenic Srbija

ODNOS PREMA KLIJENTIMA JE KLJUČ USPEHA

Današnja preduzeća su pod stalnim pritiskom dokazivanja u tržišnoj utakmici. To zahteva stalno praćenje novih trendova, tendencija, inoviranje postojećih znanja i usavršavanje u raznim oblastima poslovanja. Tako, bez osposobljenih i obrazovanih ljudi nema razvoja bilo koje kompanije, a znanje predstavlja temelj konkurentske prednosti jedne kompanije i osigurava njen dugoročni rast i razvoj.



Odličan način za unapređenje poslovnih veština svakog zaposlenog jeste trening i zato vodeće kompanije u regionu i šire, treninge svrstavaju u obavezne aktivnosti svog poslovanja. Povodom teme ovog broja magazina SEEbtm – Zadovoljstvo klijenata, imali smo prilike da porazgovaramo sa **Lidijom Đurić**, senior trening specijalistom u kompaniji Coca-Cola Hellenic Srbija.

1. Kada počinjete sa pripremom treninga za Vaše zaposlene, šta je prvenstveno potrebno da bude ispunjeno od strane hotela i prostora za trening kako bi otpočeli dalje dogovore?

Coca-Cola Hellenic je kompanija koja ulaže dosta truda i sredstava u razvoj svojih zaposlenih. Svakodnevno, za svojih nešto više od 1.200 zaposlenih, organizujemo veliki broj obuka. Samo u prošloj godini organizovali smo oko 60.000 sati treninga. Skoro polovinu ovih sati smo organizovali eksterno, u saradnji sa različitim hotelima. Meni kao organizatoru tako značajnog broja događaja, jako je važno da saradnja sa hotelom bude jednostavna, da imam jednu kontakt osobu sa kojom mogu brzo i lako da se dogovorim o svemu.

Ako pretpostavimo da hotel ima slobodne odgovarajuće sale za datum kada želimo da organizujemo trening, dogovor se nastavlja definisanjem uslova kao što su postavka sale, oprema neohodna za izvođenje treninga i osveženje za učesnike.

2. Koji su dodatni uslovi i sadržaji koje sala za treninge treba da poseduje s obzirom da je ponuda prostora za manji broj učesnika dosta velika?

Danas ima dosta hotela koji nude iznajmljivanje sala za sastanke i treninge, a jedan broj zaista spada u kategoriju modernih poslovnih hotela, dobro tehnički opremljenih, sa sopstvenim parkingom.

Mislim da nije teško pronaći prostor za održavanje treninga bilo u Beogradu ili negde drugde ako nam je potrebno da se izmestimo. Najznačajnija razlika među njima je međutim u njihovom odnosu prema nama kao svojim kupcima.

To je često ono što nas vraća u isti hotel više puta. Znamo šta nas tamo čeka i na šta možemo da računamo.

Moram da priznam da su naši zahtevi ponekad kompleksniji i drago mi je da postoje mesta i ljudi koji su spremni da ulože dodatni trud i vreme da bismo mi ostvarili svoje zamisli.

3. S obzirom da često organizujete treninge, koji su razlozi da ih organizujete više puta na istom mestu a koji da promenite lokaciju?

Odgovor na ovo pitanje je uglavnom sadržan u prethodnom. Sigurno nećemo ponovo koristiti usluge hotela ukoliko smo prethodni put iskusili neorganizovanost i neljubaznost osoblja. Sve se svodi na odnos osoblja prema nama kao klijentima i njihovu spremnost da nam omogućе da svoj trening održimo prema planu i u korektnim uslovima.

Neke tehničke nedostatke možemo da prihvatimo jer nisu svi u mogućnosti da obezbede vrhunsku opremu, ali odnos i posvećenost osoblja nije teško obezbediti.

4. Da li hoteli i agencije čije ste usluge koristili vrše evaluaciju koliko ste Vi kao njihov klijent bili zadovoljni? Ako da, da li ste primetili neke promene u pružanju usluge kao odgovor na Vaše eventualne sugestije?

Nismo do sada dobijali zahtev od hotela za popunjavanje formalnih upitnika. Naša standardna praksa je evaluacija treninga u okviru koje učesnici treninga između ostalog ocenjuju i mesto održavanja treninga i uslugu.

Ocenu i komentare učesnika treninga koji se tiču hotela delimo sa dobavljačima svaki put.

Drago mi je što mogu da kažem da se identifikovani propusti gotovo nikada ne ponavljaju. Trudimo se takođe da im se zahvalimo na dobroj usluzi i da svaki put istaknemo ako je nešto bilo naročito dobro.

5. Nakon realizovanog događaja šta je ono što Vam ostaje u pamćenju kao glavni utisak, a vezano za usluge hotela?

Mislim da je najbolje kada vam posle treninga hotel i ne pada na pamet.

To znači da je sve teklo glatko i da niste morali da reagujete. Naravno da se češće i duže pamte propusti pa je jednom stvoreni utisak teško ispraviti.

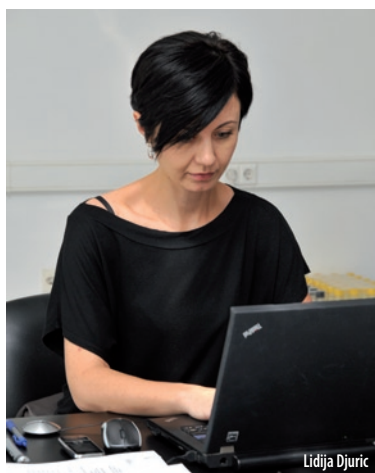
Savet korisnicima usluga hotela međutim je da daju drugu šansu nekom hotelu iako prvi put saradnja baš i nije bila uspešna, a hotelima da prihvate sugestije svojih klijenata jer im one samo pomažu da svoju uslugu podignu na viši nivo.

S. G.

Lidija Djuric, Senior Training Specialist, Coca-Cola Hellenic Serbia

CUSTOMER RELATIONSHIP - THE KEY TO SUCCESS

Today's companies are under constant pressure to prove themselves in the general market competition. That calls for continuous following of new trends, tendencies, innovation, and advancement in various areas of business. Hence, without skilled and trained manpower there can be no talk of a company's prosperity, and knowledge has become the basis of competitive advantage, ensuring a company's long term development and growth.



Lidija Djuric

Training is an excellent way to improve the business skills of every employee and is therefore an important aspect of every successful domestic and foreign company's business policy. We spoke with **Lidija Djuric**, Senior Training Specialist at Coca-Cola Hellenic Serbia about the main topic of this edition of SEEbtm magazine – Client Satisfaction.

1. When you planning the training for your employees, what are the essential requirements a hotel and its training facilities have to satisfy before you even consider them for further negotiations?

Coca-Cola Hellenic invests a lot of effort and resources in the training of its employees. We organize a variety of training courses for over 1,200 employees on a daily basis.

Only last year we organized approximately 60,000 hours of training. About one half of that time was organized externally, in cooperation with different hotels.

As the organizer of so many events, I find ease of communication with

hotels to be a key issue, I like to have one contact person with whom I can find efficient solutions and organize things. If the hotel's facilities are available on the days when we want to organize our training, the next step in negotiations is to define the terms for the training facilities, the necessary equipment, and refreshments for the participants.

2. What other conditions and facilities does a training room have to provide considering the fact that the offer of meeting rooms for minor numbers of participants is considerable?

There are plenty of hotels that lease meeting and training rooms and a number of them really do fall within the category of modern business hotels, providing good technical equipment and own parking. I don't think it's too difficult to find venue for training either in Belgrade or in any other city, if there is need to go outside it.

The greatest difference between the hotels is their treatment of us as their

customers. That is what often keeps us coming back to the same hotel.

We know what to expect and what we are sure to find there. I have to admit that our demands sometimes exceed the normal scope of services and I am glad that there are venues and people willing to make the effort and put in the time to help us put our ideas into effect.

3. As you often organize the training, what are the reasons that will make you organize them in one place several times or that will make you change venue?

More or less the same things I mentioned in my previous answer.

We certainly won't think of using a hotel again if what we experienced the





previous time was inadequate organization and poor service. It all comes down to the attitude of the staff towards us as the client and their willingness to ensure our training proceeds according to plan and in satisfactory conditions.

We can accept certain technical limitations because not every hotel can provide high tech equipment but a responsive and dedicated staff certainly isn't too much to ask.

4. Do the hotels and agencies whose services you used evaluate the extent of your customer satisfaction? If so, have you noticed any difference in their service in response to any of your suggestions?

So far we haven't been asked to actually fill out any questionnaires. They get feedback from us every time we do business together and I am glad to say that the same mistakes aren't repeated.

We always try to express our appreciation for their good service and point out anything we were particularly pleased about during a particular training event.

5. Once a particular training event is over, what is it that leaves a lasting impression on you in terms of hotel service?

I think things went well if after the event you don't think about the hotel. That means everything went smoothly and that you had no reason to react. Oversights and mistakes aren't

easily forgotten and that kind of impression is difficult to change. A word of advice to those using hotel services is to give the hotel another chance even if the first time the service wasn't first rate, and to hotels, to accept their client's suggestions because that will only help them raise their service to the next level.

S.G.








Only 45 minutes from Belgrade (30 minutes from the airport) new 4-star BEST WESTERN PLUS Hotel Park is a **great alternative for the hotels in Belgrade and an ideal venue for business meetings, seminars, team buildings, promotions & celebrations.**

Best Western Plus Hotel Park has 73 rooms and suites, two elegant restaurants, outdoor cafe and a modern conference hall. It opened on **March 1, 2012.** and has already acquired a reputation as a „**pearl of a hotel**“. Guests are raving. Many important companies have already used Best Western Plus Hotel Park for their group events. Among them: **Mercedes Benz, Solidar Suisse, Euroscope incoming, Republic Bureau of statistics, Miross and Naled.**

Best Western Plus Hotel Park is located in Ruma, at the foothills of Fruska Gora, a beautiful place to spend a day or few days. Explore the charming town or visit the nearby **Fruska Gora National Park** with its numerous monasteries and lakes.

Includes: Welcome drink
Bottle of champagne in your room.
Accommodation for one night. Breakfast.
See details on www.hotelpark.rs

**WEEKEND
IN HOTEL PARK
ONLY 49€**





Tel: +381 22 47 09 30
www.hotelpark.rs

BUSINESS EVENTS WITH FLAIR



A DIFFERENT PERSPECTIVE. Le Meridien Split provides you with a different perspective on the destination, a new way of seeing Dalmatia through a selection of unique experiences offered throughout the resort and along this exciting coastline. Discover the unknown, gain cultural insight, see things differently!

- 381 Guest rooms
- 8 Meeting rooms
- 850m² pillarless ballroom
- Single level state of the art conference centre

Le **MERIDIEN**

VISIT WWW.LEMERIDIENLAVSPLIT.COM/MEETINGS
TO EXPLORE FULL DETAILS

For further information
call +385 21 500 500
or visit www.lemeridienlavsplit.com

LE MERIDIEN
SPLIT, CROATIA
N 43° 3' E 16° 32'
T +385 21 500 500
lemeridienlavsplit.com

spg
Starwood
Preferred
Guest

Le MERIDIEN

aloft

THE LUXURY COLLECTION

WESTIN

FOUR **POINTS**

element

Sheraton

ST REGIS

**W
HOTELS**

Zadovoljstvo klijenata u praksi

MERCATOR D.D. – ZADOVOLJSTVO ZAPOSLENIH NA PRVOM MESTU

Mercator d.d. razume da je zadovoljstvo na radnom mestu blisko povezano sa zadovoljstvom u životu; kao rezultat, kompanija nudi svojim zaposlenima niz pogodnosti na radnom mestu koje i povećavaju dobrobit radnika i daju podršku ličnim i profesionalnim odnosima. Pored pogodnosti određenih zakonom i opštim kolektivnim ugovorom u okviru trgovine, Mercator nudi zaposlenima brojne dodatne pogodnosti.

Sa ciljem da predstavimo kako kompanija Mercator d.d. iz Slovenije organizuje edukacije za svoje zaposlene, kao i odnos kompanije prema zaposlenima, imali smo prilike da porazgovaramo sa gospođom **Sašom Širca** iz sektora ljudskih resursa u kompaniji Mercator d.d.

1. Kao najveći poslodavac u Sloveniji, kompanija Mercator d.d., veliku pažnju posvećuje svojim zaposlenima. Možete li nam reći koje su aktivnosti kompanije usmerene na zadovoljstvo vaših zaposlenih?

Većina aktivnosti sektora ljudskih resursa usmerena je na veće zadovoljstvo naših zaposlenih.

Mercator je 2007. godine dobio osnovni sertifikat za **Porodici prijateljsku kompaniju**, a 2010. godine je nadgrađen i sa punim sertifikatom.

Kompanija je čak i pre dobijanja sertifikata uvela nekoliko mera, kojim smo posebnu pažnju posvetili zaposlenima i njihovim porodicama.

Jedan uspešan projekat je **Promocija zdravlja**, u okviru kojeg težimo ka boljim uslovima rada, organizujemo preventivne zdravstvene kampanje i podstičemo zdrav život.

Takođe imamo i **Sportsko i kulturno udruženje Mercator**, koje članovima nudi mogućnost za rekreaciju, učestvovanje u kulturnim manifestacijama, kao i popuste pri kupovini u našim poslovnica.

Značajno je da pomenemo i nekoliko aktivnosti koje umnogome doprinose većem zadovoljstvu naših zaposlenih. To su definitivno **team building aktivnosti** održane u Vogelu, tradicionalni **kolegijumi ključnih kadrova**, gde se jednom godišnje sastaju svi ključni kadrovi sa članovima uprave,



godišnji razgovori, interne novine i Intranet, koji su važni primeri interne komunikacije.

2. Pri organizaciji edukacija, koji su Vaši osnovni kriterijumi vezani za izbor hotela i sam prostor za edukacije?

Većina obuka u kompaniji Mercator se vrši u našim prostorijama. Ako se obuka odvija van naših prostorija, izboru lokacije posvećujemo veliku pažnju. Većina obuka ima formu radionica, tako da je za nas veoma važno da sala bude dovoljno velika za potrebe radionice i da ima dnevno svetlo.

Sala mora biti opremljena tehničkom opremom potrebnom za obuku (LCD projektor, računar, flip chart, internet pristup). Ponekad se predavanja održavaju u dve grupe, tako da lokacije koje imaju na raspolaganju dve sale imaju prednost. Prilikom izbora lokacije takođe je važno da je ona lako pristupačna i da je dosta blizu glavnih puteva, kako naši zaposleni ne bi gubili previše vremena.

3. Šta na Vas najviše utiče da budete zadovoljni održanom edukacijom?

Pored sadržaja predavanja i samih predavača, od ključnog značaja za zadovoljstvo učesnika jeste i lokacija održavanja date edukacije.

Budući da je raspored održavanja edukacija prilično gust, veoma je važno da je prostor dovoljno prostran, svetao i da ima dosta svežeg vazduha. Organizacija celokupne edukacije može imati značajan uticaj na zadovoljstvo učesnika, kako u pozitivnom, tako i u negativnom smeru.

4. Ukoliko dođe do određenih propusta u organizaciji od strane hotela, na koji način ih rešavate? Možete li nam navesti nekoliko primera, čime najčešće budete nezadovoljni?

U našoj praksi, nije bilo mnogo grešaka od strane hotela, pošto vršimo prethodne provere i vraćamo se na lokacije sa kojima smo najviše bili zadovoljni. U slučaju bilo kakve greške, rešavamo ih na licu mesta, jer je važno, zbog edukacija, da se te greške uklone što je pre moguće.

Dešavalo nam se da nam tehnika za-kaže, ali mi uvek nosimo rezervni laptop, tako da taj problem može brzo da se eliminiše. Većina hotela nam je na raspolaganje stavljala tehničku pomoć tokom našeg događaja, tako da su problemi rešavani veoma brzo. S obzirom da se mnogo vremena posvećuje izboru hotela, prethodnim posetama i koordinisanju aktivnosti sa naše strane, propusti se u principu ne dešavaju.

5. Možete li nam bliže predstaviti jednu od organizovanih edukacija za koju smatrate da je bila odlično organizovana i kojom ste bili posebno zadovoljni?

Četiri godine zaredom, organizovali smo Međunarodnu poslovnu akademiju Mercator, koja se odvija u sedam modula na različitim lokacijama. Obično biramo četiri različite lokacije i svaka lokacija treba da ugosti jedan ili dva modula. Tamo učesnici imaju dva dana predavanja, radionice i večernje aktivnosti.



Zbog programa u takvoj složenoj formi bitno je da je prostor dovoljno veliki, svetao i prozračan. Izabrani hoteli su u potpunosti razumeli naše potrebe i zahteve, tako da se naši polaznici u njima osećaju prijatno. Kao organizatorima, važno nam je da se hoteli pridržavaju dogovora i da su u stanju da brzo reaguju, da su fleksi-

bilni u slučaju bilo kakve neočekivane promene. Svake godine, proveravamo zadovoljstvo učesnika izborom lokacije. Njihova povratna informacija nam predstavlja pomoć pri izboru hotela za sledeće edukacije.

S. G.

Client Satisfaction in the Practice

MERCATOR D.D. – EMPLOYEES SATISFACTION AT THE FIRST PLACE

Mercator d.d. understand that satisfaction in the workplace is closely linked to satisfaction in life; as a result, company offer to their employees a range of workplace benefits which both increase employee wellbeing and support personal and professional relationships. In addition to the benefits provided by law and the general collective agreement within the trade, Mercator offer employees a number of additional benefits.

In order to present how company Mercator d.d. from Slovenia organizes trainings for its employees, as well as company's relationship towards employees, we had the opportunity to talk with Mrs. **Saša Širca** from human resources department in Mercator d.d.

1. As the largest employer in Slovenia, Mercator d.d., pays much attention to their employees. Could you tell us what are company's activities focused on to the satisfaction of your employees?

