

# 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 11 / april 2013 / No. 11 / April 2013

www.SEEbtm.com



TEMA BROJA:

**KADA PRESTAJEMO  
DA UČIMO?**

COVER STORY:

**WHEN DO WE STOP  
LEARNING?**



INDUSTRIJA:  
**TRENDOVI U KONGRESNOJ  
INDUSTRIJI ZA 2013. GODINU**

ISTRAŽIVANJE:  
**EDUKACIJA U  
KONGRESNOM TURIZMU**

INDUSTRY:  
**TRENDS IN MEETING  
INDUSTRY FOR THE YEAR 2013**

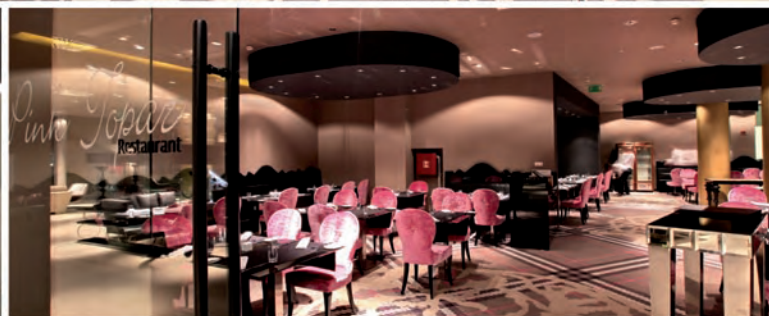
RESEARCH:  
**EDUCATION IN  
CONGRESS TOURISM**

# Welcome Home!



FALKENSTEINER

Hotel  
Belgrade <sup>\*\*\*\*\*</sup>



## Modern, dynamic and in the right place!

Meet in style in the new Falkensteiner Hotel Belgrade <sup>\*\*\*\*\*</sup> and feel right at home.

The city that lives to the fullest, cosmopolitan Belgrade, has gained an extra dose of exuberance with the superior Falkensteiner City Hotel. Whether you are on a business trip, participating in a conference or you would like to enjoy the night life in a city that never sleeps, one ideal destination exists: Falkensteiner Hotel Belgrade <sup>\*\*\*\*\*</sup> Superior.

### YOU CAN EXPECT:

- A great location in the center of the business district of New Belgrade, 5 minutes to the city center and 15 min to the airport
- Easy access from the highway E 75 from the direction of Zagreb (Genex Kula exit)
- 170 superiorly equipped rooms and suites with anatomic beds
- 6 exclusive conference halls on an area of 700 m<sup>2</sup>
- The Pink Topaz Restaurant with an offer of local and international cuisine
- A hotel bar and salon for cigar lovers
- A city SPA with an incorporated fitness center
- Free WI-FI
- A sprinkler, smoke and fire alarm system as well as safety equipment
- An underground garage with 54 parking spaces and an outside parking lot

## 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.kongresniturizam.com, www.SEEmice.com

E-mail: office@kongresniturizam.com

Direktor:

**Ivan Milić**

Glavni i odgovorni urednik:

**Miona Milić**

Urednički tim:

**Svetlana Gavrić, Mirjana Jokić**

Lektura:

**Lexica prevodilačka agencija**

Dizajn i priprema za štampu:

**Dizajn Studio Nemet**

Štampa:

**Štamparija Stojkov**

Tiraž: 3.000

Periodičnost: kvartalno

Datum izdavanja: april 2013.

Broj 11

Godišnja pretplata za SEEbtm sa PDV-om i

dostavom na adresu (4 izdanja) za:

- Srbiju iznosi 2.500,00 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 : 2013 / [editor in  
chief Miona Milić]. - 11th ed. - Belgrade :  
The Best Solutions, 2013 (Belgrade : Stojkov). -  
96 str. : fotogr. ; 30 cm

Tiraž 3.000.

ISBN 978-86-87655-00-3

1. Milić, Miona [главни и одговорни  
уредник]

а) Угоститељски објекти - Балканске државе

- Водичи

COBISS.SR-ID 152412940

**Kada prestajemo da učimo?**

Otvarate korice ovog broja SEEbtm magazina sa entuzijazmom, nadajući se da ćete čuti odgovor kakav biste voleli, na pitanje koje se svi pitamo još od srednje škole ili fakulteta - **KADA ĆU KONAČNO PRESTATI DA UČIM?**



Obimnim višegodišnjim istraživanjem, analizama, ponovnim proverama primarnih rezultata istraživanja, pokušavanjem obaranja tih rezultata i teza, došli smo do konačnog odgovora koji muči generacije, a odgovor je vrlo prost - **NIKADA.**

Verujem da je mali broj radoholika, ili u ovom slučaju, ljudi koji istinski vole da uče, zadovoljan ovom izjavom, dok je većina nas, iako, naravno, svesna gore navedene činjenice, upravo duboko uzdahnula.

Možda su naše bake i deke, i generacije pre njih, mogle da se provuku kroz radni vek sa znanjem koje su stekli osnovnim školovanjem.

Mi ostali, moramo konstantno da se usavršavamo, proširujemo znanja i sposobnosti, kako bismo ostali konkurentni.

Danas su ljudski resursi roba kojom se trguje na tržištu rada, i kao i svaka roba, ili je inovativna, potrebna i konkurentna, ili za nju nema tražnje na tržištu.

Za radnim stolom onih koji se ne usavršavaju, u tom slučaju, pojaviće se vrlo brzo, ambiciozni tinejdžer, koji upija informacije i znanje kao sunđer, motivisan da konstantno uči i napreduje.