Most of the activities of the HR Department are directed on the greater

satisfaction of our employees. In 2007 Mercator acquired the basic certificate for **Family Friendly Company**, and in 2010 was upgraded with a full certificate.

The company, even before receiving the certificate, has introduced several measures, which we have paid special attention to employees and their families. One of the successful projects is the **Health Promotion** in which we strive for better working conditions, organize preventive health campaigns and encourage healthy living. We also have **Mercator's Sports and Culture Association**, which offers our



members the opportunity for recreation, participation in cultural events, and discounts for purchasing in our branch offices. It is important to mention a few activities that contribute significantly to greater satisfaction of our employees.



These are definitely the **team-building activities** held in Vogel, **Key employees conference**, where all key employees meet our board members once a year, **annual interviews, internal newspaper and intranet**, which are important examples of internal communication.

2. In organizing an education, what are your main criteria for choosing the particularly hotel and meeting room for education?

Most of the training in Mercator is performed on our premises. If the training takes place out of our premises, we pay great attention in choosing a venue. Most of the trainings are interactive workshops, so it is very important that meeting room is big enough and has enough daylight.

Meeting room must be equipped with technical equipment needed for training (LCD projector, computer, flip chart, internet access).

Sometimes the training is held in two groups, so venues which have at their disposal two rooms have the advantage. When choosing a location it is also important that location is easily accessible and is quite close to highway, so our employees would not lose too much time.

3. What has most influences on you to be satisfied with held education?

Beside the content of lectures and the lecturers, which are crucial to the satisfaction of participants, a significant effect has also location where training is held.

Since schedules are often crowded, it is very important that meeting room is big enough, bright and that has plenty of fresh air.

The organization of the entire training can have a significant influence on the satisfaction of participants, both in positive and in negative direction.

4. If there are some mistakes in the organization by the hotel, how you handle with these problems? Could you give us some examples of your dissatisfaction?

In our practice, there weren't a lot of mistakes by hotels as we do prior checking, select the hotel that meet our needs and return to the venues that we are most satisfied with.

In case of any mistakes or problems, we solve most of them immediately, because it is important to eliminate them as soon as possible.

It happened to us that technique fails, but we always carry backup laptop, so the problem can quickly be elimi-

nated. Most of the hotels provide technical assistance during our event, so problems are resolved very quickly. As we spent a lot of time in choosing the hotel, pre-visit every location and coordinate our activities in advance mistakes are rare.

5. Could you tell us more about one of the organized educations that you believe was very well organized and that you were particularly satisfied with?

Four years in a row, we organized the Mercator's Management Course for Promising Employees, which takes place in seven modules at different locations. Usually we choose four different venues and each venue needs to host one or two modules. Participants have two days of lectures, workshops and evening activities.

Because the program has such a complex form, it is important that meeting room is big enough, bright and airy. The selected hotels fully understood our needs and requirements, so our participants feel comfortable in them. As organizers, it is important for us that hotel comply with the agreement and that it is able to react promptly, to be flexible in case of any unexpected changes.

Every year, we check the satisfaction of participants regarding chosen location. Their feedback gives us help in choosing the hotel for the next training.

S. G.



Zadovoljstvo klijenata u praksi

GALENIKA A.D. - TRADICIJA DOBROG KVALITETA

Najstarija i najveća srpska farmaceutska kompanija, Galenika, koja traje već skoro 7 decenija, kada organizuje okupljanja, druženja, promocije, bilo za svoje poslovne partnere, klijente i predstavnike sedme sile, s razlogom ima visoke kriterijume i tom prilikom traži hotel ili prostor koji može da im bude ravnopravan i pouzdan partner.



Kada pred sobom imate kompaniju koja uspešno traje 67 godina, a na zadovoljstvo potrošača svojih proizvoda i poslovnih prijatelja sa kojima saraduje, kompaniju koja je nastala u prvoj polovini prošlog veka, a radila, stvarala i rasla u vremenu opšteg razvoja i neverovatnih tehnoloških inovacija koje su umnogome izmenile sliku sveta i uvek, kao što je to slučaj i danas, bila jaka i moderna, morate ispunjavati vrlo visoke i rigorozne uslove po pitanju kvaliteta, efikasnosti i sigurnosti kako biste joj bili ravnopravan partner i kako biste ostvarili dugogodišnju i uspešnu saradnju.

Stoga, najstarija i najveća srpska farmaceutska kompanija, Galenika, kada organizuje okupljanja, s razlogom ima visoke kriterijume.

Odsek za odnose sa javnošću u Galenici predstavlja vrlo značajan deo funkcionisanja čitavog sistema.

Sve urađeno i postignuto ne bi imalo istu vrednost da nema nas koji se trudimo da opštoj i stručnoj javnosti predstavimo sve što smo postigli, objasnimo zbog čega nešto nismo i damo precizan odgovor kada će se to desiti.

S obzirom na prirodu posla predstavnici sedme sile su naši najveći saveznici i partneri.

Kao kompanija koja je poznata po negovanju dobrih partnerskih odnosa, naše prijatelje iz sveta novinarstva tradicionalno pozivamo na druženja u beogradskom hotelu Prestige.

Želeći da se pokažemo kao dobri domaćini koji nude vrhunsku uslugu, najukusniju hranu, sjajan ambijent koji, što je najvažnije, po opremljenosti i kapacitetima zadovoljava našu radno-zabavnu funkciju druženja, najčešća druženja organizujemo u ovom hotelu.

Ukratko ću predstaviti šta je potrebno da određeni hotel bude naš izbor za organizaciju događaja.

Dobra preporuka za hotel od vrlo ozbiljnih ljudi iz sveta hotelijerstva, kao i naših poslovnih partnera koji su već koristili njihove usluge.

U korak sa zdravljem



Profesionalni i elokvetni menadžeri prodaje koji predstavljaju hotel, daju odlične uslove i omogućavaju sve traženo.

Zatim, bitna nam je lokacija hotela, da bude blizu Novog Beograda, ali i centra grada, s obzirom da imamo goste i iz jednog i iz drugog dela grada.

Radni prostor se podrazumeva da bude opremljen svom traženom opremom, a sadržaji hotela, kao što je prijatan, moderan restoran sa domaćinskom atmosferom i tradicijom, su neophodni, kako bi utisak i provedeno vreme naših saradnika, poslovnih partnera i klijenata bio opuštajući i nezaboravan.

Bojana Janković,
Šef odseka za odnose sa javnošću
u kompaniji Galenika a.d.



Client Satisfaction in the Practice

GALENIKA A.D. - TRADITION OF GOOD QUALITY

The oldest and largest Serbian pharmaceutical company Galenika, which lasted for almost seven decades, when organizes gatherings, meetings or promotions for their business partners, clients and representatives of the media, has high standards and on that occasions looking for the hotel or venue which could be their equal and reliable partner.



When you have in front of you a company, that has been operating with success for the past 67 years and one that was founded, to the satisfaction of its customers and business partners, at the beginning of the last century and that has since worked and grown in conditions of general progress and incredible technological innovations that have considerably changed the whole world, and a company that always has been and still remains a strong and modern one, then you have to fulfill very high and stringent standards in terms of quality, efficiency, and safety in order to qualify as that company's partner and achieve long standing and successful cooperation with it.

So, Serbia's oldest and largest pharmaceutical company, Galenika, has high standards when organizing gatherings of any sort.

Galenika's Public Relations Department is a vital part of its entire corporate structure. Everything our company has achieved would not be fully appreciated if it were not for us who strive to let the general and professional public know what we have succeeded in doing, what we have not done so far and when we expect to do it.

In view of the nature of their business, we consider the representatives of the media to be our foremost associates

and partners. As a company known for its focus on nurturing good partner relations, we have invited our friends from the press to meet us at the Belgrade's Hotel Prestige. In our wish to share with our guests the excellent service and refreshments of a first-class establishment and, even more importantly, one whose facilities and capacity does justice to our work-entertainment get-together, we like to organize the majority of our events in this hotel.

I will point to a few aspects that will always influence our choice of hotel for any event we organize. Good references from reputable names of the hotel business and from our business partners who have used the services of a particular hotel. Highly profes-

sional and eloquent hotel sales managers who offer excellent terms and provide everything we ask for.

The hotel's location is not less important, a hotel of our choice must be close to New Belgrade and to the city center, because our guests arrive from both parts of the city.

The meeting facilities must be equipped according to our requirements, in addition to which the hotel must provide other amenities, such as a modern restaurant, with an established tradition and a relaxing atmosphere so our associates, business partners, and customers will remember their time spent in it as a relaxing and enjoyable experience.

*Bojana Jankovic,
PR Manager at Galenika a.d.*



Prvi Best Western Plus Hotel u Srbiji

BEST WESTERN PLUS HOTEL PARK – BOLJI HOTEL U POLA CENE



Nov, moderan **BEST WESTERN PLUS Hotel Park**, kategorije četiri zvezdice, nalazi se u Rumi, u podnožju Fruške Gore. Udaljen je samo 45 minuta od Beograda (30 minuta od Beogradskog aerodroma).

U neposrednoj blizini šarmantnog gradića Ruma, nalaze se Fruška Gora sa svojim manastirima i vinarijama, čuvena banja Vrdnik i prirodni rezervat Zasavica. Visoki kvalitet i izuzetno povoljne cene doneli su hotelu Park za kratko vreme reputaciju „hotel-skog bisera“. Best Western Plus Hotel Park je idealni ambijent za poslovne sastanke, seminare, team building susrete, promocije i proslave i **odlična alternativa za hotele u Beogradu**.

Iako je otvoren pre samo nekoliko meseci (1. mart 2012. god.), Best Western Plus Hotel Park su već koristile za svoje grupne događaje mnoge važne kompanije i institucije: Mercedes Benz, Solidar Suisse, Miross, Naled,

Republički zavod za statistiku, Euroscope Incoming i mnogi drugi.

Hotel je prvi Best Western Plus hotel u Srbiji. Best Western Plus je viša kategorija od Best Western hotela i označava viši kvalitet hotela od Best Western hotela koji nemaju kategoriju Plus. U Srbiji postoje četiri Best Western hotela (dva u Beogradu i po jedan u Novom Sadu i Nišu) ali je Hotel Park jedini Best Western hotel u Srbiji koji ima taj viši nivo - **Plus**.

Best Western Plus Hotel Park ima 73 sobe i apartmana, elegantan restoran i modernu multi-funkcionalnu salu za bankete i konferencije kapaciteta do



300 osoba, koja se može deliti u manje prostorije.

Vlasnik i investitor hotela je Srba Ilić. Izgradnja Best Western Plus Hotela

Park predstavlja jednu od najznačajnijih investicija iz naše dijaspore, a kada je ovaj region u pitanju. Srba Ilić je i većinski vlasnik kompanije Srbija-Turist u Nišu, koja u svom sastavu ima tri hotela i upravo gradi četvrti – **Grand hotel Niš**.

Grand hotel, čije je otvaranje predviđeno za 1. mart 2013. godine, će biti još višeg kvaliteta od Best Western Plus Hotela Park. Hotel će imati 125 soba i apartmana i konferencijsku salu kapaciteta do 500 osoba.

Vikend u hotelu Park - samo 39 eur

Za ovo leto Best Western Plus Hotel Park nudi promotivni vikend paket po izuzetno pristupačnoj ceni.

Za jednu osobu cena iznosi 39 eur, a samo 49 eur za dve osobe.

Cena uključuje: Piće dobrodošlice, flašu šampanjca u sobi, jedno noćenje i doručak. Pobegnite od monotonije i stresa svakodnevnice i provedite nezaboravni vikend.

Detaljnije na www.hotelpark.rs



The First Best Western Plus Hotel in Serbia

BEST WESTERN PLUS HOTEL PARK – BETTER HOTEL AT HALF PRICE



Weekend in hotel Park – only 39 eur
 For this summer hotel Park offers a promotional weekend package at an exceptionally low price - 39 eur for one person and 49 eur for two. The price includes: Welcome drink, bottle of champagne in the room, one overnight and breakfast. Leave the routine and daily stresses and spend an unforgettable weekend at hotel Park.
 See details on www.hotelpark.rs



New, modern Four-Star **Best Western Plus hotel Park** is located in Ruma at the foothills of Fruska Gora. It is only 45 minutes from Belgrade (30 minutes from Belgrade airport).

In the immediate vicinity of the charming town of Ruma is Fruska Gora National Park with its monasteries and wineries and the famous nature preserve Zasavica. With high quality and exceptionally affordable prices Park Hotel quickly earned the reputation "Pearl of a hotel". Best Western Plus Hotel Park is an ideal venue for business meetings, seminars, team buildings, promotions and celebrations and a **great alternative for hotels in Belgrade**.

In the first few months of its opening (Hotel opened on March 1st, 2012) many important companies and ins-

titutions have held their important events at Best Western Plus Hotel Park: Mercedes Benz, Solidar Suisse, Miross, Naled to name just a few.

Hotel Park is the first Best Western Plus hotel in Serbia. *Best Western Plus* is a higher category than Best Western. The **Plus** designates higher quality hotels than *Best Western* hotels without the **Plus**.

There are four *Best Western* hotels in Serbia (two in Belgrade and one each in Novi Sad and Nis) but hotel Park is the only Best Western hotel in Serbia which has the higher **Plus** category.

The Best Western Plus Hotel Park has 73 rooms and suites, an elegant restaurant and a modern multi-functional conference & banquet hall for up to 300 persons, which can be divided into smaller rooms.

The owner and investor of the Best Western Plus Hotel Park is Mr. Srba Ilic. That makes hotel Park one of the largest investments from Serbian diaspora. Mr. Ilic is also the owner of Srbija-Turist in Nis, which has three hotels and is currently building the fourth – **Grand Hotel Nis**.

Grand hotel, scheduled to open on March 1st, 2013, will be of even higher quality than hotel Park. It will have 125 rooms and suites and a Conference Hall for up to 500 persons.



Anikó Ferenczy, direktorka Kongresnog biroa Mađarske

BUDIMPEŠTA – SVE POPULARNIJA DESTINACIJA ZA KONGRESNI TURIZAM

U 2011. godini, Mađarska je ugostila 602 međunarodne konferencije sa preko 125.000 učesnika. Prosečni broj učesnika po konferenciji bio je 209. Konferencije su u proseku trajale po 3,4 dana. Najveći broj konferencija trajao je od 2 do 3 dana (57,8%). Predmet većine međunarodnih konferencija bila su pitanja iz oblasti ekonomije (25,9%), medicine (25%) i drugih naučnih oblasti. Tokom prvih 6 meseci 74% međunarodnih konferencija održano je u Budimpešti, a preko tri četvrtine učesnika konferencija (80%) došlo je iz drugih zemalja.



Za ovo izdanje SEEbtm magazina **Anikó Ferenczy**, direktorka Kongresnog biroa Mađarske ljubazno nam je odgovorila na nekoliko pitanja o uspehu Budimpešte kao evropske kongresne destinacije i radu mađarskog Kongresnog biroa.

1. Možete li čitaocima SEEbtm magazina u nekoliko reči predstaviti Budimpeštu kao kongresnu destinaciju?

Lako dostupna destinacija. Iz svih evropskih prestonica stiže se kratkim letovima: letovi traju manje od 2 sata i postoji veliki broj veza.

Budimpešta – banjski centar Evrope. Malo je drugih gradova širom sveta koji nude takav spoj kulturnih sadržaja i osvežavajućeg dejstva banjskih tretmana kakav se može naći u Budimpešti.

Bogata kulturna baština, sastavni deo evropske kulture. Posetiocima Budimpešte pruža se prilika da slušaju savremenu i klasičnu muziku, vide operске predstave u izvedbi svetski poznatih umetnika, da uživaju u vatrenoj ciganskoj muzici, vrhunskom džezu, uvek popularnim operetama ili folkloru u mnogobrojnim koncertnim i operским dvoranama ili u restoranima, barovima i klubovima ovog grada, čiju kulturnu ponudu upotpunjuje mnoštvo muzeja, umetničkih galerija i izložbenih salona.

Kupovina. U samom centru grada se mogu naći svi vodeći modni trendovi. Keramika, vez, ručno bojani Herend i Žolnaj porcelan, antikviteti, Halas čipka, specijalitete kao što je crvena paprika, suhomesnati proizvodi, prvoklasna rakija i svetski poznata vina, kao npr. Tokaji Aszu, Egri Bikaver, itd.

2. Koje su glavne prednosti Budimpešte kao grada pogodnog za organizovanje događaja?

Isplativost. U pogledu odnosa plaćene cene i dobijene vrednosti, Mađarska je i dalje jedna od najekonomičnijih destinacija u Evropi.

Razvijena infrastruktura za konferencije i promocije. Delux hoteli i oni sa pet zvezdica, dobro obučeni i stručni vodiči, opštepoznato i raznovrsno kulinarsko umeće, izuzetne znamenitosti.

Gastronomija. Restorani koji nose Michelin zvezdu samo čekaju da istražite njihovu bogatu ponudu. Uživajte u luksuznim restoranima koji nude najbolje, svetski poznate mađarske specijalitete i vina.

Najveći deo gradskih znamenitosti i vodećih hotela skoncentrisani su jedni u blizini drugih i posetioci do njih mogu lako stići pešice. Javni prevoz je veoma dobro organizovan i takođe predstavlja efikasan i prijatan način za obilazak grada, sa tri metro linije, gradskim autobusima, tramvajima.





3. Prema podacima Međunarodnog udruženja za kongrese i konvencije (ICCA) Budimpešta drži 11. mesto po broju skupova održanih u 2011. godini. To je zaista veliki uspeh za vaš Kongresni biro. Kakvi su Vaši dalji planovi?

Izuzetno smo ponosni na ovakav rezultat, pogotovu kada se ima u vidu da je prošle godine Budimpešta bila na 18. mestu. Ovo je veliki uspeh za Budimpeštu i bili bismo presrećni ako bi uspela da ostane na ovoj poziciji i sledeće godine.

4. Aerodrom Budimpešta izabran je da bude domaćin manifestacije Routes Europe 2013. Kakva su Vaša očekivanja u pogledu ovog skupa? Da li je bilo teško dobiti ulogu domaćina?

4. kivanja u pogledu ovog skupa? Da li je bilo teško dobiti ulogu domaćina?

Prijavu na tender koja je pobedila podneli su zajedno Aerodrom Budimpešta, Nacionalni turistički biro Mađarske (u saradnji sa Kongresnim biroom Mađarske) i Turistička organizacija Budimpešte.

Ove tri mađarske organizacije morale su da prevaziđu svoje inače rivalske odnose i sigurna sam da je uspeh postignut samo zahvaljujući njihovoj tesnoj međusobnoj saradnji.

Najvažnije je da se obezbedi forum o upravljanju evropskim avioprevoznicima, aerodromima i turističkim organizacijama kako bi se razmotrila ključ-

na pitanja vezana za vazdušni prevoz i nove usluge. Verujemo da će to u bliskoj budućnosti doneti još više poslova Mađarskoj i dati velikom broju ljudi priliku da posete Budimpeštu.

5. Možete li nam reći nešto o nedavno završenom projektu Studijska tura 2012? Koji je cilj ovog projekta?

Kongresni biro Mađarske organizovao je uspešan obilazak radi upoznavanja (famtrip) od 03. do 06. juna u kojem su učestvovala 42 organizatora skupova i konferencija iz raznih delova Evrope, SAD, Indije i Bliskog Istoka. Ove godine učesnici su imali prilike za dodatne sastanke u okviru radionice pod naslovom „Budimpešta – više od očekivanog“, takođe organizovane od strane KBM.

Tokom obilaska naši gosti su imali priliku da posete nekoliko hotela sa pet zvezdica i najvažnije centre za gala zbivanja u Budimpešti.

Izuzetni promotivni programi koje je organizovala mađarska DMC agencija umnogome su doprineli uspehu ove ture. A od učesnika smo čuli pohvale da je „Budimpešta prelep grad koji ima mnogo toga da ponudi – mnogo više od očekivanog!“

S. G.



Anikó Ferenczy, Director of the Hungarian Convention Bureau

BUDAPEST - GROWING MICE DESTINATION

In the year 2011 Hungary hosted 602 international conferences with more than 125,000 participants. The average number of participants per meeting was 209 people. The average length of the conferences was 3.4 days. The majority of the conferences were 2 or 3 days long (57.8%). The subject of the most international conferences were economical (25.9%), followed by medical (25%) and other scientific topics. In the first six months 74% of the international conferences were held in Budapest, and more than three quarters of the conference participants (80%) arrived from foreign countries.

For this issue of SEEBtm magazine, **Anikó Ferenczy**, Director of the Hungarian Convention Bureau, was so kind to answer to few questions regarding success of city of Budapest as a meeting destination in Europe and work of its convention bureau.

1. Could you present Budapest as a congress destination in few sentences to readers of SEEBtm magazine?

Easy access. Short flights from all European capitals: flight times less than 2 hours, multiple connections.

Budapest - Spa capital of Europe. There are few more suitable places worldwide where the uplifting cultural experience could better be combined with the rejuvenating experience of a health spa treatment than Budapest.

Cultural wealth, integral part of European culture. The possibility of listening of contemporary and classical music,



opera performed by internationally renowned stars, fiery local gypsy music, top class jazz, the ever popular operetta, folk music and dance in one of Budapest's numerous concert halls, opera houses, restaurants, bars and music clubs. There are a variety of museums, art galleries and exhibition halls to explore.

Shopping. You can find all major fashion brands right in the heart of the city centre of Budapest. Ceramics, embroideries, hand painted Herend and Zsolnai porcelain, antiques, Halas - lace, delicacies like red paprika, salami, excellent brandies and world famous wines e.g. the Aszú of Tokaj, the Egri Bikavér, etc.





2. What are the main advantages of Budapest as a destination for organizing events?

Value for money. Based on the price-value conditions Hungary is still among the most reasonable destinations in Europe.

Well-developed infrastructure for conferences and incentives. Deluxe and five star hotels, well skilled and knowledgeable guides, legendary art of cuisine, widely varied, extraordinary venues.

Gastronomy. Michelin star winner restaurants are waiting for you to explore. Dine in luxurious but still affordable restaurants offering the best of world famous Hungarian cuisine and wines.

Most of the famous sites and major hotels are in walking distance to each other. The public transportation is also very well developed offering fast and nature friendly ways to get around the city.

3. According to ICCA statistics, city of Budapest is at rank 11 by number of meetings in 2011. That is a great success of your convention bureau. What are your plans for the future?

We are extremely proud of this result, especially given that in last year Budapest is 18th ranked.

This is a great success for Budapest, and we would be very happy if Budapest could keep this position for the next year as well.

4. Budapest Airport has been selected to host Routes Europe 2013. What are your expectations from this significant event? How hard was it to get this event?

The successful tender was submitted by Budapest Airport, the Hungarian National Tourist Office (in cooperation with the Hungarian Convention Bureau) and Tourism Office of Budapest. Three competitors had to overcome during the long tender period and I believe the strong collaboration between the 3 Hungarian parties led to the success. The most important target is to provide a forum for the management of the European Airlines and Airports, Tourist Boards to discuss the most important questions on air transport, new and launch services. We believe it will bring more business to Hungary in the near future

re and more people will have the opportunity to come to Budapest.

5. Could you tell us more about the recently finished project MICE Study Tour 2012? What were its aims?

The Hungarian Convention Bureau organized a great successful famtrip connected between 3rd and 6th June with 42 meeting and conference organizers, who arrived from different part of Europe, USA, India and Middle East as well.

This year the participants had the opportunity for further meetings in the framework of "Budapest - more than expected" Workshop, which was also coordinated by HCB.

During the fam trip, our guests could personally visit several five-star hotels and the most important special gala venues in Budapest.

The amazing incentive programs provided by Hungarian DMC's highly contributed to the success of our famtrip. According to the feedback of a participant: "Budapest is such a beautiful City and has so much to offer - certainly far more than expected!"

S. G.

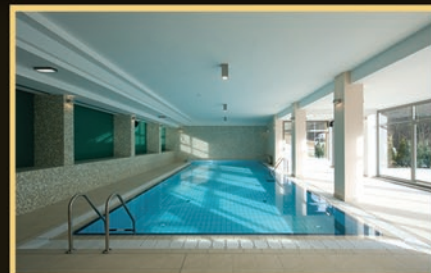


Kongresni centar

Moderan i multifunkcionalan Kongresni centar ima kapacitet 300 mjesta i vrhunsku tehničku opremu, stoga može zadovoljiti potrebe organizacije i najzahtjevnijih događanja.



PHOTO BY GODAR



Gastronomija

Dva hotelska restorana, a la carte „Arx Thacorum“, pansionski restoran „Drašković“, te restoran u podnožju samog dvorca, sa 400 sjedećih mjesta u zatvorenom prostoru i 300 mjesta na otvorenim terasama, nude delicije kao što su tradicionalna zagorska jela.

Spa & wellness

Centar „Lorem Paradiso“ Uz korištenje bazena, whirlpoola, finske i turske saune možete izabrati uslugu iz bogate ponude masaža i beauty programa za revitalizaciju duha i tijela.



Hotelska ponuda

U 126 moderno opremljenih soba i 2 apartmana nudimo vam vrhunsku uslugu smještaja i široku paletu sadržaja.

Dodatni sadržaji

Teniski tereni, malonogometno, odbojkaško i košarkaško igralište, planinarenje, paraglajding, let balonom, pješačke ture, vožnje biciklističkim stazama, jahanje, off road vožnje...

Četvrti Mikser festival, Savamala, Beograd

NAJVEĆI REGIONALNI FESTIVAL KREATIVNOSTI I INOVATIVNOSTI

Najveći regionalni festival kreativnosti i inovativnosti - **Mikser festival**, održan je od 25. maja do 2. juna 2012. godine na novoj lokaciji - zanemarenoj industrijskoj četvrti u samom centru Beograda, u Savamali. Festival je organizovan na 11 hektara površine, u 40 objekata i na 70 lokacija na otvorenom. Tokom devet dana festivala, 2.500 učesnika iz 50 zemalja sveta je realizovalo 120 projekata. Festival je završen dodelom nagrada za međunarodni konkurs iz oblasti industrijskog dizajna - „Ghost project“.



Instalacije u Geozavodu, Bojan Arsenović

Mikser je multidisciplinarna platforma koja se bavi afirmacijom kulturne industrije regiona. Ovaj festival nastavlja da istražuje i preispituje fenomene savremenog društva, posebno društvenu ulogu kreativnih disciplina. Svakako da su neprestano traganje i neprestana provokacija jedini način da se očuva vitalnost i snaga projekta, a to je, izborom Savamale kao lokacije festivala, Mikser i obezbedio. Ove godine dominirali su projekti iz oblasti arhitekture, urbanizma, vizuelnih umetnosti i dizajna, a akcenat je stavljen na interaktivnost, intervencije u javnom prostoru, radionice i performanse.



Oživljavanje Savamale, Bojan Arsenović

Tema ovogodišnjeg Mikser festivala je bila pokretanje procesa urbanih transformacija Savamale.

Uprkos brojnim nepovoljnim okolnostima koje odvlače pažnju, a najviše uprkos saobraćaju i motornim vozilima, koja truju, tutnje, zagađuju okolinu, Savamala je uspeła da iznese ovaj projekat kao pravi pobednik.

U saradnji sa ljudima koji žive i rade u Savamali i sa postojećim institucijama, Mikser festival razotkriva ključne tačke ovog „malog grada“, ali i ukazuje na sistemske probleme (beogradska zadruga poznatija kao Geozavod, Vučina kuća, itd.). Savamala nema formirani festivalski prostor, ona je grad u malom, u kome kontradiktornost i nelogičnost jesu karakteristika sistema i u kome kaos postaje glavni katalizator sadržaja.

Cilj Miksera nije da se gradski nemir ukloni, već da se priključi postojećem mikro-sistemu, da ga ispita, da saraduje, da reaguje i da analizira zatečene društvene, arhitektonske, ekonomske i političke nivoe, ali i da doda neku novost koja će proizvesti nova, drugačija kretanja unutar zatečenog stanja.

Savamala i Mikser festival zajedno stvaraju jedinstvenu programsku koncepciju gde se napušta uređivački model po zonama.



Španska kuća, Bojan Arsenović

Ceo program festivala čini čitava mreža nezavisnih autorskih projekata, a svaki se sastoji iz više segmenata, kao što su izložbe, radionice, predavanja, koncerti i sl.

U svom programu festival je uvek promovisao mlade kreativce, paralelno sa istaknutim gostima iz Srbije i sveta, a ove godine festival intezivira promociju mladih kroz niz otvorenih konkursa iz polja arhitekture, dizajna, muzike, vizuelnih umetnosti (Ghost Project & YBD: GET REALI, Urban Bundle/Gradska okupljališta, Garage Roll Call...). Cilj festivala jeste da Savamala povрати nekadašnji status kulturnog i društvenog epicentra grada.

Jednog dana, kada odu kamioni i drugi gradski zagađivači, kada se srede



Edu-zone ispod Brankovog mosta, Bojan Arsenović

fasade i jedna od najlepših palata u gradu ponovo bude obasjana starim sjajem – zgrada Beogradske zadruge iz 1907. godine, Mikser će moći da krene dalje, sa željom ispunjavanja sledećeg cilja. Neke od izložbenih postavki koje su posetioци mogli da vide na Mikser festivalu u zgradi Beogradske zadruge su: „Brisani prostor“, „Najlepša zgrada“, „The good, the bad and the overhead“, a u hotelu Bristol izložbe industrijskog dizajna, kao što su: „Ghost project“ i „Young Balkan Designers“, dok je „Mikser Expo Highlights“ bio otvoren za sve zainteresovane u Mikser Hausu. Otvaranjem međunarodne izložbe „Brisani prostor“ i Mikser festivala u Geozavodu, počeo



Španska kuća, Bojan Arsenović

je ujedno i ovogodišnji BELEF, koji je postao festival festivala. Ceo festival je naravno bio praćen i bogatim muzičkim programom, koji je bio zastupljen na više lokacija.

Neke od njih su bile: „Mikser Tuborg Stage“ (Stovarište, Mostarska 5), „Mikser House Stage“ (Karađorđeva 46), „Dis-patch: Tri-trećine“ (dvorište u Mostarskoj), „Garage fire!“ sa tvrdim gitar-skim zvukom (dvorište u Mostarskoj), „Converse Parobrod bina“, na kojoj su se predstavili aktuelni domaći izvođači, „Red Bull corner“ za koji je ekipa iz „Jungle Tribe-a“ osmislila žanrovski raznovrstan program.

U saradnji sa Turističkom organizacijom Beograda, tokom oba festivalska vikenda bile su organizovane ture razgledanja Savamale. „Mikser tramvaj zvani Beograd“ kretao je sa okretnice „dvojke“, a bile su realizovane i ture



Crna kutija: pozorišni projekat u alternativnom prostoru inspirisan najvećim problemom Savamale – teretnim saobraćajem.

razgledanja Savamale i Beograda turističkim autobusima „Laste“. Mikser festival je završen ostavljanjem snažnih utisaka na okolinu. Festival je posetilo približno 100.000 posetilaca koji su uživali u bogatom muzičkom, istraživačkom i edukativnom programu širom Savamale, što je učinilo da Beograd bude „centar evropske kreativnosti“!

S. J.



Moja kravica: Mladi srpski reditelj Miško Nećak napravio je i veoma zanimljivu video projekciju na festivalu.

Njegov rad je privukao pažnju mnogih sugrađana koji su u tom trenutku prelazili Brankov most, u čijoj je blizini smeštena zgrada

na kojoj je prikazan Nećakov rad. Njegovu projekciju u Beogradu, pod nazovom „Moja kravica“ sponzorisao je Imlek.

Ovu fenomenalnu projekciju možete pogledati na sledećem linku:

<http://www.youtube.com/watch?v=OCfZumjK8Q>

The Fourth Mixer Festival, Savamala, Belgrade

THE BIGGEST REGIONAL FESTIVAL OF CREATIVITY AND INNOVATION

The biggest regional festival of creativity and innovation - **Mixer Festival** - was held from 25th May to 2nd June, 2012 at a new venue – a neglected industrial quarter at the very down town Belgrade in Savamala. The festival was organized on 11 hectares, 40 facilities and 70 locations in the open. In the course of the nine festival days, 2,500 participants from 50 countries realised 120 projects. The festival was closed with the award ceremony for the international competition in industrial design - *Ghost Project*.



Mixer Festival by Bojan Arsenovic

Mixer is a multidisciplinary platform dealing with the promotion of the regional cultural industry. This festival continues researching and reviewing the modern society phenomena, in particular the social role of creative disciplines. It is certain that permanent search and incessant provocation are the only way to preserve a project's vitality and strength which was provided by Mixer through choosing Savamala as the festival venue. This year was dominated by projects in architecture, town planning, visual arts and design with focus on interactivity, interventions in public space, workshops and performances.

The topic of this year's Mixer Festival was to start the urban transformation process of Savamala. Despite many unfavourable circumstance distracting attention, and most of all despite motor vehicles poisoning, rumbling and polluting the environment, Savamala managed to carry out this project as a true winner. In cooperation with the people living and working in

Savamala and with the present institutions, Mixer Festival uncovered the key points of this "small town", while indicating to systemic problems (a Belgrade's Cooperative better-known as Geozavod, Vucina house / Vučina kuća, etc.).

Savamala has no festival venue set up, it is a town of its own in some way, where contrast and illogic ARE

the characteristic of the system and where chaos is the major catalyst of content. The purpose of Mixer is not to remove the urban unrest, but to be incorporated into the existing micro-system, to investigate it, to cooperate, to react and to analyse the social, architectural, economic and political levels as they are, as well as to add a novelty to produce new and different trends within the situation as is.

Savamala and Mixer Festival together create a single programme concept abandoning the editing model by zone. The entire festival programme is made of a network of projects by independent authors, where each consists of several segments such as exhibitions, workshops, lectures, concerts, etc. Through its programme, the festival has always promoted the creative youth at the same time with renowned Serbian and international guests, and this year the festival has boosted the promotion of the creative youth through a series of open contests in architecture, design, mu-



"Shadows are (not) different", in the counter hall of Cooperative (Geozavod) by Bojan Arsenovic

Moja kravica: A young Serbian director, Misko Necak made a very interesting video show at the festival. His work attracted the attention of many fellow Belgraders crossing Branko's Bridge at the time, which is close to the building on which Necak's work was being presented. His show in Belgrade, entitled "Moja kravica" was sponsored by Imlek.



You can see his phenomenal projection at the following link:
<http://www.youtube.com/watch?v=0CfZumjjk8Q>

tarska Street), *Converse Steamboat Stage*, presenting the current local performers, *Red Bull Corner* which featured a various-genre programme devised by the Jungle Tribe team.

In cooperation with the Tourist Organization of Belgrade, both festival weekends featured organized tours around Savamala. *Mixer Tram Called Belgrade* started from the loop of number 2 tram.

There were also Savamala and Belgrade sightseeing tours organised on Lasta tourist coaches.

Mixer Festival ended leaving strong impressions all around. The festival was frequented by some 100,000 visitors enjoying exuberance of music, research and educational programmes all around Savamala, making Belgrade the Centre of European Creativity!

S. J.



Spanish house, the view from the Branko's bridge by Bojan Arsenovic

sic, visual arts (Ghost Project & YBD: GET REAL!, Urban Bundle/Gradska okupljališta, Garage Roll Call...).

The aim of the festival is for Savamala to regain its former status of the cultural and social city core. Some day, when trucks and other urban polluters leave, when the facades are redone and one of the most beautiful palaces in the city regains its former shine – the building of the Belgrade Cooperative from 1907 – Mixer will be able to move on, endeavouring to meet the next goal.