**„Znanje je moć.“**

Francis Bekon, engleski filozof

**Miona Milić,**

glavni i odgovorni urednik



**26.**  
Aktuelne teme:  
**KARNEVAL U RIJU**



**34.**  
Tema broja:  
**UČIM, DAKLE, POSTOJIM.**



**44.**  
Industrija:  
**TRENDOVI U KONGRESNOJ INDUSTRIJI ZA 2013. GODINU**



**53.**  
Istraživanje:  
**EDUKACIJA U KONGRESNOM TURIZMU**



**70.**  
Destinacija:  
**SOFIJA – ATRAKTIVAN ZELENi GRAD**



**87.**  
Zanimljivost:  
**SKULPTURE OD LEDA – REMEK DELA KOJA ODUZIMAJU DAH**

Novosti i događaji.....5	Industrija: Trendovi u kongresnoj industriji za 2013. godinu ..... 44	Hotel: Kongresni hotel Galleria**** ..... 75
Novo i renovirano ..... 14	Kongresniture.com: Profesionalizam i posvećenost vode ka uspehu ..... 48	Primer iz prakse: Trka preživljavanja 2013 ..... 79
Aktuelan događaj: Projekat „Milanski edikt 313 – 2013, Srbija“ ..... 19	Istraživanje: Edukacija u kongresnom turizmu..... 53	Hotel: Kongresni centar Olimia, Slovenija ..... 83
Aktuelne teme: Karneval u Rijui ..... 26	Agencija Eures-tim: Vaš partner u stvaranju uspešnih događanja ..... 63	Sajmovi: IMEX Frankfurt 2013 ..... 84
Hotel: Hotel Zlatibor Mona ..... 32	Kongresni biro: Prag – Tradicionalno moderna kongresna destinacija ..... 65	Zanimljivost: Skulpture od leda – Remek dela koja oduzimaju dah ..... 87
Tema broja: Učim, dakle, postojim. .... 34	Destinacija: Sofija – Atraktivan zeleni grad ..... 70	Rečnik pojmova ..... 91
Hotel: Falkensteiner Hotel Belgrade ****s ..... 36		Zanimljivosti ..... 93
Istraživanje: Edukacija je neophodna ..... 39		

## 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.SEEmice.com

E-mail: office@kongresniturizam.com

Director:

**Ivan Milic**

Editor-in-Chief:

**Miona Milic**

Editorial team:

**Svetlana Gavric, Mirjana Jokic**

Lecture:

**Lexica Translation Agency**

Design & Layout:

**Dizajn Studio Nemet**

Printing office:

**Štamparija Stojkov**

Circulation: 3.000

Periodicity: quarterly

Issue date: April 2013.

No 11

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

- Serbia 2,500.00 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 u publikaciji  
Narodna biblioteka Srbije, Beograd

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

SEEbtm : Southeast Europe business travel  
and meetings magazine : 2013 / [editor in  
chief Miona Milic]. - 11th ed. - Belgrade :  
The Best Solutions, 2013 (Belgrade : Stojkov). -  
96 str. : fotogr. ; 30 cm

Tiraž 3.000.

ISBN 978-86-87655-00-3

1. Milic, Miona [ glavni i odgovorni

urednik ]

a) Ugostiteljski objekti - Balkanske drzave

- Vodичи

COBISS.SR-ID 152412940

**When do we Stop Learning?**

*You are opening your SEEbtm magazine with enthusiasm, hoping you will get the answer you hoped for at the question troubling us since high school or university - WHEN WILL I FINALLY STOP LEARNING?*



*Comprehensive years-long research and analysis, as well as repeated checks of primary research results have resulted in the final answer, a very simple one for that matter - NEVER.*

*I believe the few workaholics, or in this case, people that genuinely love to study, are happy with such a statement.*

*The majority of us, however, while perfectly aware of the above fact, are far from delighted.*

*Our grandfathers and grandmothers perhaps, or the generations before them, could get away through their working lives with their elementary school knowledge.*

*The rest of us must constantly improve and expand our knowledge and skills, in order to remain competitive.*

*Human resources are today goods sold and bought on the labor market, just like any goods - either they are innovative and competitive, or there is no demand for them.*

*At the work desk of those avoiding professional development soon will appear an ambitious teenager, absorbing information like a sponge, motivated to constantly learn and progress.*

**"Knowledge is power."**

*Francis Bacon, English Philosopher*

**Miona Milic,**  
Editor-in-Chief



**29.**  
Hot topics:  
**RIO CARNIVAL**




**35.**  
Cover story:  
**I STUDY, THEREFORE I EXIST.**



**46.**  
Industry:  
**TRENDS IN MEETING INDUSTRY FOR THE YEAR 2013**



**57.**  
Research:  
**EDUCATION IN CONGRESS TOURISM**



**72.**  
Destination:  
**SOFIA - AN ATTRACTIVE AND GREEN CITY**



**89.**  
Interesting:  
**INTERESTING: ICE SCULPTURES – BREATHTAKING MASTERPIECES**

News and events ..... 9	Industry: Trends in Meetings Industry for the 2013 ..... 46	Hotel: Congress Hotel Galleria**** ..... 77
New and improved ..... 16	Kongresniturizam.com: Professionalism and Dedication Leads to Success ..... 50	Example from practice: The Survival Race 2013 ..... 81
Hot topics: Project "Edict of Milan 313 – 2013, Serbia" ..... 22	Research: Education in Congress Tourism ..... 57	Hotel: Congress Centre Olimia, Slovenia ..... 83
Hot topics: Rio Carnival ..... 29	Agency Eures-tim: Your Partner in Successful Events ..... 64	Exhibition: IMEX Frankfurt 2013 ..... 85
Hotel: Hotel Zlatibor Mona ..... 33	Convention Bureau: Prague - Traditionally Modern Meeting Destination ..... 67	Interesting: Ice Sculptures – Breathtaking Masterpieces ..... 89
Cover story: I Study, Therefore I Exist. .... 35	Destination: Sofia - An Attractive and Green City ..... 72	Term dictionary ..... 92
Hotel: Falkensteiner Hotel Belgrade ****s ..... 37		Interesting news ..... 95
Research: Education is a Must ..... 41		