Some of the exhibitions that could be seen by the visitors of Mixer Festival in the building of the Belgrade Cooperative are: *Point Blank*, *The Most Beautiful Building*, *The good, the bad and the overhead*, while Bristol Hotel was host to industrial design exhibi-

tions such as: *Ghost Project* and *Young Balkan Designers*, while *Mixer Expo Highlights* were open to all interested people at Mixer House.

The opening of the international exhibition *Point Blank* and Mixer Festival at Geozavod at the same time marked the launch of this year's BELEF, which has become a festival within the festival.

The entire festival was, naturally, accompanied by an exuberant music programme present in several locations. Some of them were: *Mixer Tuborg Stage* (Warehouse, Mostarska 5), *Mixer House Stage* (Karadjordjeva 46), *Dis-patch: Three-Thirds* (the yard in Mostarska Street), *Garage fire!* with hard guitar sound (the yard in Mos-



Urban transformations: a series of workshops which consists of a series of research projects and interventions in order to investigate the everyday life and create new spaces.



Urban bundle on the Sava River by Bojan Arsenovic



DUBROVNIK SUN GARDENS

The destination of choice for international and regional conferences



Radisson Blu Resort & Spa at Dubrovnik Sun Gardens is internationally recognised as one of the prime tourism sites on the Dalmatian Coast, providing some of the largest and most versatile conferences facilities in the region.

Radisson Blu Resort & Spa at Dubrovnik Sun Gardens is the ideal setting in which to host conferences, meetings and incentive trips. The resort features eight meeting rooms, a pre-function space and a ballroom that can easily be divided into three separate areas. Each meeting room is equipped with free high-speed wireless internet access, the latest in audiovisual technology and individually controlled air conditioning. The hotel's professional events team provides individually tailored service and their unfailing attention to detail promises a flawlessly executed conference or meeting.

Dubrovnik Sun Gardens is a fully integrated five-star resort, and is one of few in Croatia to offer both hotel facilities at the luxurious 201-room Radisson Blu Hotel and 207 luxury one and two bedroom Residences, also offering an opportunity for freehold residential ownership. On-site facilities include an award winning Spa & Wellness and a comprehensive sports and recreation centre, complete with state-of-the-art equipment.

Bukurešt – grad u usponu

RUMUNSKI „MALI PARIZ“

Bukurešt (București) je glavni opštinski, kulturni, industrijski i finansijski centar Rumunije. Nije star koliko je za očekivati od grada u srcu Evrope, njegov nastanak se vezuje tek za 1459. godinu. Bukurešt, najveći grad između Berlina i Atine, beleži ekonomski uspon i transformiše se u veliki regionalni poslovni centar.

Poznat po svojim širokim bulevarima sa drvoredima, impozantnim zdanjima Belle Époque i reputaciji života na visokoj nozi, Bukurešt je nekada nosio naziv „Mali Pariz“. Međutim, nema ničeg malog kada je reč o atrakcijama Bukurešta, počevši od muzeja, umetničkih galerija, parkova, pa do bezbrojnih arhitektonskih poslastica. Danas je Bukurešt veoma zanimljiva kombinacija starog i novog, koja vrlo malo podseća na nekadašnji ugled. Naići na crkvu staru 300 godina, tik uz zgradu od čelika i stakla, a da se obe nalaze pored zdanja u komunističkom stilu, nije ništa čudno u Bukureštu.



Ovaj grad nudi izvanredne atrakcije, a poslednjih godina je razvio sofisticirani, savremeni i moderan senzibilitet koji mnogi očekuju od jednog evropskog glavnog grada. Bukurešt prolazi kroz sveobuhvatne programe modernizacije poslednjih godina i nastaviće sa tim projektima i u narednim godinama.

Kongresne lokacije su značajna zdanja i spomenici

U glavnom gradu Rumunije se nalazi 37 muzeja, 22 pozorišta, 2 operne dvorane, 3 koncertne dvorane, 18 umetničkih galerija i prava mala riz-



nica biblioteka i knjižara. Mnogi od njih se nalaze u objektima koji su sami po sebi atrakcija, razigranog arhitektonskog stila pod uticajem i istočne i zapadne kulture.

Istorijska zdanja kao što su rumunski Ateneum, Narodni muzej umetnosti, palata Kantakuzina, Klub vojske i Patrijarhova palata, mogu da prime do 800 delegata. U objekte za velike skupove mogu se uvrstiti i zgrada Parlamenta, izložbeni centar - Romexpo, kongresni centar Privredne komore i Svetski trgovinski centar.

Kongres svetskog poštanskog saveza (2004. god.), Samit frankofonije (2006. god.) i Samit NATO (2008. god.) predstavljaju najistaknutije među mnogobrojnim velikim i uspešnim međunarodnim događajima čiji je domaćin bio Bukurešt u prethodnih nekoliko godina.

Zgrada Parlamenta (Palatul Parlamentului) je druga najveća svetska poslovna zgrada po površini (nakon Pentagona) i treća najveća po obimu (posle Rta Kanaveral u SAD i Keopsove piramide u Egiptu). Izgradnji je učestvovalo 20.000 radnika iz Bukurešta i 700 arhitekata. Palata se može pohvaliti sa svojih 12 spratova, 1.100 soba, 100 m dugim foajeom i četiri podzemna nivoa, uključujući i ogromno atomsko sklonište. Izgradnja je

započeta 1984. godine, a danas se tu nalazi rumunski Parlament i služi kao međunarodni kongresni centar. Izgrađen i opremljen isključivo rumunskim materijalima, zdanje odiše umećem najboljih domaćih majstora.

Enterijer je prepun luksuznih kristalnih lustera, mozaika, hrastovih obloga, mermera, pozlate, vitraža i podova prekrivenih raskošnim tepisima. Kristalni luster u Dvorani ljudskih prava je težak 2,5 tone, a neki od lustera imaju čak 7.000 sijalica.

Rumunski Ateneum (Ateneul Roman) je završen 1888. godine, a isfinansiran je skoro pa u potpunosti od priloga koje su prikupljali građani.

Jedna od najistaknutijih kampanja sakupljanja priloga ikada sprovedena u Rumuniji pod sloganom „Dinar za Ateneum“ spasila je projekat nakon što su prvobitni pokrovitelji ostali bez sredstava. Svojom visokom kupolom i stubovima u dorskom stilu, Ateneum podseća na drevni hram.

Predvorje ima predivno oslikanu tavanicu dekorisanu pozlatom, dok zakrivljeni balkoni prave vitičaste kaskade prema spiralnom stepeništu. Prsten ružičastih mermernih stubova je povezan gracioznim svodovima sa kojih raskošne mesingane lampe vise kao dragulji na ogrlici. Unutar koncertne dvorane, raskošne freske pokrivaju tavanicu i zidove.

Narodni muzej umetnosti Rumunije (Muzeul National de Arta), impozantno zdanje koje je nekada bilo kraljevska palata, nalazi se na Trgu revolucije. U njemu se nalaze tri umetničke galerije i ima kratku, ali impresivnu istoriju monarhije.

Evropska umetnička galerija, Galerija srednjevekovne umetnosti Rumunije i Galerija moderne umetnosti Rumunije zajedno sakupljaju umetnička dela izložena na atraktivan i moderan način, čime se poseta muzejima pretvara u prijatan i poučan boravak.

Maskota je animirani lik

Turistička organizacija Bukurešta je predstavila novu maskotu pod imenom g. Mitica (Mitică). Ova maskota je

zastupljena na različitim suvenirima koji se prodaju kao reprezentativni suvenir Bukurešta.

Maskota je moderan prikaz Mitice koji se pojavljuje u nekoliko priča u slikama rumunskog pisca Jona Luke Karadalea i smatra se reprezentativnim za



Bukurešt i Rumuniju zbog karakterističnog rumunskog humora i domišljivosti koji opisuje. Mitica je po prvi put predstavljen čitaocima u istoimenoj priči u slikama iz 1900. godine.

Šoping je uvek prema poslednjoj modi

Poslednjih godina, nikli su mnogobrojni šoping centri u gradu. Šoping u Bukureštu je iskustvo koje ne treba propustiti pri poseti glavnom gradu Rumunije. Tu se nalazi veliki broj šoping centara, supermarketa, marketa na otvorenom, modnih butika i radnji, prodavnica antikviteta, umetničkih dela i suvenira, molovi i knjižare koje zadovoljavaju širok spektar ukusa i potreba. Tradicionalan, a istovremeno moderan, Bukurešt ističe u prvi plan šoping platformu koja je dovoljno bogata da privuče sve vrste kupoholičara, od strastvenih ljubitelja mode

Bukurešt je drugi „najkul“ grad u Evropi

Bukurešt je rangiran kao drugi „najkul“ grad Evrope, prema listi koju objavljuje onlajn časopis slate.fr.

„Najkul“ grad je odabran na osnovu nekoliko kriterijuma, kao što su cena piva, broj studenata u gradu i broj mesta gde turisti i lokalci mogu da se zabave.

do posetilaca u potrazi za živopisnim suvenirima koje će poneti kući da ih podsećaju na boravak u glavnom gradu Rumunije.

Noćni život grada je „Club-Hopping“ *

Na svakom koraku u Bukureštu se nalaze klubovi, pabovi, barovi, diskoteke, noćni klubovi i kazina, gde se za svakoga nađe ponešto.

Ova mesta su pretežno otvorena cele noći sa odličnom muzikom i pićem u prijateljskoj i srdačnoj atmosferi.

Mnogi noćni klubovi su koncentrisani u i oko istorijskog centra, po čemu je tura po klubovima savršen izbor.

Bukurešt karakteriše i scena u sponu kada se radi o pop muzici, hip-hop, hevi metal i rokenrol muzici. I džez je popularan u Rumuniji a Bukurešt ima veoma dobre džez klubove. Pored toga, latino muzika je u trendu i ljubitelji salse umeju da okupiraju podijume za ples u nekim od tih klubova.

* „Club-Hopping“ je moderan izraz za kratke posete više noćnih klubova u toku jedne noći.

S. G.

Muzej Selo (Muzeul Satului)

Idući ka severnom delu Bukurešta stiže se do jednog od većih i najpoznatijih parkova u Bukureštu, Herastrau park.

Herastrau park se nalazi na istoimenom jezeru koje pokriva površinu od gotovo tri četvrtine kvadratnog kilometra. Na obalama jezera Herastrau, muzej Selo je osnovan 1936.



godine i sadrži preko 300 drvenih kuća, vetrenjača, crkava, itd., iz cele zemlje.

Selo muzej ima kolekciju od 50 zdanja koja prikazuju istoriju i dizajn ruralne arhitekture Rumunije. Najstarije kuće su čak iz 17. veka. Seljačke kuće sa kosim krovovima, ambari sa slamnatim krovovima, brvnare, crkve i vodenice iz svih regiona zemlje su pažljivo rastavljeni, dopremljeni u muzej i ponovo sastavljeni kako bi se predstavilo seosko okruženje.

Preko cele godine se u muzeju Selo održavaju specijalne manifestacije na kojima delegati imaju priliku da budu svedoci starim zanatlijama koji pokazuju tradicionalne veštine pletenja, grnčarije i ostalih zanata.



Bucharest – Booming City

ROMANIA'S "LITTLE PARIS"

Bucharest (București) is the capital municipality, cultural, industrial, and financial centre of Romania. It is not as old as many might expect for a city in the heart of Europe, it dates only to 1459. Bucharest, the largest city between Berlin and Athens, is booming economically and has transformed itself into a major regional business centre.



Known for its wide, tree-lined boulevards, marvelous Belle Époque buildings and reputation for the high life, Bucharest was once called the "Little Paris". However, there's nothing little about the scope of Bucharest's attractions, starting from museums, art galleries, parks, and myriad architectural delights.

Today, Bucharest has become a very interesting mix of old and new that has little to do with its initial reputation. Finding a 300 years old church near a steel-and-glass building that both sit next to a communist style building is commonplace in Bucharest. Bucharest offers some excellent attractions, and has in recent years, cultivated, a sophisticated, trendy, and modern sensibility that many have come to expect from a European capital. Bucharest has been undergoing major modernization programs in recent years and is still going to continue with these projects in the years to come.

The meeting venues are landmark buildings and monuments

Romania's capital city is home to 37 museums, 22 theaters, 2 opera houses, 3 concert halls, 18 art galleries and a wealth of libraries and book-

stores. Many of these are housed in buildings that are attractions in themselves, sporting architectural styles influenced by both eastern and western cultures.

The Universal Postal Union Congress (2004), the Francophonie Summit (2006) and the NATO Summit (2008) are the most prominent of the many major, international events successfully hosted by Bucharest over the past few years.

Historical buildings, such as the Romanian Athenaeum, the National Museum of Art, the Cantacuzino Palace, the Military Club and the Patriarch's Palace, can host functions for up to

800 guests. Facilities for large meetings includes the Parliament Palace, the Exhibit Centre - Romexpo, the conference centre of the Chamber of Commerce and the World Trade Centre.

Parliament Palace (Palatul Parlamentului) is the world's second-largest office building in surface (after the Pentagon) and the third largest in volume (after Cape Canaveral in the U.S. and the Great Pyramid in Egypt). It took 20,000 Bucharest workers and 700 architects to build. The palace boasts 12 stories, 1,100 rooms, a 328-ft-long lobby and four underground levels, including an enormous nuclear bunker.

Construction started in 1984, and today it houses Romania's Parliament and serves as an international conference centre. Built and furnished exclusively with Romanian materials, the building reflects the work of the country's best artisans. The interior is a luxurious display of crystal chandeliers, mosaics, oak paneling, marble, gold leaf, stained-glass windows and floors covered in rich carpets. The crystal chandelier in the Human Rights Hall weighs 2.5 tons, and some of the chandeliers have as many as 7,000 light bulbs.



The Romanian Athenaeum (Ateneul Roman) was completed in 1888, financed almost entirely with money donated by the general public. One of the preeminent public fundraising campaigns ever in Romania, the "Give a penny for the Athenaeum" campaign saved the project after the original patrons ran out of funds. With its high dome and Doric columns, the Athenaeum resembles an ancient temple. The lobby has a beautifully painted ceiling decorated in gold leaf, while curved balconies cascade in ringlets off a spiral staircase. A ring of pink marble columns is linked by flowing arches where elaborate brass lanterns hang like gems from a necklace.

Inside the concert hall, voluptuous frescoes cover the ceiling and walls.

The National Museum of Art of Romania (Muzeul National de Arta), the imposing building which used to be the Royal Palace, is located in the Revolution Square. It hosts three art galleries and has a short, but impressive royal past. The European Art Gallery, the Romanian Medieval Art Gallery and the Romanian Modern



Art Gallery bring together art works exhibited in an attractive, modern manner, thus turning a visit to the museum into an enjoyable and instructive way of spending time.

The mascot is sketch character

Bucharest's Tourism Association presented new mascot, named Mr. Mitica (Mitică). The mascot will appear on various souvenirs that will be merchandised as being representative of Bucharest.

Mascot is a modern day representation of Mitica who appears in several sketch stories by Romanian writer Ion Luca Caragiale and considered to be representative of Bucharest and Romania, on account of his typical Romanian humor and inventivity. Mitica was first introduced to readers in an eponymous sketch of 1900.

The shopping is always up-to-date

In the past years numerous modern shopping centers have sprung up in the city. Shopping in Bucharest is an experience not to be missed out by any visitor of the capital of Romania. There are plenty of shopping centers, supermarkets, open-air markets, fashion boutiques and stores, antique, art and souvenir stores, malls and bookstores which cater for a large range of shopping tastes and needs.

Bucharest is the second "coolest" city of Europe

Bucharest ranks second among Europe's "coolest" cities, according to a top published by the online magazine slate.fr. The coolest city was chosen using several criteria, such as the price of beer, the number of students in the city and the number of neighborhoods where tourists and residents can have fun.

Traditional and state-of-the-art at the same time, Bucharest puts forward a shopping platform rich enough to keep busy all sorts of keen shoppers, from fashion victims to visitors in search of picturesque souvenirs to bring back home and to remind them of their stay in the capital of Romania.

The city's nightlife is "Club-Hopping" *

In Bucharest there are clubs, pubs, bars, discotheques, night clubs, and casinos everywhere, and with something for everyone. These places are mostly open all night and with great music, drinks and a friendly and welcoming atmosphere. Many nightclubs are concentrated in or around the historic centre, making club-hopping perfect choice.



Bucharest has thriving scenes in the fields of pop music, hip hop, heavy metal and rock and roll. Also, jazz is popular in Romania and Bucharest has very good jazz clubs. Further, latino music is trendy and salsa-dancing couples invade the dancefloors of certain clubs.

* Club-Hopping is a modern term for visiting a multiple nightclubs, in short visits, for short periods of time in one night.

S. G.

The Village Museum (Muzeul Satului)

Heading over towards the northern part of Bucharest will lead you to one of the larger, most well known parks in Bucharest, Herastrau Park. Herastrau Park sits around Lake Herastrau which is nearly three-quarters of a square kilometer in area. On the shores of Lake Herastrau, The Village Museum was established in 1936 and



it contains over 300 wooden houses, windmills, churches etc. from all over the country. The Village Museum features a collection of 50 buildings representing the history and design of Romania's rural architecture. The oldest houses date as far back as the 17th century. Steep-roofed peasant homes, thatched barns, log cabins, churches and watermills from all regions of the country were carefully taken apart, shipped to the museum and rebuilt in order to recreate the village setting. Throughout the year, the Village Museum hosts special events where delegates have a chance to witness folk artisans demonstrating traditional skills in weaving, pottery and other crafts.

Nedelja kongresne industrije u Americi

ODLIČNO POSLOVANJE SE ZASNIVA NA MAKSIMIZACIJI PRILIKA - AIBTM 2012

AIBTM 2012 je održan od 19. do 21. juna 2012. godine u Baltimorskom kongresnom centru, u Sjedinjenim Američkim Državama. Američki sajam poslovnih putovanja i skupova (AIBTM) je vodeći globalni sajam kongresne industrije Amerike. Kao najnoviji dodatak globalnom portfoliju Reed Travel Exhibitions, AIBTM dovodi pojedinačno kvalifikovane gostujuće kupce i odabrane sajamske posetioce iz SAD i drugih zemalja sveta. Prilagođen američkom tržištu, AIBTM obezbeđuje i garantuje prisustvo donosilaca odluka najvišeg nivoa. Sajam omogućuju vreme i pruža prilike za poslovno povezivanje kupcima i izlagačima putem jedinstvenih programa za gostujuće kupce.

Izlagачi iz celog sveta i širom Sjedinjenih Američkih Država ističu da je, tokom nedelje AIBTM-a 2012 u Baltimoru, poslovanje bilo žustro uz sastanke sa gostujućim kupcima, grupne prezentacije i užurbano cirkulisanje. Struktura ovogodišnje Američke nedelje sastanaka AIBTM započela je danom edukacije i sa više od 2.250 prisutnih ljudi, preko 50% više nego prethodne godine. Edukacija je imala najistaknutije mesto sa mnogobrojnim govornicima, sesijama i ključnim napomenama.

Broj izlagača u sajamskoj hali je takođe porastao, sa 183 na 194, uključujući 55 novih od ovogodišnjeg sajma, a

sve je rezultovalo povećanjem od 5% u ukupnom porastu događaja. Ovogodišnji program gostujućih kupaca je imao predstavnike iz 29 država, a među njima je bilo 83% onih sa predstavništvom u SAD.

Tokom sajma je održan i **Samit izvršnih direktora AIBTM**. Predstavljena su dva govornika koji su raspravljali o sve ujednačenijoj strukturi moći u 21. veku i kulturnim trendovima koji će uticati na poslovanje u narednim godinama.

Nadovezujući se na prošlogodišnji samit, prvi po redu održan u Baltimoru, ovaj drugi samit je ugostio odabranu grupu od 30 pozvanih izvršnih direk-



tora i zamenika direktora uključenih u kongresnu industriju i udruženja.

Barbara Kelerman, predavač „The James MacGregor Burns” iz sektora za Javno liderstvo na Harvard University's JFK School of Government, zahuktala je celu stvar svojom prezentacijom „Kraj liderstva”.

Kelermanova je rekla da lideri gube moć i uticaj, dok ih njihovi sledbenici dobijaju. To je dovelo do izjednačene strukture moći, rezultata niza kulturnih i tehnoloških trendova, kako ona ističe.

Prvenstveno je tehnologija ubrzala način na koji ljudi, koji su ranije imali malo moći, sada mogu da koriste informacije kao municiju.

Društveni mediji su bespomoćnima dali instant moć da promene lidersko ponašanje, obelodanjujući loša dela.

„Glavni cilj Samita izvršnih direktora je da dovede nove govornike, unese nove koncepte i vrednosti u svačiju agendu. Oduševljeni smo što vidimo da je sa nama toliko predstavnika iz Evrope, SAD i Kanade, koji ne samo da prisustvuju ovom događaju, već posećuju i sam sajam”, rekao je Kreg Mojes, Direktor portfolija Reed Travel Exhibitions, globalnog portfolija IBTM.

Reed Travel Exhibitions, globalni portfolio IBTM, najvio je zajedničko partnerstvo sa grupacijom Lithium Logistics na lansiranju Globalne zajednice novih lidera. Kroz to partnerstvo, Globalna zajednica novih lidera će omogućiti razvoj liderstva i prilike za edukaciju za nadolazeće profesionalce u oblasti poslovnih i insentiv putovanja i kongresnom turizmu.



The Americas Meetings Week

GREAT BUSINESS IS ALL ABOUT MAXIMIZING OPPORTUNITIES - AIBTM 2012

AIBTM 2012 was held from 19th June to 21st June 2012 in Baltimore Convention Center, United States. The Americas Meetings & Events Exhibition (AIBTM) is the leading global exhibition for the U.S. meetings and events industry. The newest addition to the Reed Travel Exhibition's global portfolio, AIBTM delivers individually qualified Hosted Buyers and eligible Trade buyers from the U.S. and around the world. Tailored to the U.S. market, AIBTM serves and guarantees the attendance of top level decision makers. The exhibitions provide time and business efficient matching services for buyers and sellers through unique Hosted Buyer Programs.

Exhibitors from around the world and across the United States reported that business was brisk with Hosted Buyer appointments, group presentations and drop-in traffic at that week's AIBTM 2012 in Baltimore. The structure of this year's AIBTM Americas Meetings Week kicked off with a day of education and more than 2,250 people in attendance, over 50% up on the pre-

vious year. Education was a highlight with a variety of speakers, sessions and keynotes.

The number of exhibiting companies on the show floor also increased, up from 183 to 194 including 55 new to the event this year, and all resulting in a 5% increase in overall growth of the event.

This year's Hosted Buyer program had representatives from 29 countries, among them 83% were domestic US based.

The AIBTM CEO Summit was held during the exhibition.

It featured two speakers who discussed the flattening power structure of the 21st century and cultural trends that will affect business in the coming years. Following on from the first event in Baltimore last year, this



second summit welcomed a select group of 30 invited CEO's and EVP's involved in the meetings and associations business.

Barbara Kellerman, the James MacGregor Burns Lecturer in Public Leadership at Harvard University's JFK School of Government, kicked things off with her presentation – "The End of Leadership."

Kellerman said leaders are losing power and influence while followers are gaining it. This has led to a flattened power structure, the result of a series of cultural and technological trends that she highlighted.

First technology has sped up how quickly people who had previously little power now can use information as ammunition. Social media has handed instant power to the powerless to change leadership behavior by exposing wrongdoings.

"The main objective of the CEO Summit is to bring new speakers, new concepts and value to everyone's agenda. We are delighted to see so many representatives from Europe, USA and Canada with us to attend not only this event but to also visit the trade show floor", said Craig Moyes, Reed Travel Exhibition's Portfolio Director for the IBTM Global Events Portfolio.

Reed Travel Exhibitions, IBTM global event portfolio, announced a joint partnership with Lithium Logistics Group to launch the Global Emerging Leaders Community.

Through this partnership, the Global Emerging Leaders Community will provide leadership development and education opportunities for up-and-coming professionals in the meetings, incentives, conference and exhibitions industry.





The Americas Meetings & Events Exhibition
 June 19-21, 2012
 Baltimore Convention Center
 Baltimore, USA



America's five star meetings & events exhibition



Your time is your best asset, use it wisely. Visit www.aibtm.com/CEE



Organized By
 Reed Travel Exhibitions

Grem Barnet, sajamski direktor EIBTM

SREBRNA GODIŠNJICA EIBTM-A

EIBTM je po prvi put otvoren u Ženevi, maja 1988. godine pod nazivom Evropski sajam poslovnih i insentiv putovanja i skupova (IBTM). Sajam se preselio u Barcelonu 2004. godine i promenio datume održavanja u novembar, kada je i prebrendiran u EIBTM. Ove godine, EIBTM proslavlja svoj 25. rođendan, i tim povodom smo razgovarali sa g-dinom Grem Barnetom, sajamskim direktorom EIBTM.



Grem Barnet
sajamski direktor EIBTM

1. Ove godine se obeležava 25-godišnjica EIBTM-a, Svetskog sajma kongresnih, insentiv i poslovnih putovanja. Imate li neke planove za proslavu?

Imamo planove i kao prvo već smo lansirali novi logo za EIBTM – konkretno za ovu priliku. Novi logo je dizajniran kako bi prikazao zvaničnu „srebrnu“ 25-godišnjicu i obeležio prvu od mnogih novih inicijativa koje planiram da objavljujemo tokom cele godine

do početka sajma. Naš novi logo možete videti i skinuti sa internet strane EIBTM-a www.eibtm.com/logo25.

Dodatne informacije o planovima za EIBTM 25 će biti objavljene u narednim mesecima.

U međuvremenu, pozivamo sve koji su posećivali ili koji planiraju da učestvuju na sajmu ove godine da proslave sa nama 25 godina inovacija postavljanjem slika, video zapisa, uspomena i poruka na Fejsbuk stranici EIBTM-a www.facebook.com/eibtmevent ili e-mailom na eibtm-marketing@reedexpo.co.uk.

2. Statistika EIBTM za 2011. pokazuje da je 57% gostujućih kupaca (Hosted Buyers) naznačilo da organizuje poslovna putovanja. Ove godine, sajam će se proširiti kako bi prikazao i ponudu van kongresne industrije i obuhvatio i svet poslovnih putovanja. Možete li nam reći šta nova ponuda sajma u smislu poslovnih putovanja znači za izlagače?



Barcelona, Spain
27 – 29 November 2012

Uključivanje poslovnih putovanja u EIBTM predstavlja logično proširenje postojeće ponude sajma pošto će pružiti nove mogućnosti i povećati povraćaj na investiciju izlagača koji već posluju u ovoj oblasti, a predstaviće i nove specijalizovane kupce i organizatore događaja.

Ponuđačima iz industrije poslovnog turizma koji već izlažu na EIBTM će biti predstavljene mnoge koristi sastanaka jedan-na-jedan sa gostujućim kupcima. Program za gostujuće kupce predstavlja jedinstvenu priliku za dobijanje dnevnika unapred zakazano



nih sastanaka i održavanje sastanaka licem u lice sa donosiocima odluka. Godine 2011., preko polovine gostujućih kupaca koji su uzeli učešća, naznačilo je da organizuju poslovna putovanja, tako se profil kupaca za 2012. godinu proširio, a u cilju privlačenja još većeg broja kupaca na međunarodnom nivou. Partnerski saradjujemo i sa Asociacijom rukovodilaca korporativnih putovanja (ACTE), koji opslužuju i unapređuju industriju poslovnih putovanja širom sveta.

ACTE će doneti najsavremeniji obrazovni program na EIBTM sa namenski izrađenim seminarom u čijem je fokusu profesionalno upravljanje korporativnim putovanjima za sve koji su uključeni u industriju poslovnih putovanja. Ova edukacija će privući više gostujućih kupaca iz sektora poslovnih putovanja, čime će pružiti više mogućnosti ponuđačima iz oblasti poslovnih putovanja koji izlažu na EIBTM da se susretnu sa ovim kupcima.

„Ovakva saradnja nije mogla da se desi u boljem trenutku pošto poslovna putovanja i sastanci nastavljaju da se objedinjuju.

Sastanci licem u lice su od vitalnog značaja za poslovni uspeh i zdravu privredu. Rukovodioci moraju da putuju kako bi se povezivali i podstakali inicijative. ACTE je zadovoljan što kroz ovo partnerstvo može da donese svoje znanje, uvid i stručnost u Reed Travel Exhibitions, a čime se dobijaju

bolji rezultati edukacije u kongresnoj industriji“, izjavio je Ron DiLeo, izvršni direktor ACTE.

Pored toga, izlagači će imati koristi i od predstavljanja putem onlajn registra i internet strane EIBTM, predstajamskih kampanja i baze podataka ACTE koja sadrži preko 60.000 članova na globalnom nivou, a moći će da postanu i deo globalne medijske kampanje za poslovna putovanja.

3. Da li očekujete veći broj kupaca zainteresovanih za južnu i istočnu Evropu?

Južna i istočna Evropa imaju mnogo toga da ponude na nivou zemalja i gradova i zabeležena je velika potražnja međunarodnih kupaca za poslovnim mogućnostima u ovim regionima. Na osnovu analize po završenom sajmu, rezultati su potvrdili da je 63% međunarodnih kupaca, koji su posetili događaj, plasiralo poslovanje u srednju i istočnu Evropu i baltički region kao direktni rezultat učešća na sajmu a još 51% njih je plasiralo poslovanje u južnu Evropu nakon učešća. Kupci koje primamo u program gostujućih kupaca dolaze iz celog sveta, čime se osigurava da EIBTM ostane vodeći svetski događaj kongresne industrije.

4. Tema ovog broja časopisa SEEBtm jeste Zadovoljstvo klijenata. Možete li podeliti sa nama neke utiske od izlagača i gostujućih kupaca na dosadašnjim sajmovima?

Prošle godine smo imali izvrsne povratne informacije od izlagača koji su uzeli učešća na sajmu.

U nastavku se nalaze utisci nekoliko naših izlagača.

„Hvala Vam na izvrsno obavljenom poslu, pomoći i brizi! Ovaj događaj je iz godine u godinu sve bolji i bolji. Naša kompanija učestvuje na EIBTM-u preko 10 godina i želeli bismo da se zahvalimo celom Vašem timu na odlično obavljenom poslu!“ -

**Katerina Bjusteova,
Saint Petersburg Express.**

„Iako se nalazimo u eri društvenih mreža, ljudi još uvek vole da se susreću na sastancima licem u lice. Iz tog razloga će sajmovi i izložbe ovog tipa i dalje imati veoma važno mesto u ovom sektoru i mi ćemo i dalje imati koristi od njih“ -

Jano Kasal, Međunarodni kongresni i sajamski centar Ankara, Turska.

„Izvanredno poslovno iskustvo u susretima sa pravim ljudima u pravo vreme za budućnost našeg poslovanja“ -

**Romana Vlastic,
Kongresni ured TZ Dubrovnik.**

Ove godine, kao što je slučaj svake godine, dobili smo i odlične povratne informacije i utiske od međunarodnih gostujućih kupaca iz celog sveta koji su učestvovali na sajmu, a za Vas izdvajamo neke od njih:

„Ove godine je prikazano dosta destinacija za koje smo zainteresovani. Velika nam je čast sto smo pozvani i vredelo je puta u odnosu na završeni posao“ -

U-Mice, Kina.

„Saznanja o tržištima u razvoju su sa mog aspekta jedna od najboljih stvari na EIBTM-u. Ovaj sajam je fantastična prilika da se sretnemo sa starim i novim kontaktima – EIBTM pruža jednu jedinstvenu platformu kako bi nam to omogućio.“ -

Rohit Džain, Bespoke Tours, Indija.

S. G.



Graeme Barnett, EIBTM Exhibition Director

SILVER ANNIVERSARY OF EIBTM

EIBTM first opened in Geneva in May 1988 and was called the European Incentive Business Travel & Meetings Exhibition (IBTM). The show moved to Barcelona in 2004 to the new dates in November, when it was also rebranded as EIBTM. This year EIBTM celebrates its 25th birthday and on this occasion we have spoken to Mr Graeme Barnett, EIBTM Exhibition Director.



Graeme Barnett, EIBTM Exhibition Director

1. This year is 25th anniversary of EIBTM, the Global Meetings, Events, Incentives and Business Travel Exhibition. Do you have some plans for celebration?

Yes we do and for starters we have launched a new EIBTM logo – just for the occasion. The new logo has been designed to reflect the official “silver” associated with a 25th anniversary and to mark the first of many new initiatives which we plan to announce throughout the year, on the run up to the show. You can view and download our new logo by visiting the EIBTM website at www.eibtm.com/logo25.

More information regarding plans for EIBTM 25 will be released over the coming months. In the mean time we are inviting everyone who has attended or is planning on participating in the show this year to celebrate 25 years of innovation with us by sharing photos, videos, memories and messages on the EIBTM Facebook page www.facebook.com/eibtmevent or by e-mail to eibtm-marketing@reedexpo.co.uk.

2. EIBTM statistics in 2011, shows that 57% of Hosted Buyers indicated that they organise business travel. This year the fair will extend the show profile beyond the meetings and events industry to incorporate the world of business travel. Could you tell us what new show profile for business travel means for exhibitors?

The incorporation of business travel to EIBTM is a logical extension to the current show profile as it will afford new possibilities and increased return on investment for those exhibitors already operating in this field as well as introducing new specialist buyers and suppliers to the event.

Suppliers to the business travel industry who already exhibit at EIBTM will be aware of the many benefits of having one to one meetings with Hosted Buyers.

The Hosted Buyer programme presents an unrivalled opportunity to receive a diary of pre-scheduled appointments and do business face to face with budget holders and decision

Corporate Travel Executives (ACTE) now, who serve and advance the business travel industry across the globe. ACTE will deliver cutting edge education content at EIBTM with a dedicated seminar stream focused on professional corporate travel management for all of those involved in the business travel industry.

This education track will draw more Hosted Buyers from the business travel sector to attend, which will in turn deliver more opportunities for business travel suppliers exhibiting at EIBTM to meet with these buyers.

“This collaboration is extremely timely, as business travel and meetings continue to converge. Face-to-face



The Global Meetings & Events Exhibition
Barcelona, Spain
27 – 29 November 2012
www.eibtm.com

makers. In 2011 over half of the Hosted Buyers who attended, indicated that they organise business travel, so for 2012 the Hosted Buyer profile has been extended to attract even more corporate travel buyers and incentive travel buyers with international business to place. We are also working in partnership with the Association of

meetings are vital to business success and a healthy economy. Executives must travel to network and push forward initiatives.

Through this partnership, ACTE is pleased to bring its unique level of knowledge, insight and expertise to Reed Travel Exhibitions, increasing educational deliverables to the me-

etings industry” said Ron DiLeo, ACTE Executive Director. In addition to this, exhibitors will also benefit from exposure to the business travel industry via the online directory and EIBTM website, pre-show campaigns to the industry and ACTE database of 60,000 global members, as well as being part of the global media campaign within the business travel, procurement and business travel mediums.

3. Do you expect more buyers for South and East Europe?

Southern and Eastern Europe has a lot to offer at country and city level and there has been a high demand from international buyers for business opportunities in these regions.

Following on from post show analysis, the results confirmed that 63% of international buyers, who attended, placed business in Central and Eastern Europe and the Baltics as a direct result of attending the show and a further 51% placed business in South Europe following their participation.

The buyers we accept onto the Hosted Buyer programme are recruited from across the world, ensuring that EIBTM remains the leading global event for the meetings industry.

4. The cover story for this issue of SEEbtm magazine is Client Satisfaction. Could you quote some feedback from EIBTM’s exhibitors and Hosted Buyers?