### TRÉCI BALKANSKI SPA SAMIT, ARANĐELOVAC, SRBIJA

Čast da organizuje Treći Balkanski Spa Samit ove godine pripala je Srbiji, a domaćin ovog značajnog skupa biće hotel „Izvor“ u Aranđelovcu. Pod sloganom „Imamo zajedničku prošlost, hajde da kreiramo zajedničku budućnost“ okupiće se najmementniji stručnjaci u ovoj oblasti, u periodu od 05. do 08. septembra 2013. godine, u organizaciji Udruženja Banja Srbije. Na prethodna dva Samita, u Bugarskoj i Turskoj, urađeno je mnogo na stvaranju zajedničke priče o banjama Balkana. Sve zemlje članice zajednički sakupljaju etno-komponente zemalja Balkana (tradiciju, kulturu, gastronomiju, muziku, običaje i svedočanstva burne istorije) profilisu ih i stavljaju u funkciju definisanja, kreiranja i promocije novog turističkog proizvoda na tlu Evrope – Banja Balkana. Cilj je da se sve što prati kvalitetne programe relaksacije, prevencije ili rehabilitacije u banjama Balkana „upakuje“ u jedan autentičan i intrigantan turistički paket, i tako ostatku sveta pokaže zašto je jedinstven.



### VELIKI KONGRESI U NOVOM KONGRESNOM CENTRU NA ZLATIBORU, SRBIJA

U renoviranom Hotelu Zlatibor Mona izgrađen je kongresni centar Koledo sa kapacitetom do 500 mesta u teatar stilu. U njemu se održavaju neki od najvećih skupova koji okupljaju oko 500 ljudi: Savez energetičara, koji se održava od 26. do 29. marta, Kongres internista od 06. do 09. juna, Kongres pedijatra od 09. do 15. juna 2013. godine itd.



Visina od 5 metara i prelep pogled na šumu čine Koledo idealnim mestom za organizaciju kongresa, seminara i svećanih proslava. Koledo je multifunkcionalan prostor koji se deli u 2 ili 3 nezavisne celine, sa komfornim predprostorom, a opremljen je najmodernijom tehnologijom, klimatizacijom, ozvućenjem i svetlosnom rasvetom.

### PRIZNANJE TRIPADVISOR.COM-A ZA HOTEL TOWNHOUSE 27, BEOGRAD, SRBIJA



Hotel Townhouse 27 je autentičan butik hotel koji je koncipiran po uzoru na svetske trendove, objedinjuje vrhunsku uslugu sa modernom arhitekturom.

Drugu godinu za redom, dobitnik je jedinstvenog priznanja među hotelima u Srbiji, najvišeg priznanja o besprekornoj ponudi sa 5 krugova za 2012. godinu – Certificate of excellence – 5 circles 2012, koje dodeljuje svetski poznat TripAdvisor.com. Hotel Townhouse 27, tokom 2011. i 2012. godine, konstantno zauzima vodeću poziciju u konkurenciji od 60 hotela u Beogradu i 146 u celoj Srbiji. Priznanje o besprekornoj ponudi sa 5 zvezdica dodeljuje se na osnovu najviših ocena gostiju za nivo i kvalitet usluge u određenom objektu. Prema navodima Tripadvisora, putnici koji ostavljaju komentare na ovom portalu konstantno ocenjuju Hotel Townhouse 27 najvišim ocenama, kao i da su samo najbolji u poslu nagrađeni priznanjem o besprekornoj ponudi sa 5 krugova.

### NAGRADE ZA ZIRA HOTEL BEOGRAD, SRBIJA



Zira Hotel dobitnik je više prestižnih nagrada u oblasti hotelijerstva i usluga, od kojih se mogu izdvojiti nagrade „Turistički cvet“ za najbolji ugostiteljski objekat u Srbiji 2012. godine koji dodeljuje „Turistička organizacija Srbije“, „Certificate of Excellence“ 2012 koju dodeljuje „TripAdvisor“, „Turistička prizma“ 2012 sa „Sajma turizma“ u Novom Sadu i „Expedia Insiders Select“ za 2012. godinu.

Zira Hotel Beograd koji se nalazi u srcu starog dela Beograda po koncepciji spada u red biznis hotela. Svojim gostima nudi 127 soba vrhunskog dizajna i kvaliteta, kao i tri savremeno opremljene konferencijske sale, besplatno korišćenje potpuno opremljenog fitnes centra, obezbeđen parking u garaži, besplatan pristup internetu u celom hotelu i besplatne međunarodne telefonske pozive. Jedan od benefita koji se nudi gostima hotela je povlašćena kupovina u prodajnim objektima Zira Shopping centra, sa popustom od 5% do 20%.



### THE BEST BUSINESS DESTINATION TRAVEL AWARD 2012 ZA MK MOUNTAIN RESORT KOPAONIK, SRBIJA

MK Mountain Resort je dobitnik prestižnog priznanja The Best Business Destination Travel Award 2012, namenjenog kompanijama čiji proizvodi i usluge predstavljaju vrhunac kongresne industrije u celoj Evropi. Žiri za dodelu nagrade sačinjen je od rukovodilaca korporativnih putovanja, članova Udruženja ACTE (Association of Corporate Travel Executives), kao i drugih uticajnih članova zajednice poslovnih putovanja.

Za generisanje nominovanih kompanija, korišćeni su kriterijumi - kvalitet i asortiman usluga, „vrednost za novac“, prisustvo u online medijama, web dizajn, održivost prakse, ekološka svest, korisnički servis i poslovna sposobnost. MK Mountain Resort na Kopaoniku predstavlja jednu od vodećih MICE destinacija u Srbiji, sa izvanrednim mogućnostima za organizaciju seminara, kongresa, konferencija, banketa, team building-a, muzičkih i modnih događaja. Pored pet konferencijskih sala koje zauzimaju površinu od 1000 m<sup>2</sup> u Hotelu Angella\*\*\*\*, u okviru Grand Hotel & Spa\*\*\*\* na raspolaganju je business centar sa dve kompletno renovirane sale, čiji kapacitet i multifunkcionalnost omogućavaju organizaciju različitih skupova i događaja, tokom cele godine.

## NOVI PROGRAM AGENCIJE FLY FLY TRAVEL, BEOGRAD, SRBIJA

Kompanija Fly Fly Travel je pripremila poseban program kojim želi da stimuliše i pospeši saradnju sa svojim sadašnjim i budućim



kljntima. U želji da stvori mrežu poslovnih partnera za koje bi pružala usluge, prodaje avio karata i rezervacije hotela za bilo koji deo sveta po posebnim uslovima napravljen je Fly Business Fly program. Ovaj proizvod je nastao na osnovu potrebe mnogih modernih kompanija za organizacijom avio prevoza i hotelskog smeštaja svojih zaposlenih širom sveta.

Svi koji žele da postanu članovi Fly Business Fly programa mogu to uraditi popunjavanjem prijave na internet portalu agencije (rubrika Fly Business Fly) na osnovu kojeg stiču pravo na sve posebne pogodnosti i beneficije.

Posebne pogodnosti podrazumevaju: avio karte za sve destinacije sveta po garantovano najpovoljnijim cenama, Loyalty program - 20 beneficija (besplatne avio karte i putovanja, popusti, nagrade, pokloni...) 24h help centar, besplatne rezervacije hotela, besplatan business club, popusti za krstarenja po celom svetu, popusti na turističke aranžmane.

## „ZONA ZDRAVLJA DR FEELGOOD“ U HOTELU DANUBIA PARK, SREBRNO JEZERO, SRBIJA

Bogatu ponudu garni hotela Danubia Park na Srebrnom jezeru, udaljenom samo sedamdesetak minuta vožnje od Beograda, odnedavno čini i „Zona zdravlja dr Feelgood“.



Program novog, savremeno opremljenog fitness i Wellness centra osmislio je dr Saša Plečević, a namenjen je svima koji žele da sačuvaju i unaprede svoje zdravlje.

Osim izrade individualnog plana fizičkih aktivnosti kao i plana ishrane, ovaj program uključuje i osnovni internistički i antropometrijski pregled koji će dati potpunu sliku o vašem zdravstvenom i kondicionom stanju.

Program „Zone zdravlja dr Feelgood“ uključuje i aktivnosti van samog fitness centra. U prelepom okruženju Danubia Park hotela i samog Srebrnog jezera programom je predviđena vožnja bicikla, rolera, brzi hod i džoging.

I na kraju, za relaksaciju i opuštanje, gostima je na usluzi Spa zona sa saunom, delom sa tropskom kišom i raznim vrsta masaža.

## INTEGRISANA DEKORATIVNA RASVETA ZA BRENDING KOMANIJA U HOTELIMA ANTUNOVIĆ, HRVATSKA

Hotel Antunović Zagreb kao i Hotel Antunović Sesvete, investirali su u dodatnu dekorativnu rasvetu u svojim salama.



Hotel Antunović Zagreb, iako je poznat po visokoj opremljenosti svih svojih kapaciteta, ove godine prateći trendove, dodatno je investirao u integrisanu dekorativnu rasvetu u sali Tomislav, najvećoj kongresnoj sali u kongresnom centru, koja prima do 1.000 osoba.

Prilagodljive boje rasvete omogućuju kompanijama da za svoje kongrese postave korporativne boje u salu.

Dodatna ponuda uključuje i moving headove preko kojih kompanije mogu projektovati logo kompanije na hodnik, u salu ili čak ispred ulaza u sam kongresni centar.

Branding je jako bitan za kompanije, a Hotel Antunović Zagreb je prepoznao tu potrebu i omogućio svojim kljntima jednostavno brendiranje.

## EVROPSKA PREZENTACIJA CHEVROLET TRAXA U FALKENSTEINER HOTELU & SPA IADERA, HRVATSKA

Evropska prezentacija automobila Chevrolet Trax se održava od 05. aprila do 02. maja 2013. godine u Hrvatskoj, u Falkensteiner Hotelu & Spa Iadera\*\*\*\*\* u Punta Skala Resortu pored Zadra.