Last year we received great feedback from exhibitors who took part in the show. Below are some testimonials from a few of our exhibitors.

“Thank you for your great job, assistance and care! From year to year the event becomes better and better.

Our company has been participating at EIBTM for more than 10 years and would like to thank all your team for your excellent job!” -

**Katerina Bysteova,
Saint Petersburg Express.**

“Although we are in a social network age, people still continue to come together for face-to-face meetings.

Therefore these kind of fairs and shows will keep a very important place in the sector and we will continue to benefit from them” -

**Jano Kasal,
Ankara International Congress and
Exhibition Center, Turkey.**

“Excellent business experience in meeting with right people at right time for our future business” -

**Romana Vlastic,
Dubrovnik Convention and
Incentive Bureau.**

This year, as with every year, we also received some great feedback and testimonials from international Hosted Buyers who attended the show from across the globe, here are just a couple:

“This year there are lots of destinations that we are interested in. It is a great honour to be invited here and it is a very worthwhile trip in terms of business achieved” -

U-Mice, China.

“Learning about the emerging markets from my point of view is one of the best things about EIBTM. It’s a fantastic opportunity to meet with old and new contacts – EIBTM provides one united platform to facilitate this.” -

Rohit Jain, Bespoke Tours, India.

S. G.





The Global Meetings & Events Exhibition
27 – 29 November, 2012
Fira Gran Via, Barcelona, Spain



Five star business opportunities for the Global Meetings, Events & Business Travel industry.

Enter a world of unique business opportunities and join over 15,200 industry professionals at EIBTM 2012.

www.eibtm.com/see



Scan the QR code to watch the EIBTM show video and be inspired. Or view via this link www.eibtm.com/eibtmvideo

Find us on:

EIBTM is part of Reed Travel Exhibitions' Global IBTM Events Portfolio:



Organised By
 Reed Travel Exhibitions

Edukacija profesionalaca iz oblasti turizma i hotelskog poslovanja

EIAT 2012 – KONFERENCIJA ZA AMBICIOZNE LIDERE

EIAT 2012

PROFESSIONAL EDUCATION CONFERENCE

EIAT konferencija biće održana i ove godine, po peti put za redom u Novom Sadu i Beogradu od 21. do 23. septembra. Kao što su učesnici ovog događaja već navikli očekuje se veliki broj delegata i eksperata iz čitavog sveta od kojih su neka imena već potvrđena.

Pored Rik Tejlora, Rob Dejvidsona, Dejana Đorđevića tu su i novi predavači,



pa su tako svoje učešće potvrdili i Tarek Derbas, generalni menadžer St. Regis Doha hotelskog kompleksa; Pol Fleket, direktor najvećeg sajma kongresne industrije IMEX iz Frankfurta; Teodor Kumelis, direktor Travel Daily News portala iz Grčke te Ron Hilvert, direktor Emirejts akademije za hotelijerstvo i Patrik Dilejni, rukovodilac MCI kompanije, vodeće grupacije u domenu organizacije kongresa u Irskoj i mnogi drugi.

S obzirom na petogodišnjicu postojanja, EIAT je pripremio i dve potpuno nove sesije: **Executive Hotelier Track**, koja je namenjena hotelskoj industriji, i **Executive Destination Track**, koja je namenjena svima koji se bave destinacijskim menadžmentom i ruralnim turizmom kreirana za predstavnike turističkih organizacija, nevladinih organizacija, turističkih agencija i druge iz javnog i privatnog sektora u ovom domenu. U Novom Sadu će se prvog dana konferencije, 21. septembra, održati Forum budućih lidera koji će okupiti najbolje studente turizma i hotelijerstva iz regiona Jugoistočne Evrope. Svi učesnici foruma dobiće priliku za razgovor sa generalnim me-

Lice EIAT konferencije – Olja Zvizdić
EIAT konferencija ima za cilj da stvori platformu najboljih mladih stručnjaka u turizmu, te je u tom cilju priliku ove godine dobila i Olja Zvizdić, nekada učesnik prve konferencije EIAT 2008, a sada supervizor banketinga u St. Regis Doha hotelu. Poput ovog primera, EIAT će nastaviti da se razvija i stvara mlade lidere iz oblasti turizma.

nadžerom St. Regis Doha hotelskog kompleksa vrednog milijardu dolara, a sedmero najboljih i priliku da oputuju u Dohu i prođu kros-trening program u trajanju od 12 meseci a potom i zaposle u ovom svetski poznatom hotelskom lancu. Konferenciju je podržalo Ministarstvo ekonomije i regionalnog razvoja, Turističke organizacije Srbije, Beograda i Novog Sada, Dunavski centar za kompetenciju i mnogi drugi, a najavljeno je učešće 250 delegata i 25 fakulteta iz 12 zemalja regiona Jugoistočne Evrope.

Više informacija o samoj konferenciji na www.eiat-conference.org
Centar za istraživanje i studije turizma



Professional Educational Conference

EIAT 2012 – A CONFERENCE FOR AMBITIOUS LEADERS

EIAT conference will be held this year, for the fifth time in Novi Sad and Belgrade from 21st to 23rd September.

As participants of this event have already get used to, a large number of delegates and tourism experts from around the world is expected. Some of them are: Rick Taylor, Rob Davidson, Dejan Djordjevic, but also a lot of new speakers like: Tareq Derbas, General Manager of St. Regis Doha Hotel; Paul Flackett, director of the largest fair in the meetings industry - IMEX Frankfurt; Theodore Koumelis, Managing Director of Travel Daily News portal from Greece; Ron Hilvert from Emirates Academy of Hospitality Management; Patrick Delaney, Vice President of MCI Dublin, the leading company in the domain of the congress organization in Ireland and many more others.



Regarding fifth anniversary, EIAT has prepared two brand new sessions: **Executive Hotelier Track** – attended for hotel industry professionals, and **Executive Destination Track** – for everyone involved in destination management and rural tourism, created for NGO representatives, travel agencies and others from public and private sectors in this field.

On the first day of the conference, on 21st September, Future Leaders Forum will be held and it will bring together best students of tourism and hospitality in the region of South-East Europe. Faculty representatives will be given the opportunity to talk with General Manager of the St. Regis

Face of the EIAT conference – Olja Zvizdić

EIAT conference aims to create a platform of best young professionals in tourism, and in this regard opportunity to show her skills and knowledge was given to Olja Zvizdić, once the participant on EIAT 2008, and now a Banqueting Supervisor at St. Regis Doha Hotel.

Following this example, EIAT will continue to grow and create young leaders in the field of tourism.

Doha hotel worth one billion dollars, and the best seven will get the opportunity to travel to Doha and pass cross-training program for 12 months, and then a job opportunity in this world famous hotel chain.

The conference is supported by the Ministry of Economy and Regional Development, Tourism Organizations of Serbia, Belgrade and Novi Sad, Danube Competence Center and many others, and it is announced that 250 delegates and 25 faculties from 12 countries of Southeastern Europe will participate on this event.

More info on www.eiat-conference.org
Center for Tourism Research and Studies



Profesija

DOBAR KONOBAR – OSOBA ZBOG KOJE BI PONOVO DOŠLI NA ISTO MESTO

Svako uslužno preduzeće teži zadovoljstvu klijenata i dobrom marketingu, a najviše marketingu „od usta do usta“. Kada stari klijenti prenesu svoje zadovoljstvo poznicima, prijateljima, kolegama, ovi će rado doći da osete isti taj kvalitet usluge. Međutim, da bi jedno preduzeće dospelo na dobar glas, potrebno je mnogo truda, prijatan ambijent i ljubaznost zaposlenog osoblja.

U uslužnom poslovanju kompanije teže stvaranju vrednosti za potrošače uz, naravno, istovremeno ostvarivanje profita. Savremeno uslužno poslovanje je prepoznatljivo po rastućim očekivanjima korisnika usluga kao i po sve intezivnijoj konkurentskoj borbi, u kojoj uslužna kompanija može da ostvari uspeh ukoliko uspe da kreira i ponudi superiornu vrednost potrošačima i dostigne njihovo zadovoljstvo.

Takođe, veliki uticaj kako na uslužno poslovanje, tako i na svakog pojedinca i korisnika određenih usluga, ima Hi-Tech vreme u kojem živimo i u kojem se sve odvija veoma brzo. Mnoge stvari koje su bile deo opšte kulture veoma naglo su otišle u zaborav.

U prošlom vremenu ljubaznost je bila deo svakodnevice, a odlazak u restoran je bio događaj kojem se pridavao veliki značaj i poštovanje. Danas toga u većini slučajeva više nema, posebno kod mlađih generacija.

Svakako, kada govorimo o restoranima i drugim uslužnim objektima, ono što će prvo upasti u oči svakom čove-



ku i ostaviti utisak kod svih korisnika i dan danas, jeste nastup osobe koja vas poslužuje, odnosno konobara.

Zanimanje konobar spada u područje rada ugostiteljstva.

Osnovna delatnost ovog zanimanja je u usluživanju gostiju u raznim ugostiteljskim objektima. Ovo zanimanje zahteva sposobnosti i osobine kao što su: ljubaznost, pravilno držanje tela, urednost, komunikativnost, kulturno ophođenje, strpljivost, toleratnost i priličnu pedantnost.

Ono što svakako odlikuje dobru uslugu u restoranima jeste to, kada su konobari:

Uslužni ali nenametljivi. Bilo bi dobro da je konobar uvek negde u blizini, u vidokrugu ali nipošto da se stalno muva oko stola, brisucka i sklanja prazne čaše. Restoranski bonton glasi da na stolu mora da ostane bar jedna čaša, kako se gosti ne bi osećali kao da ih neko požuruje da što pre završe.

Fleksibilni. Potrebno je da konobari uvek saslušaju i ispune molbe potrošača. Na primer, ako neko želi određeno jelo, ali bez nekog sastojka koje se podrazumeva u njemu, konobar to treba da zapamti i prenese kuvaru, kako se gost ne bi osećao neslušano i nezadovoljeno.

Kada poznaju meni. Ukoliko korisnik pita koji je sadržaj određenog jela, ili šta ide uz prilog, ili šta znači neki strani izraz, konobar mora da zna odgovor, što ostavlja veoma pozitivan utisak na korisnike usluga određenog objekta. Mora da postoji bar neki minimum u poznavanju menija kako bi gost znao šta da poruči.





Kada serviraju jela u približno isto vreme. Uvek je važno da ukoliko na ručak (doručak, večeru) dođe veći broj ljudi zajedno, da im hrana stigne u približno isto vreme, kako polovina ljudi ne bi morala da sedi i gleda u tanjire svojih prijatelja ili kolega, a i svakako estetski izgleda bolje i profesionalnije kada svi dobiju obrok u isto vreme, pa samim tim u isto vreme i završe.

Prijatni. U smislu prijatne spoljašnjosti (bez pirsinga i masne kose, uredno



odeveni) kao i u smislu prijatnog opuštenja prema gostima.

Nikako se ne priznaje nadmeno ponašanje. Neki ljudi misle da je bolje biti nadmen i gledati na goste sa visine. Međutim, većina ljudi to ne voli, i ovaj gest svakako ne bi mogao da izmami zadovoljstvo korisnika usluga jednog objekta.

Važno je i ponašanje gostiju

Osećaj prijatnosti pojedinaca u ugostiteljskim objektima ne zavisi samo od konobara i zaposlenog osoblja, već i od ponašanja drugih gostiju u njima.

Isto kao što konobari ne bi trebalo da budu nadmeni i da gledaju goste sa visine, tako i gosti treba da razgovaraju sa konobarima s poštovanjem. Nema potrebe za zapovedničkim tonom i ismevanjem.

U slučaju da želite da pozovete konobara jednostavno samo podignite ruku i konobar će doći.

Nije pristojno vikati i pucketati prstima kako bi skrenuli pažnju na sebe.

Najdiskretnije jeste da se ostvari kontakt očima, nakon čega samo klimnete glavom i time mu dajete do znanja da ga trebate. Nikada nemojte vući konobara za rukav ili neki drugi deo odeće.

Da bi i sam početak boravka u restoranu svima bio prijatan, ukoliko je velika gužva ili se niste odlučili šta

biste poručili, ne treba dizati tenziju ni sa jedne strane, već je za početak uvek dobro naručiti piće i zamoliti konobara ako niste dobili meni da vam donese.

Dok konobar donosi piće pregledajte jelovnik. Konobar obično ponovo prilazi nakon 3-5 minuta i pita da li je sve u redu? Taj momenat bi trebalo da iskoristite da naručite ili sugerirate sve za čim imate potrebe.

Kada dođe do plaćanja računa, ako ste zadovoljni kako ste proveli vreme u restoranu, ako ste uživali u hrani, usluzi i celokupnoj atmosferi, svakako možete i nagraditi taj prijatan ambijent ostavljanjem napojnice.

U nekim slučajevima običaji oko napojnica se mogu i prekršiti, u zavisnosti od područja na kojem se nalazite. Tako je, ako ste na primer u Evropi, naknada za poslugu uglavnom uključena u cenu obroka. Običaj je ipak da se ostavi još 5 do 10 posto od ukupnog računa, za zahvalnost, naročito u vrhunskim restoranima.



Međutim, ako cena usluge nije uključena u račun, trebalo bi dodati još 15 posto na ukupan iznos.

Ako se nalazite u Aziji, koja je poseban kutak sveta, običaji ostavljanja napojnica variraju od zemlje do zemlje.

U Japanu, na primer, ostavljanje napojnica je uvredljivo u svakoj situaciji, dok u Kini osoblje u restoranu očekuje barem tri posto od ukupne cene hrane ili pića. Isto tako, u Hong Kongu iznos za napojnicu raste do 15 posto, ako naknada za uslugu nije uključena u račun.

S. J.



MALE TAJNE KONOBARA

U koji god ugostiteljski objekat da gosti dođu, naravno očekuju vrhunsku uslugu. Na većini mesta će je i dobiti. Ali dobra i brza usluga, ljubaznost i učtivost konobara, ne garantuju i iskrenost konobara prema gostima.

Naime, uvek je važno predstaviti objekat u kojem radite u najboljem svetlu, tako da tu nema mesta za priznavanje svih tajni i trikova koji se čuvaju kako bi se gosti zadržali i privukli da dođu opet. Usluga će sigurno biti „na nivou“ ali da li će i proizvodi koje tražite?

Evo nekoliko tajni koje bi konobari voleli da mušterije ne znaju, ali i nekoliko činjenica za koje bi voleli da ih gosti budu svesni.

ONO ŠTO MUŠTERIJE NE TREBA DA ZNAJU:

Najčešće pitanje koje će konobar postaviti kako biste zaključili vaš ručak ili večeru, jeste: „Da li želite kafu?“ Svako bi trebao da zna, da se u većini restorana u večernjim časovima, služi samo jedna vrsta kafe, odnosno kafa kuvana u velikim količinama.

U ovo doba ćete najčešće dobiti kafu bez kofeina, jer je ona najtraženija posle večere.

Naravno, konobar nikada neće naglasiti da nećete dobiti baš ono što ste tražili, jer se ne isplati više puta kuvati i prljati aparat za kafu, tako da očekujte da dobijete onu sasvim običnu kafu, kao i svi ostali gosti koji su u ovo doba poželeti da popiju šoljicu ovog toplog napitka.

Restorani često kupuju običan preliv za salatu u teglama ili majonez u koji dodaju tek nekoliko sastojaka (na primer sveže biljke, sir, pečurke), a na meniju ga predstavljaju kao domaći proizvod, što konobar naravno nikada neće reći, već ako pitate o sastojku, dobićete odgovor kako je to prvoklasni preliv, specijalno napravljen, specijalitet restorana i sl.

Kada restoran neko jelo prodaje kao specijalitet dana, to znači da su namirnice potrebne za pripremanje tog obroka pred istekom roka, što konobar koji uslužuje goste naravno neće to predstaviti na taj način, već kao preporuku šta baš da poručite danas za ručak/večeru.

Nije preporučljivo naručivati ribu ako ne znate kada je doneta u restoran. Isporuke ribe restoranima obično su dva puta nedeljno, a naročito je treba izbegavati na svom meniju nedeljom.



Generalno govoreći, često smo u situaciji da pitamo konobara o kvalitetu i ukusu nekog jela. Ovde treba imati u vidu da će konobar savetovati i jela koje nikada nije lično okusio, niti im zna pripremu.

ONO ŠTO BI KONOBARI VOLELI DA MUŠTERIJE ZNAJU:

Ukoliko obrok koji ste poručili predugo čekate, to nije do konobara, već do kuvara koji priprema hranu!

Konobarima je najmrskije da prave šolju toplog čaja. Svakako imaju dosta posla, a pravljenje jedne šoljice čaja, jeftinog proizvoda, čisto je oduzimanje vremena, rezultat je mali kao i zarada!

Domaćini restorana uvek gostima žele da uživaju u hrani, ali čim pojedu svoj ručak, jedva čekaju da odu. Između ostalog, ni u bioskopu se ne ostaje sedeti nakon filma!

Izbegavajte posete restoranima u toku praznika. Tada su obično prevelike gužve, pa je samim tim i čekanje na porudžbinu dosta duže. Često su i cene više tim danima!



Profession

A GOOD WAITER – THE PERSON THAT MAKES YOU WANT TO COME AGAIN

Every company involved in the service industry wishes to satisfy their clients and achieve good marketing, especially “word-of-mouth” marketing. When satisfied customers express their impressions to their acquaintances, friends, and colleagues, they will be eager to come and experience the good service themselves. However, for a company to get a good reputation it has to invest a lot of effort, create pleasant surroundings, and ensure amiable staff.

Companies providing services strive to create good value for their consumers and, naturally, to make a profit. In modern times, these companies are faced by increasing customer expectations and growing competition and they can hope to achieve success only if they manage to create a superior offer and impress their customers.

Another important factor affecting the service industry and each individual either providing or receiving services of any kind are the Hi-Tech times we live in and the rapid pace of modern life.