Više od 800 novinara iz cele

Evrope koji prate automobilsku industriju tom prilikom će posetiti Hrvatsku i odsesti u Falkensteiner Hotelu & Spa Iadera.

Legenda hrvatskog vaterpola Vitomir Padovan učestvovao je u snimanju kampanje za novi Trax čije su prve fotografije napravljene ispred Falkensteiner Hotel & Spa Iadera u Petrčanima, u Zadru kod Pozdrava Suncu, na ostrvu Pagu i u Nacionalnom parku Paklenica. Nakon prezentacije u Zadru, novi Trax kreće u prodaju u Evropi, a na hrvatsko tržište dolazi u leto 2013. godine.



## IPMA 2013 - 27. SVETSKI KONGRES UPRAVLJANJA PROJEKTIMA, DUBROVNIK, HRVATSKA

27. svetski kongres IPMA udruženja će se održati od 30. septembra do 03. oktobra 2013. godine u Valamar hotelima u Dubrovniku, Hrvatska.

Pod pokroviteljstvom Vlade Republike Hrvatske i Univerziteta u Zagrebu, ovogodišnji kongres će okupiti vodeće svetske praktičare i menadžere, kao i predstavnike istraživačkih institucija i globalnih kompanija. Organizatori 27. svetskog kongresa upravljanja projektima očekuju dolazak oko 1.000 učesnika iz celog sveta. U okviru kongresa dodeljivaće će

se i prestižne IPMA godišnje svetske nagrade za područje upravljanja projektima. Više informacija na [www.ipma2013.hr](http://www.ipma2013.hr)



### CENTRAL AND EASTERN EUROPE CARRIERS AND ENTERPRISES EVENT, OPATIJA, HRVATSKA



CEE CEE (Central and Eastern Europe Carriers and Enterprises Event) naziv je dvodnevne konferencije održane od 30. januara do 01. februara 2013. godine u opatijskom Milenij Grand hotelu 4 opatijska cvijeta na kojoj se okupilo 100-nak vodećih stručnjaka iz telekomunikacione industrije iz regije. Događaj je imao za cilj da pruži priliku za predstavljanje novih tehnoloških rešenja i susret ključnih ljudi iz regionalnih i međunarodnih telekomunikacionih i srodnih preduzeća, kao i da poboljša saradnju stručnjaka i kompanija iz telekomunikacione industrije.

U sklopu navedenog događanja održana je i 8. Međunarodna konferencija RISK, posvećena IT sigurnosti, nadzoru, virtualizaciji kao i optimizaciji mreže za kvalitetno osiguranje kontinuiteta poslovanja.

Konferencija je učesnicima omogućila ekskluzivnu priliku da dobiju uvid u sigurnosna rešenja, upravljanje rizicima, preporuke za rešavanje IT sigurnosnih potreba današnjice kao i susret sa vodećim stručnjacima iz IT industrije.

### 3. TRAVEL ZOOM KONFERENCIJA, BLED, SLOVENIJA

U periodu od 26. do 27. marta 2013. godine, na Bledu, Slovenija održana je 3. Međunarodna konferencija o strategijskom i kreativnom marketingu u turizmu - Travel Zoom.

Travel Zoom konferencija predstavlja jedan od najvećih marketinških događaja u turizmu koji se održava svake godine.

Sastavni deo konferencije bili su informativni, ali i edukativni programi sa predavačima, radionicama, dobrim primerima iz prakse i „Pecha Kucha“ prezentacijama, vođenih od strane slovenačkih i inostranih renomiranih akademika i stručnjaka u oblasti marketinga i turizma. Sa oko 200 učesnika, konferencija je predstavljala idealnu šansu za poslovne ljude iz celog sveta da se sretnu, povežu i razmenjuju ideje.



3rd Conference on Strategic and Creative Marketing in Tourism  
26 - 27 March 2013, Bled, Slovenia

### 8. MEĐUNARODNA IRDO KONFERENCIJA, MARIBOR, SLOVENIJA

8. Međunarodna IRDO konferencija o društvenoj odgovornosti i trenutnim izazovima održana je u periodu od 07. do 09. marta 2013. godine u Mariboru, Slovenija.



Ova konferencija je predstavljala most između teorije i prakse. Organizatori 8. Međunarodne IRDO konferencije bili su Institut za društveni razvoj i Univerzitet Maribora, koji su na konferenciji očekivali najmanje 200 učesnika iz nekoliko Evropskih zemalja.

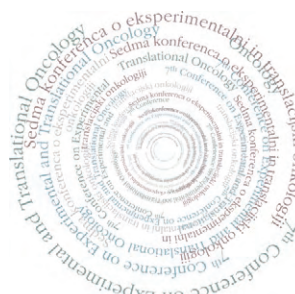
Cilj konferencije je bio da se odrede različiti faktori koji utiču i doprinose inovacijama u obrazovanju i komunikaciji, kao i razvoju višeg stepena kulturne i društvene odgovornosti.

### 7. KONFERENCIJA O EKSPERIMENTALNOJ ONKOLOGIJI – CETO, PORTOROŽ, SLOVENIJA

7. Konferencija o eksperimentalnoj onkologiji – CETO, održaće se u periodu od 20. do 24. aprila 2013. godine u St. Bernardin Adriatic Resort & Convention Center, Portorož, Slovenija.

Cilj konferencije će biti promovisanje osnovnih i kliničkih dostignuća u oblasti mehanizama za iniciranje tumora, razvoja i napredovanja, kao i predstavljanje novih strategija za otkrivanje, sprečavanje i lečenje raka.

Glavne teme konferencije biće napredovanje tumora, invazija i metastaze, biomarkeri, novi lekovi i terapije, prevencija raka. Konferencija će biti idealno mesto za okupljanje mladih perspektivnih i poznatih naučnika iz ove oblasti, kako bi se osigurala saradnja između akademskih i industrijskih institucija, kao i uspostavljanje novih kontakata između naučnika iz različitih regiona.



### 2. MEĐUNARODNI FORUM ZA ODGOVORAN TURIZAM, BUKUREŠTU, RUMUNIJA

2. Međunarodni forum za odgovoran turizam održan je od 29. do 31. marta 2013. godine u Bukureštu, Rumunija.

Cilj Foruma bio je nastavak projekta koji je započeo pre godinu dana, a koji se odnosio na stvaranje medijskih i komunikacionih platformi među stručnjacima u oblasti turizma kako bi se promovisao nov koncept za odgovorni turizam u celom svetu i prikazao značaj ovog koncepta u razvojnom procesu koherentnog turizma, ekonomije i društva.

### MEĐUNARODNA KONFERENCIJA O POSLOVANJU I EKONOMIJI, RUMUNIJA

Međunarodna konferencija o poslovanju i ekonomiji će se održati u periodu od 05. do 08. juna 2013. godine u Konstanci, Rumunija. Konferencija će se baviti pitanjima koja se odnose na svetsku ekonomiju, društvena i politička pitanja, upravljanje i marketing, ekonomski i regionalni razvoj, računovodstvo i finansije, pitanja vezana za životnu sredinu i nekonvencionalne izvore energije.



Ciljevi ove konferencije će biti podsticanje širenja znanja među učesnicima, kako bi se stvorili povoljni uslovi za buduću saradnju i partnerstva na ekonomskim projektima.

### 22. METUBES 2013, BUDVA, CRNA GORA



22. Međunarodna turistička berza i sajam turizma, opreme za hotelijerstvo i ugostiteljstvo - METUBES će se održati od 11. do 14. aprila 2013. godine na Jadranskom sajmu u Budvi, Crna Gora. METUBES je najznačajnija manifestacija u oblasti promocije i prodaje turističkih kapaciteta u Crnoj Gori, koja na jednom mestu okuplja najvažnije nosioce turističke ponude i sveobuhvatno prezentuje aktuelnu ponudu za predstojeću turističku sezonu. Direktna komunikacija izlagača i brojnih profesionalnih kupaca, brojnost i raznovrsnost tržišnih segmenata i njihova prirodna povezanost, pružaju mogućnost da uz minimum organizacionih napora i ulaganja, učesćem na sajmu izlagači unaprede prodaju i uspostave ključne poslovne kontakte.

### 3. MEĐUNARODNI SAJAM TURIZMA, SKOPLJE, MAKEDONIJA

3. Međunarodni sajam turizma - Skopje Travel Market 2013, će se održati od 25. do 27. aprila 2013. godine na Skopskom sajmu, Makedonija.



Međunarodni sajam turizma u Skoplju je jedinstvena prilika za predstavljanje turističkih ponuda, upoznavanje sa novim poslovnim partnerima, jačanje postojećih poslovnih veza sa klijentima i partnerima, istraživanje tržišta i stvaranje osnove za buduće marketinške strategije.

Sastavni deo sajma turizma u Skoplju biće Međunarodna konferencija za ruralni turizam – program za razvoj – Rukovođenje; promocija i svečana večera organizovana od strane zemlje partnera sajma, 3. Nacionalno takmičenje barmena, tematske debate organizovane od strane učesnika sajma i prijem i večera za sve učesnike organizovana od strane Skopskog sajma i partnera sajma.

### 11. MEĐUNARODNA KONFERENCIJA DEMI, BANJA LUKA, BOSNA I HERCEGOVINA

11. Međunarodna konferencija o dostignućima u oblasti elektrotehnike i mehanike i informacionih tehnologija – DEMI biće održana u periodu od 30. maja do 01. juna 2013. godine u Banja Luci, BIH.



Cilj konferencije će biti pregledanje trenutnog stanja istraživanja sprovedenih na polju elektrotehnike i mehanike, kao i na polju informacionih tehnologija.

Još jedan od ciljeva DEMI konferencije biće i podsticanje novih oblika saradnje između naučnih institucija i proizvodnih kompanija, koje mogu pomoći tim kompanijama da prevaziđu poteškoće vezane za proces tranzicije i globalne krize.

### 5. ADIT KONFERENCIJA, SOFIJA, BUGARSKA



5. Međunarodna konferencija o napretku lečenja dijabetesa i insulinske terapije biće održana od 11. do 13. aprila 2013. godine u Kempinski Hotel Zografski Sofija, Bugarska.

Slogan konferencije je „Svako, svuda, sve vreme” i predstavlja potrebu i izazov da se promene mišljenja, terapije i praksa kroz istraživanja i edukaciju.

Kako bi se efikasno stopiralo dalje širenje dijabetesa i smanjili njegovi efekati, potrebno je da se poslednja istraživanja i znanja prevedu i prebace u praksu što pre i da se to znanje učini dostupnim velikom krugu profesionalaca putem edukacije.

Misija ADIT-a je stvaranje mosta između istraživanja, znanja i prakse kako bi se promenila i poboljšala svakodnevna briga o pacijentima.