Many aspects of former culture are quickly falling into oblivion. In past times, courtesy was common and going to a restaurant was an important, much anticipated event. Today, all that is gone, especially among the younger generations.

Needless to say, when speaking of restaurants and other food serving establishments the first thing that anyone will notice and that which will leave the most lasting impression on any customer even today is the attitude of the person serving us, namely the waiter.



The profession of waiter falls within the domain of the restaurant business. The main activity in this profession is serving guests in various restaurants and food serving establishments.

This job requires skills and abilities such as: courtesy, good body posture, neatness, good communication skills, good manners, patience, tolerance, and to a certain extent, even meticulousness.

What certainly stands for good service in any restaurant is when the waiters are:

Obliging but unobtrusive. A waiter should always be close at hand and in sight but no one wants him constantly fussing around the table and removing empty glasses. Restaurant etiquette requires at least one glass to be on the table, so the guests won't feel rushed to leave.

Flexible. A waiter should always listen to the guest's wishes and do his best to respond to them. For instance,

if someone asks for a particular dish but without a certain ingredient usually to be found in such a dish, the waiter should remember this order and pass it on to the cook so the guest won't feel slighted and end up being dissatisfied.



Familiar with the menu. When a guest asks what a certain dish consists of or what the side dishes are or what a foreign word means, the waiter must know the answer. That will leave a very good impression with the guests at any establishment. Basic knowledge of the menu is the minimum requirement necessary to enable the guest to know what to order.



Efficient about serving the entire table. If several people arrive together for lunch (breakfast, dinner) it's always important that they are served at more or less the same time, so half the people won't have to sit and look at their friends or coworkers eating, not to mention the esthetic and professional effect of serving all the orders in quick succession, thereby also ensuring that all the guests will finish their meals at about the same time.

Pleasant. Meaning of pleasant appearance (without body piercing and greasy hair, and neatly dressed) as well as amiable towards the guests. An arrogant attitude is out of the question. Some may think that it's alright for a waiter to be haughty and overbearing with the guests but most guests don't like that and it's certainly not the kind of attitude that will make them think well of an establishment.

The behavior of the guests is also important

Whether a guest will enjoy his or her time in a restaurant doesn't depend only on the waiter and other staff but also on the behavior of the other guests. Just as the waiters should not be conceited and overbearing with guests, so also should the guests be civil when they are addressing the waiter. There is no need for a commanding or disparaging tone.

If you wish to summon a waiter just raise your hand and the waiter will come. Calling out to him or snapping your fingers to draw a waiter's attention is rude. The most discrete way to beckon him is by making eye contact, after which a slight nod is enough to let the waiter know that you need him. Never pull a waiter by his sleeve or any other item of clothing. If you come at a busy time for the restaurant and you are not sure what to

order, to ensure a pleasant time there for all concerned avoid creating tension on all sides. For a start, it's always a good idea to order drinks first and ask the waiter to bring you the menu if he hasn't already done so. While he's busy bringing you the drinks, you can look through the menu. The waiter will usually approach the table again within 3-5 minutes and ask if you need anything? That's the time to order and state any other wishes you may have.

When it's time to pay the bill, if you are satisfied with your visit to that restaurant, if you have enjoyed the food, service, and the general atmosphere, you can express your appreciation by leaving a tip.

In some cases, guests can depart from customary tipping habits depending on where they are. For instance, if you are in Europe, the service charge is usually included in the price of the meal. Still, the custom is to leave 5-10% of the amount on the bill as a token of appreciation, especially in sophisticated restaurants. However, if the service charge is not included in the bill, you should leave 15% of the total bill.

If you find yourself in Asia, an altogether different corner of the world, tipping customs will vary from country to country. In Japan, for instance, leaving a tip is offensive in any situation, while in China the staff will expect at least 3% of the total price of food and beverage. In Hong Kong tips can go up to 15%, if service charge is not included in the bill.

S. J.





THE WAITER'S LITTLE SECRETS

Whichever restaurant they come, guests expect to receive excellent service. In most venues that is exactly what they will get. However, good and efficient service, and a courteous and amiable waiter are no guarantee of the waiter's sincerity to the guests. It's always important to present the restaurant in the best possible light, so not all the little secrets and tricks of the trade will be conveyed to the guest because it's important to keep every customer and make them wish to come back again. The service will certainly be good but does that also go for the products you ask for? Here are several secrets the waiters don't want their guests to know and some others they wish their guests did know.

WHAT THE GUEST SHOULDN'T KNOW:

The most frequent question that a waiter will ask when you are finishing your lunch or dinner is: "Would you like some coffee?"

Everyone should know that in the evening most restaurants serve only one kind of coffee, the kind most in demand. At this time of day you will most frequently be served decaffeinated coffee because it is what most people order after dinner.

Naturally, the waiter will never tell you that you won't get what you ordered because it's not worth it to make more kinds of coffee and use several coffee machines, so expect to get an ordinary coffee, the kind that will also be served to all the other guests who expressed a desire to partake of this warm beverage at that time of day.



It is not advisable to order fish if you don't know when it was delivered to the restaurant. Fish is usually delivered to restaurants twice a week and you should particularly avoid ordering it on Sundays.

Restaurants frequently buy ordinary salad dressing in jars or mayonnaise to which they add a few ingredients (like fresh herbs, cheese, mushrooms) which they present on the menu as being a house product, which is something the waiter will never tell you and, if you ask about the ingredients, he will sing its praises and describe it as an exquisite dressing, made according to an in-house recipe, the restaurant's specialty, etc.

When a restaurant offers a dish as that day's specialty that means the ingredients that go into it have to be used up quickly before they go bad.

The waiter, on the other hand, will simply recommend it as the best choice for that day's lunch/dinner.

Generally speaking, we often ask the waiter about the quality and taste of a particular dish.

In these occasions, keep in mind the fact that the waiter will feel free to recommend dishes even if he has never tasted them, nor has a clear idea of how they are made.

WHAT WAITERS WISH THEIR CUSTOMERS DID KNOW:

If you have been waiting for a meal order too long, it's the cook's fault, not the waiter's!

Avoid going to restaurants during holidays. They are usually overcrowded at those times and you will have to wait a long time for your order. The prices are often higher on those days, too!

Waiters hate making a cup of tea. They have their hands full as it is and making a cup of tea, a cheap product, is time consuming while both the result and the profit are insignificant.

Good waiters always wish their guests to enjoy their meal, but as soon as they finish it, let's face it, all they want is for the guests to leave! After all, no one stays in a cinema once the movie is over.



AIBTM

The Americas Meetings & Events Exhibition - američki sajam poslovnih putovanja i skupova je vodeći globalni sajam kongresne industrije Amerike. Kao najnoviji dodatak globalnom portfoliju Reed Travel Exhibitions, AIBTM dovodi pojedinačno kvalifikovane gostujuće kupce i odabrane sajamske posetioce iz SAD i drugih zemalja sveta.

Prilagođen američkom tržištu, AIBTM obezbeđuje i garantuje prisustvo donosilaca odluka najvišeg nivoa. Sajem pruža prilike za poslovno povezivanje kupaca i izlagača putem jedinstvenih programa za gostujuće kupce. www.aibtm.com

EIBTM

The European Incentive Business Travel & Meetings Exhibition - evropski sajam poslovnih i insentiv putovanja i skupova je vodeći svetski događaj za sastanke, podsticajna putovanja, događaje i poslovna putovanja, koji se održava u Barceloni. Kao deo IBTM portfolija, ovaj događaj pruža tri dana uspešno fokusirana na dinamično poslovno okruženje, kroz profesionalnu edukaciju i poslovna povezivanja za sve prisutne. Program gostujućih grupa kupaca (hosted buyer-a) privlači kupce na višem nivou, postavljajem međunarodnog poslovanja sa dobavljačima širom sveta. www.eibtm.com

HOSTED BUYER

Hosted Buyer – Gostujući kupac je osoba koja organizuje, ima uticaj ili donosi budžetske odluke vezane za međunarodna poslovna putovanja, sastanke, incentive putovanja, međunarodne konvencije, lansiranje proizvoda, trening zaposlenih i slične događaje.

STRATEGIC BUYER

Strategic Buyer - Strateški kupac je kompanija koja kupuje drugu kompaniju zbog neke vrste veze između njih, a koje čine ciljnu kompaniju koja će biti dodatno privlačna kupcima. Iz tog razloga, kompanija kupac će često platiti premiju za ciljnu kompaniju, što znači da će je dobiti za više nego što drugi smatraju da je to vredno. Obično postoji neka vrsta sinergije između ciljne kompanije i kompanije kupca, zbog čega je strateški kupac često poznat kao sinergijski kupac. Ovo je suprotno od finansijskog kupca, koji kupuje drugu kompaniju samo na osnovu potencijala i suštinske vrednosti ciljne kompanije. www.wisegeek.com

TRADE BUYER

Trade Buyer - Trgovinski kupac je termin popularan u Velikoj Britaniji, a odnosi se na strateškog kupca koji kupuje ili stiče postojeći biznis. Trgovinski kupac već ima posao i obično traži da dobije nešto od preuzimanja drugih kompanija. Takve prednosti mogu da uključe kombinovanje dva preduzeća, efikasno uklanjanje konkurencije, ili jednostavno pronalaženje lakšeg načina za kupovinu kompanije u određenom regionu, nego da započine sa novom kompanijom kada pokušava da se proširi. Ove vrste kupaca su najčešći ponuđači kada je reč o preuzimanju neke kompanije. www.wisegeek.com

PRE-SCHEDULED APPOINTMENTS

Pre-Scheduled Appointments – Unapred ugovoreni sastanci - predstavljaju unapred uređen i organizovan sastanak od strane gostujuće grupe kupaca (hosted buyera) na međunarodnim poslovnim sajmovima.

SAVAMALA

Savamala je gradsko naselje Beograda. Proteže se duž desne obale reke Save. Naziv je proistekao iz imena reke Sava i reči „mahala“ - turska reč za mala naselja ili blokove kuća. Razvoj železnice, gradnja pomoćnih železničkih objekata i brojnih loše izgrađenih kućica - stračara oko njih, u kojima su živeli železnički radnici, već početkom 20. veka prouzrokovali su odvajanje grada od reke i provocirali još tada čitav niz urbanističkih planova koji su na ovom potezu predviđani, između ostalog, pristanište van korita reke, na prostoru Bare Venecije, kanale, mostove i brojne atraktivne sadržaje kojima bi se Beograd spustio na Savu. Nažalost, nijedan od tih ambicioznih planova koji su tu predviđali „Varoš na vodi“ nije realizovan. Tema ovogodišnjeg Mikser festivala je i bila pokretanje procesa urbanih transformacija Savamale.

ZADOVOLJSTVO KLIJENATA

Zadovoljstvo klijenata predstavlja obezbeđivanje visokog stepena zadovoljstva klijenata i ostvarivanje dugoročnog odnosa s njima, što predstavlja imperativ savremenog poslovanja. Put ka postizanju ovog cilja predstavlja redovna komunikacija i oslušivanje mišljenja, potreba i sugestija klijenata. Zadovoljan klijent je onaj koji će nastaviti da koristi uslugu kompanije i koji će biti tu kada neko bude trebao da je preporuči kao dobru kompaniju, koja uspešno posluje.

CLUB-HOPPING

„Club-Hopping“ je moderan izraz za kratke posete više noćnih klubova u toku jedne noći.

AIBTM

The Americas Meetings & Events Exhibition is the leading global exhibition for the U.S. meetings and events industry. The newest addition to the Reed Travel Exhibition's global portfolio, AIBTM delivers individually qualified Hosted Buyers and eligible Trade buyers from the U.S. and around the world.

Tailored to the U.S. market, AIBTM serves and guarantees the attendance of top level decision makers. The exhibitions provide time and business efficient matching services for buyers and sellers through unique Hosted Buyer Programs. www.aibtm.com

EIBTM

The European Incentive Business Travel & Meetings Exhibition is the leading global event for the meetings, incentives, events and business travel industry, held in the vibrant business and tourism destination of Barcelona. Part of the IBTM Portfolio, the event delivers three days of focused access to a dynamic business environment, thought provoking professional education and business networks for all attendees. The Hosted Buyer Programme attracts senior level buyers placing international business with suppliers from across the globe. www.eibtm.com

HOSTED BUYER

Hosted Buyer is a person which organise, influence or make budgetary decisions for international business travel, meetings, incentive travel, international conventions, product launches, staff training or events.

STRATEGIC BUYER

Strategic Buyer is a company that buys another company because of some sort of connection between the two companies that makes the target company enviable to the buyer. For that reason, the buying company will often pay a premium for the target company, meaning that they will acquire it for more than others might consider it to be worth.

There is usually some sort of synergy between the target company and the buying company, which is why a strategic buyer is often known as a synergistic buyer. This is the opposite of a financial buyer, which is a company that will buy another based solely on the potential and intrinsic value of the target company. www.wisegeek.com

TRADE BUYER

Trade Buyer is a term popular in the United Kingdom to refer to a strategic buyer that purchases or acquires an existing business. The trade buyer already has a business and usually looks to gain something from taking over the other company.

Such benefits could include the combining of the two businesses, effectively squashing competition, or simply finding it easier to buy a company in a certain region than to start a new one when trying to expand. These types of buyers are the most common bidders when it comes to taking over a company. www.wisegeek.com

PRE-SCHEDULED APPOINTMENTS

Pre-Scheduled Appointments (PSA SYSTEM) - are appointments arranged and organised in advance by the hosted buyers on international business fairs.

SAVAMALA

Savamala is an urban neighborhood of Belgrade, the capital of Serbia. It stretches along the right bank of the Sava river. The name comes from the name of the Sava river and the word mahala – a Turkish word for neighbourhood, small towns or block of houses.

The development of railways, the construction of additional railway facilities and poorly constructed numerous houses – shacks around them, where lived railway workers, early 20th century have led to the separation of the river, and even then provoked a series of urban development plans that are on the move predicted, among other things, the pier outside the river bed, the Bare area of Venice, canals, bridges and a number of attractive facilities which would be lowered Belgrade to the Sava river. Unfortunately, none of these ambitious plans that the predicted "Town on the water" is not implemented. The topic of this year's Mixer Festival was just to start the urban transformation process of Savamala.

CUSTOMER SATISFACTION

Customer satisfaction is providing a high level of customer satisfaction and achieving long-term relationship with them, as the necessity of business. The way to achieving this goal is regular communication and listening to opinions, suggestions and needs of clients. Satisfied client is the one that will continue to use a service company and will be there when someone is supposed to recommend it as a good company, which operates successfully.

CLUB-HOPPING

Club-Hopping is a modern term for visiting a multiple nightclubs, in short visits, for short periods of time in one night.

U RIMU ZBOG VISOKIH ŠTIKLI UKLANJAJU KALDRME



Italija je poznata kao modna prestonica sveta, ali isto tako i kaldrma. Međutim, ova druga činjenica uveliko remeti dame posvećene modnim aktuelnostima, koje žele u svojim najnovijim cipelama sa štiklama da prošetaju gradom. Ovo je mesto gde bi mogao da padne svako ko iole prati modu. Međutim, na veliku sreću dama sa visokim potpeticama koje žele da se šepure na ulici, Rim je konačno doneo odluku da će neke ulice dobiti novo lice i biti bezbednije, a naročito za „dame na štiklama“. Planira se zamena kaldrme na nekim od najupečatljivijih ulica. Pre svega će biti uređene one ulice koje predstavljaju sedište mode i kojima dominiraju čuveni dizajneri poput Bugarija, Fendija i Laure Biadoti.

Ali istorijski i estetski detalji rimskih ulica će biti zadržani. Pri izravanju bi ulice zadržale svoje rustične kaldrme ali sa novom betonskom osnovom, pa bi nivoi bili izjednačeni. Ovo „umivanje“ pločnika će učiniti da ulice postanu bezbednije za damske dragocene italijanske cipele.

HOTEL ČIJE SU SOBE 155 METARA ISPOD ZEMLJE

U Švedskoj se nalazi jedan od najčudnijih hotela na svetu - Sala Silvermine hotel, čije se sobe nalaze 155 metara ispod zemljine površine i do njih se može doći jedino liftom koji se nalazi u nekadašnjem rudniku srebra. Liftom se do soba stiže za nekoliko sekundi. Noćenje u ovom neobičnom hotelu košta 440 evra, a za tu cenu gosti mogu da uživaju u luksuznim krevetima, šampanju i da se koriste srebrnim posuđem. Soba ima ukupno 14, a sve su uređene u minimalističkom stilu.

Sobe su osvetljene velikim lusterima i svećama, pa zbog tragova metala u zidovima sve ima neobičan srebrnkasti odsjaj. U njima nema signala za mobilni telefon, a sa spoljnim svetom se može komunicirati jedino putem interkoma.

Temperatura se u ovom hotelu može spustiti i do 2°C, mada se sobe nalaze u nešto toplijem vazdušnom džepu, gde se temperature kreću oko prijatnijih 18 stepeni celzijusa, ali se gostima svakako uvek preporučuje da ponesu nešto topliju garderobu. Usprkos i nekim nedostacima, hotel je veoma popularan, pa je tokom godine i preko vikenda uglavnom popunjen, kada su noćenja rezervisana i po nekoliko meseci unapred.



NAJČUDNIJA ZANIMANJA U HOTELIMA I DANAS POPULARNA U SVETU



Da su gost i njegovo mišljenje najvažniji, nepisano je pravilo kojim se vode turistički radnici. Međutim, u nekim hotelima je ovo pravilo shvaćeno doslovno, što inicira određene „ekstremne“ situacije. Tako, na primer, u hotelu Westin u San Francisku, od 1935. godine postoji stalno zaposleni glancač kovanog novca. Ovo radno mesto je otvoreno jer su prljave kovanice prljave bele rukavice prefinjenih dama. Iako se danas uglavnom plaća karticama, glavni glancač tvrdi da i dalje ima pune ruke posla.