### 3<sup>RD</sup> BALKAN SPA SUMMIT, ARANDJELOVAC, SERBIA

This year, Serbia will have the honour to organise 3<sup>rd</sup> Balkan Spa Summit, and the host of this important gathering will be Hotel "Izvor" in Arandjelovac. The summit organised by the Medical SPA Association of Serbia under the slogan "We have a common past, let's create a common future" will gather the most prominent experts in this area in the period from 5<sup>th</sup> to 8<sup>th</sup> September 2013. At the previous two summits, held in Bulgaria and Turkey, we have seen the creation of a common story of the medical spas of the Balkans. All member countries have been collecting ethnic components of the Balkan countries (tradition, culture, gastronomy, music, customs and testimonies of a stormy history), making their profiles and putting them to use with the aim to define, create and promote new tourist product in Europe – Balkan Spas. The goals will be to make an authentic and intriguing package of all contents accompanying high quality relaxation, prevention and rehabilitation programs provided at the Balkan spas and thus show the world their singular qualities.



### MAJOR CONGRESSES AT NEW CONGRESS CENTER IN ZLATIBOR, SERBIA

Congress center Koledo was built at renovated Hotel Zlatibor Mona with a capacity of 500 seats in the art style.

In congress center Koledo are held some of the major events which gather about 500 delegates:

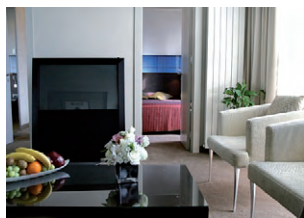
Energy Association in period from 26<sup>th</sup> to 29<sup>th</sup> March, Congress of Internal Medicine from 6<sup>th</sup> to 9<sup>th</sup> June, Congress of Pediatrics from 9<sup>th</sup> to 15<sup>th</sup> June 2013 and etc.

Height of 5 meters and beautiful view of the forest makes Koledo an ideal place for organizing congresses, seminars and formal events.

Koledo is a multifunctional object which can be separated in 2 or 3 independent units with a comfortable entrance hall, and is equipped with modern technology, air condition, sound system and lighting.



### TRIPADVISOR.COM PRIZE FOR HOTEL TOWNHOUSE 27, BELGRADE, SERBIA



Hotel Townhouse 27 is the first authentic boutique hotel in Serbia, built in accordance with world trends, combining impeccable service and modern architecture.

For the second consecutive

year, the hotel won the unique prize among hotels in Serbia, Certificate of excellence – 5 circles for 2012, given by world largest travel portal Tripadvisor.com.

Hotel Townhouse has been holding the leading position in 2011 and 2012, among 60 hotels in Belgrade and 146 in Serbia.

The prize is given based on the votes of the hotel guests, for the level of service provided in the venue.

According to Tripadvisor.com, travelers who comment on the portal have been rating Hotel Townhouse 27 with the highest rates and that only the best in business have been awarded.

### AWARDS FOR ZIRA HOTEL BELGRADE, SERBIA



Zira Hotel has won many prestigious awards in the field of hospitality and services, and some of them are "Turistički cvet" for the best hotel in Serbia 2012 assigned by "Tourist Organization of Serbia", "Certificate of Excellence" 2012

awarded by the "TripAdvisor", "Turistička prizma" 2012 from Tourism Fair in Novi Sad and "Expedia Insiders Select" for 2012 year.

Zira Hotel Belgrade, which is located in the heart of old Belgrade, by design, is one of business hotels. To its guests offers 127 rooms of superior design and quality, as well as three modern equipped conference rooms, free use of the fully equipped fitness center, secured garage parking, free internet access throughout the hotel and free international phone calls. One of the benefits being offered to guests of the hotel is a preferred shopping in stores of Zira Shopping Center, with a discount of 5% to 20%.



### THE BEST BUSINESS DESTINATION TRAVEL AWARD 2012 FOR MK MOUNTAIN RESORT KOPAONIK, SERBIA

MK Mountain Resort has won prestigious The Best Business Destinations Travel Award 2012 which is designed to showcase those companies whose products and services represent the pinnacle of the business travel industry. The makeup of voters includes corporate travel executives, members

of the Association of Corporate Travel Executives (ACTE), as well as other influential members of the business travel community.

To generate the nominees criteria that were used are quality and range of services, value for money, online presence, website design, ease of use, sustainability practices, environmental awareness, customer service and business acumen.

MK Mountain Resort Kopaonik presents one of the leading MICE destination in Serbia, ideal for the organization of seminars, congresses, conferences, banquets, team buildings, music and fashion events. In addition to the five conference rooms which occupy an area of 1000 square meters in Hotel Angella\*\*\*\*, Business Center in the Grand Hotel & Spa \*\*\*\* is available, with two fully renovated rooms, which capacity and multifunctionality allow different types of meetings and events during all year.

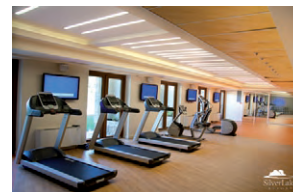
**NEW PROGRAM OF FLY FLY TRAVEL AGENCY, BELGRADE, SERBIA**

Fly Fly Travel has prepared a special program which is intended to promote and enhance cooperation with its current and future clients. In order to create a network of business partners for which would provide services, sale of airline tickets and hotel reservations for any part of the world under special terms, Fly Fly Travel has made Fly Business Fly program. This product is based on the needs of many modern companies for the organization of air transport and accommodation of its employees worldwide. All who wish to become members Fly Business Fly program can do by filling out applications on the agency website (column Fly Business Fly), according to which all are entitled to special privileges and benefits. Special privileges involve: airline tickets to all world destinations with the best price, Loyalty program – 20 benefits (free airline tickets and travels, discounts, prizes, gifts...) 24h help center, free of charge hotel reservations, free Business club, discounts for cruising around the world, discounts for travel arrangements.