Zatim, u okolini kompleksa Wilkinsons Springs u Kaliforniji ima mnogo vulkanskog pepela, tako da ovde postoji zanimanje pod nazivom Menadžer blata. Njegov zadatak je da skupi i pročisti vulkanski pepeo, doda mu vodu iz lokalnog mineralnog izvora, kao i kanadski treset, a dobije lekovito

blato zbog kojeg se ovaj kompleks ubraja među najbolje u SAD-u.

Takođe je već postalo i poznato da se u luksuznim hotelima širom sveta pglaju novine, kako gostima ne bi ostajali crni prsti od štampe. Pored ovih neobičnih zanimanja postoje i mnoga druga, koja se svakako ne mogu svakodnevno vidati u hotelima, pa uskoro mogu postati i prave atrakcije za turiste.

NOVA TURISTIČKA PONUDA: TURA KROZ KANALIZACIONI SISTEM BEČA

Ljubitelji neobičnih oblika turizma ali i zaljubljenici u filmsku umetnost, sada mogu doživeti jedno sasvim novo iskustvo. Mogu „uživati“ u turi kroz kanalizacije Beča. Ovakva tura možda neće biti primamljiva svakome zbog otpadnih voda i neprijatnih mirisa koji se u njima nalaze, ali kao olakšavajuća okolnost, ovde se nalaze mnogobrojni otvori koji vode na površinu i značajno ublažavaju neprijatne mirise. Sistem kanalizacije, dugačak 2.300 kilometara, kroz koji svakog dana protekne preko 15 tona prljavštine, jeste mesto snimanja legendarne scene sa Orsonom Velsom u filmu „Treći čovek“.

Ovaj kanalizacioni sistem je jedno od omiljenih mesta za snimanje filmskih scena. Tu su snimani i delovi nekih serija i muzičkih spotova (npr. serija „Inspektor Reks“, muzički spot popularnog austrijskog muzičara Falka za pesmu „Jeanny“), itd.

Pored filmskih doživljaja, posetioci ove atrakcije mogu saznati i sve o tome kako sistem kanalizacije funkcioniše, a nakon ture po ovom neobičnom mestu, u trajanju od oko 45 minuta, posetioci mogu uživati i u poseti muzeja „Treći čovek“, a potom u bioskopu Burgkino, gde mogu pogledati projekciju ovog filma. Specijalni deo ture je prolazak kroz takozvani kolera-kanal koji je izgrađen 1836. godine i koji se još uvek koristi. Kanal je izgrađen kao reakcija na koleru od koje je te godine umrlo preko 2.000 osoba.



KRSTARENJE KROZ 28 ZEMALJA ZA ONE SA DUBOKIM DŽEPOM



Jedna britanska turistička kompanija organizuje elitno krstarenje kroz 28 zemalja, u trajanju od 4 meseca i po ceni od milion funti za dve osobe! Nije važno odakle su prijavljeni putnici, s obzirom da po njih dolazi na kućnu adresu specijalno opremljeni helikopter, koji ih prebacuje do Londona, odakle čarter letom idu u Los Anđeles i ukrcaju se na luksuzni brod „Srebrni šapat“.

Gosti su smešteni u apartmane na brodu, gde ih očekuje lični batler koji brine o svim njihovim potrebama za vreme putovanja. Ovde gosti čak imaju priliku i da biraju jednu od devet ponuđenih vrsta jastuka na kojima će spavati. Neke od destinacija kroz koje prolazi brod su Francuska, Novi Zeland, Mauricijus, Barbados i mnoge druge. Putovanje traje neverovatna 124 dana, a u ovoj britanskoj kompaniji ističu kako je ovo najpoželjnije krstarenje na svetu, bez obzira na veoma „privlačnu“ cenu.

BICIKL NAOPAČKE

Ukoliko je nekome dosadilo da vozi bicikl sam, zahvaljujući jednom tajvanskom pronalazaču, od sada će moći da se vozi u društvu, ali sigurnost na putu nije u potpunosti zagarantovana. Naime tajvanski pronalazač dizajnirao je bicikl dvosed koji se vozi „licem u lice“. Ovaj pronalazak je inspirisan klasičnim biciklom dvosedom, gde vozač koji sedi pozadi može samo da vidi leđa svome suvozaču. Odatle ideja da bi bilo zanimljivije ako bi se vozači međusobno gledali, odnosno bili okrenuti jedan prema drugom. Njegov novi bicikl može da se vozi u položaju „licem u lice“, tradicionalnom „licem u leđa“, pa čak i u položaju „leđa u leđa“. Položaj „licem u lice“ pogodan je za roditelja i dete, ili novopečene parove, dok položaj „leđa u leđa“ nudi obojici vozača dobar pogled na put, a onaj ko je nazad može da oslobodi ruke kako bi fotografisao okolinu. Tajvanske kompanije već su izrazile interesovanje za ovaj bicikl, a pronalazač se nada da će se na ulicama pojaviti veoma brzo. On je svoj izum patentirao u SAD, Nemačkoj, Japanu i Kini.



SAT KOJI NE POKAZUJE TAČNO VREME



Da li baš svako nosi sat samo zbog tačnog vremena? Ovo bi moglo da bude potpuno čudno pitanje, da švajcarska kompanija „Romen Žerom“ nije kreirala novi luksuzni sat koji ne pokazuje koliko je sati, već samo koje je doba - dan ili noć. Njegovo ime i nosi adekvatan naziv „Dan&Noć“. Cena ove luksuzne igračke koja donosi informaciju samo o tome koje je doba dana, iznosi 300.000 dolara. Iako pogled kroz prozor ne košta ništa, za ovaj proizvod postoji veliko interesovanje i veoma lepo se prodaje. Predstavnik ove švajcarske kompanije je na prestižnom Sajmu satova i nakita u Bazelu izjavio da, sudeći po urađenim anketama, ljudi uopšte ne gledaju na sat kada žele da znaju koliko je vreme odmaklo, kao i da je vreme najveći luksuz. I pored neverovatnih cena, ljudi plaćaju ovakve satove samo da bi se njima hvalili, jer skup sat za njih predstavlja „trofej“. Istina je da sat vredan devet dolara pokazuje isto vreme kao i onaj od pola miliona dolara. Ali, ljudi žele trofej kojim bi paradirali.

ROŠTILJ ZA GINISOVU KNJIGU REKORDA

Više od hiljadu ljubitelja roštilja iz Urugvaja raspalilo je najveći roštilj na svetu i postavili su novi svetski rekord, koji će biti evidentiran u Ginisovoj knjizi rekorda.

Ove roštiljdžije su zaslužile priznanje nakon što su ispekli čak 12 tona mesa i ovime su potukli rekord koji je od 2006. godine držao Meksiko. U postavljanju džinovskog roštilja, dugačkog jedan i po kilometar, angažovani su i vojnici, a za vatru je bilo potrebno 6 tona uglja. Taj deo posla su, iz sigurnosnih razloga, obavili vatrogasci. Teletina koja je bila na meniju glavni je urugvajski izvozni proizvod. U „roštiljadi“ je učestvovalo 1.250 ljudi, a miris roštilja je privukao i još oko 20.000 posmatrača.



NI SLIKANJE NA PUTOVANJIMA VIŠE NIJE BESPLATNO



Svako ko ode na putovanje želi da sa njega donese najlepše uspomene – slike sa tog nezaboravnog provoda. Međutim, pitanje je da li je moguće baš uvek sačuvati sećanja na ovaj način?

Na putovanjima se najčešće fotografišu poznate turističke atrakcije i društvo sa kojim se putuje, ali se u pojedinim zemljama mora voditi računa da se na slici ne nađe neko od lokalnog stanovništva, pa makar oni bili i u pozadini na slici. U poslednje vreme, u većini zemalja, fotografisanje lokalaca nije besplatno. Tako, na primer, na Kubi za slikanje lokalnih crkinja u narodnoj nošnji potrebno je izdvojiti jedan dolar.

Što se tiče fotografisanja muslimana, većina njih smatra da foto-aparat krade dušu, pa uglavnom izbegavaju da budu fotografisani, zato treba biti oprezan pri fotografisanju, makar oni bili i samo u pozadini fotografija. U nekim zemljama postoje čak i „naplaćivači taksi“, koji od turista uzimaju novac za fotografisanje njihovog stanovništva.

ROME'S COBBLED STREETS SMOOTHED FOR HIGH-HEELED LADIES

Italy is known as the fashion capital of the world but it's just as famous as for its cobbled streets. The latter fact, however, is just a nuisance in the eyes of high-heeled fashionistas who want to show off their latest pumps downtown. For any fashion devotee, walking down these streets simply means risking a broken limb. To the joy of ladies who wish to parade down the streets of Rome in their high heels, the city has finally decided to redo its cobbled streets, making them safer, especially for "women in heels". The first to be redone will be some of the main pedestrian thoroughfares, dominated by famous fashion brands such as Bvlgari, Fendi, and Laura Biagiotti. However, Rome intends to preserve the historical and esthetic essence of its streets. Most of the streets will just be re-cobbled and set in a concrete base to even out their irregular surface. The "smoothing" will certainly make walking on cobbled streets in precious Italian shoes a less risky undertaking.



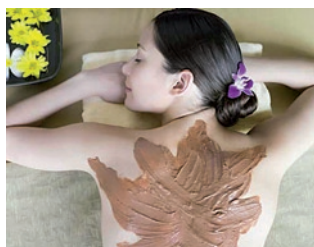
HOTEL ROOMS 155 METERS BELOW GROUND



One of the strangest hotels in the world is in Sweden – the Sala Silvermine Hotel whose rooms are 155 meters below ground level and can only be accessed by an elevator located in a former silver mine, which takes guests down to their rooms within seconds. A night at this extraordinary hotel costs €440 and for that price guests can enjoy luxurious beds, champagne, and the use of silver tableware. There are 14 rooms and they are all decorated in minimalistic style and lit by great chandeliers and candles reflecting against the metal particles in the walls and giving the rooms an unusual silvery glow.

There is no cell phone signal in these rooms and the only way to communicate with the outside world is by intercom. The temperature in the hotel can descend to 2°C and, although the rooms are located in a slightly warmer air pocket, where the temperature is usually a pleasant 18°C, guests are advised to bring warmer clothing. Despite some shortcomings, the hotel is very popular and is usually fully booked for months ahead throughout the year.

THE ODDEST HOTEL JOBS STILL POPULAR IN THE WORLD



That guests and their opinion reign supreme is the unwritten rule that everyone in the tourist business adheres to. However, in some hotels this rule is taken so literally that it has led to rather extreme situations. For instance, the Westin Hotel in San Francisco has had a "coin shiner" on its payroll since 1935. This job was created so ladies' gloves wouldn't be soiled by dirty coins. Even today, in the age of credit cards, the coin shiner says he has his hands full. The heaps of volcanic ash to be found in the vicinity of Wilkinson Springs in California have created a need for the profession of "mud manager". He collects and purify the volcanic ash, adds water from a local mineral spring and Canadian turf to get the curative mud that makes this place so famous in the US.

Another odd habit, now fairly customary in luxury hotels around the world is ironing newspapers so the guests won't end up with ink-stained fingers. There are many other unusual jobs besides these that are certainly not commonplace in hotels but could one day become a real attraction for tourists.



A NEW TOURIST OFFER: THE VIENNA SEWER TOUR



Lovers of extreme tourism and movie fans can now look forward to an entirely new experience. They can "enjoy" a tour of Vienna's sewers. It may not be everyone's cup of tea, considering the waste waters and unpleasant smells but it's not as bad as it sounds thanks to the many openings leading to the surface which reduce the disagreeable odors to some extent. The 2,300 km long sewer system through which 15 tons of waste water flow every day was the scene of the legendary movie The Third Man featuring Orson Welles. This sewer system is a favorite filming site where many sequences for serials and musical spots were shot (the serial Inspector Rex, the musical spot for the song Jeanny performed by the famous Austrian musician Falco, etc.). Besides following in the footsteps of movie characters, visitors can also learn about how the sewer system works and, after this unusual 45-minute tour, they can visit The Third Man museum and then see the movie in the Burgkino cinema. A special part of the tour is the passage through the "cholera canal" built in 1836, which is still in use. The canal was built because of the outbreak of cholera, which killed more than 2,000 people.



Man featuring Orson Welles. This sewer system is a favorite filming site where many sequences for serials and musical spots were shot (the serial Inspector Rex, the musical spot for the song Jeanny performed by the famous Austrian musician Falco, etc.). Besides following in the footsteps of movie characters, visitors can also learn about how the sewer system works and, after this unusual 45-minute tour, they can visit The Third Man museum and then see the movie in the Burgkino cinema. A special part of the tour is the passage through the "cholera canal" built in 1836, which is still in use. The canal was built because of the outbreak of cholera, which killed more than 2,000 people.

A CRUISE THROUGH 28 COUNTRIES

A British tourist company organizes elite cruises through twenty-eight countries and lasting four months for the price of a million pounds for two! The passenger's original point of departure is irrelevant because they are picked up at their home address by a specially equipped helicopter which takes them to London, where they board a charter flight for Los Angeles and then embark on the luxury ship "Silver Whisper". The guests' apartments come with a personal butler who attends to their needs throughout the voyage. Guests can also take their pick among a selection of nine types of pillows to sleep on. France, New Zealand, Mauritius, Barbados, are just a few of the countries visited on this tour. The journey lasts an incredible 124 days and the company offering it claims it is the cruise most in demand in the world, despite the "interesting" price.



A BICYCLE TURNED AROUND



For all those who get bored with riding a bicycle on their own, a Taiwanese inventor has created the possibility for riding a bike in company but safety on the road is not a given. The designer of this odd bicycle has made a two-seater bike which is driven "face to face". This invention was inspired by the regular two-seater bike where the person riding behind can only see the back of the driver sitting in front.

The author of the invention thought it would be more interesting if the drivers could look at each other while driving, in other words, if they were facing each other. The new bicycle can be driven "face to face", "face to back", and even "back to back". The "face to face" position is great for parents and children or couples in love, while the "back to back" position offers both drivers a good view of the road and the one in the back can drive with their hands free and take pictures. Taiwanese companies have already expressed interest in this bike, and

inventor hopes his invention will appear on the streets very quickly. He patented his invention in the United States, Germany, Japan and China.

A WATCH THAT DOESN'T TELL THE RIGHT TIME

Does everyone wear a watch only for the sake of knowing what time it is? This could sound like an odd question if it weren't for latest Romain Jerome luxury watch which doesn't show what time it is but only whether it's day or night. No wonder it's called "Day&Night"! The price of this luxury "trinket" informing us only what part of the day we are in is 300,000 dollars. Despite the fact that a glance through the window will tell just as much and cost nothing, this watch is in great demand and is selling beautifully.

At the prestigious Watch and Jewelry Show in Basel, the Swiss company's spokesman said surveys showed that people don't look at their watches to see what time it is and that time is the greatest luxury commodity. Regardless of the price people buy this type of watch to show off because an expensive watch is a status symbol. A nine-dollar watch will definitely show the time of day just as well as the one costing half a million but it's the latter type that you want to flaunt.



A BARBECUE WORTHY OF THE GUINNESS BOOK OF RECORDS



More than a thousand barbecue lovers in Uruguay lit up the world's largest barbecue and set a new record that will be entered in the Guinness Book of Records. The assiduous "chefs" earned the prize after barbecuing 12 tons of meat, thereby beating the former Mexican record set in 2006. Even the army pitched in to help set up the gigantic one-and-a-half-kilometer long barbecue.

The fire was fed by 6 tons of coal and, for reasons of safety that part of the work was done by the fire brigade. The veal on the menu is Uruguay's main export item. This grand event was attended by 1,250 people, and another 20,000 spectators who were probably drawn by the delicious smell of barbecue.

EVEN SNAPPING PICTURES COMES AT A PRICE

Anyone who travels wants to bring back the best memories – pictures from their unforgettable trip. The question is, can one always preserve memories this way? What people most frequently photograph on their travels are well-known tourist sights and the company they are with, but in some countries they have to be careful not to include any local resident, not even as part of the picture's background. Lately, in many countries taking photographs of locals comes at a price.

In Cuba, for instance, photographing native women in folk dress will cost you a dollar. As for Muslims, most of them think the camera will steal their soul and usually avoid being photographed, so be careful when taking pictures even if the locals are only in the background.

Some countries even have "tax collectors" who charge tourists for photographing local residents.





ACCELERATE YOUR SUCCESS

REGISTRATION IS OPEN **SIGN UP NOW!**

Expanded show. Greater opportunities. More buzz. IMEX America returns to Las Vegas bigger and better than ever. It's now the largest meetings industry trade show in the U.S. and the place for business to power up the pace. **Register today at IMEXAMERICA.COM.**



OCTOBER 9-11, 2012
LAS VEGAS

IMEXAMERICA.COM



THE *pulse* OF THE MEETINGS INDUSTRY.

BITKA ZA BEBE

AKCIJA ZA DONACIJU OPREME PORODILIŠTIMA



BORBA SE NASTAVLJA!

PORODILIŠTIMA U SRBIJI NEDOSTAJE VELIKA KOLIČINA VITALNE OPREME KOJA JE OD PRESUDNOG ZNAČAJA ZA PREŽIVLJAVANJE BEBA. VREME JE DA PONOVO STANEMO U BORBENE REDOVE. PRED NAMA JE NOVA, JOŠ VEĆA BITKA, U KOJOJ SE BORIMO ZA SVAKO PORODILIŠTE, ZA SVAKI NOVI ŽIVOT, ZA SVAKU BEBU!

PRIKLJUČI SE BORBI ZA PORODILIŠTA NA WWW.BITKAZABEBE.RS

SMS DONACIJA ZA PORODILIŠTA NA BROJ 3 100. CENA PORUKE JE 100 DINARA ZA KORISNIKE SVIH MREŽA U SRBIJI.
BROJ DINARSKOG RAČUNA ZA DONACIJE: 340-36233-65, ERSTE BANK A.D.

WWW.BITKAZABEBE.RS

B 92 / FOND