**“ZONE OF HEALTH DR FEELGOOD” AT DANUBIA PARK HOTEL, SILVER LAKE, SERBIA**

Part of the offer at Danubia Park garni Hotel, Silver Lake just seventy minutes drive from Belgrade, is from recently “Zone of Health Dr Feelgood”.



The program of the new, modern equipped fitness and Wellness center was conceived by Dr Sasa Plecevic, and is intended for those who wish to preserve and improve their health. Beside the possibility to have an individual plan of physical activity and diet plan, this program includes a basic health check as well as anthropometric measuring (muscle mass, percentage of body fat...) that will give you a complete picture of your health status and physical conditioning. The “Zone of Health Dr Feelgood” includes also activities outside of the fitness center. In the beautiful surroundings of Hotel Danubia Park and the lake, you can go cycling, roller-skating, jogging or fast walking. And finally, for relaxation, there is also a spa area with sauna, tropical rain and various types of massage.

**INTEGRATED LIGHTING SYSTEMS FOR COMPANY BRANDING IN HOTELS ANTUNOVIC, CROATIA**

Hotel Antunovic Zagreb and Hotel Antunovic Sesvete recently invested in integrated decorative lighting in their congress halls. Even though Hotel Antunovic Zagreb has already acquired a reputation of being the most technologically advanced congress center in Zagreb, they are very much aware that they need to stay on top of their game by following trends in the meeting industry. This year the hotel upgraded its largest congress hall Tomislav, which holds up to 1,000 persons, with integrated decorative lighting.



This allows companies to color the hall in their corporative colors for additional branding possibilities. Furthermore, companies now have the option of renting out moving heads which project corporate logos and can be placed in the foyer, congress center entrance, or in the hall itself. Corporative branding is very important to companies and the Antunovic Hotel Zagreb recognized this customer need for simple branding solutions.

**THE EUROPEAN PRESENTATION OF THE CHEVROLET TRAX IN THE FALKENSTEINER HOTEL & SPA IADERA, CROATIA**

The European presentation of the automobile Chevrolet Trax will be held from 5<sup>th</sup> April to 2<sup>nd</sup> May 2013 in Croatia, in the Falkensteiner Hotel & Spa Iadera\*\*\*\* in the Punta Skala Resort near Zadar.



More than 800 journalists covering news regarding the automobile industry from all over Europe will visit Croatia for this occasion and stay in the beautiful Falkensteiner Hotel & Spa Iadera.

A legend of Croatian water polo, Vitimir Padovan, participated in the creation of the campaign for the new Trax, with its first photographs captured in front of the Falkensteiner Hotel & Spa Iadera in Petrcane, in Zadar near the Greeting to the Sun, on the Island of Pag and in Paklenica National Park.

After the presentation in Zadar, the new Trax will be launched for sale in Europe, and will be available on the Croatian market in the summer of 2013.



**IPMA 2013 – 27<sup>TH</sup> WORLD CONGRESS OF PROJECT MANAGEMENT, DUBROVNIK, CROATIA**

27<sup>th</sup> World Congress of IPMA Association will be held in period from 30<sup>th</sup> September to 3<sup>rd</sup> October 2013 in Valamar Hotels in Dubrovnik, Croatia. Under the auspices of the Government of the Republic of Croatia and the Zagreb University, this year’s congress will bring together the world’s leading practitioners and managers, as well as representatives of research institutions and global companies. The organizers of IPMA 2013 expect about 1,000 participants from all around the world. Within the Congress, prestigious annual IPMA World Award will be given in the field of project management. More information at [www.ipma2013.hr](http://www.ipma2013.hr)

**CENTRAL AND EASTERN EUROPE CARRIERS AND ENTERPRISES EVENT, OPATIJA, CROATIA**



CEE CEE (Central and Eastern Europe Carriers and Enterprises Event) was a two-day gathering of telecom executives from over 100 companies in the region held in Milenij Grand hotel 4 Opatijska Cvijeta from 30<sup>th</sup> January to 1<sup>st</sup> February 2013. The goal of this event was to provide an opportunity for presenting new technology solutions and meeting key people from regional and international telecoms and related businesses and to encourage better, more effective interaction of the telecom community with the intended result of increasing intimacy between the organizations and their customers by sharing the best experiences. During the CEE CEE was also held RISK 2013 conference. This exclusive event for IT professionals, key accounts and other customers across the Adriatic region intended to be a great international congress where leading IT companies would present their new solutions and technologies in the IT security segment, monitoring, virtualization, network optimization with an emphasize on communication and Telco environments as well as discuss and debate on hot topics in IT.

**3<sup>RD</sup> TRAVEL ZOOM CONFERENCE, BLEED, SLOVENIA**

Travel Zoom - International Conference on Strategic and Creative Marketing in tourism, was held from 26<sup>th</sup> to 27<sup>th</sup> March 2013 in Bled, Slovenia.



This Conference represents one of the biggest marketing events for tourism organized every year. The Conference offered informational as well as educational programs with lectures, workshops, good practice examples and "Pecha Kucha" presentations led by Slovenian and foreign renown academics and experts in the field of marketing and tourism. With around 200 participants the conference was a great chance for business professionals from all around the world to meet, network and exchange ideas.

**8<sup>TH</sup> IRDO INTERNATIONAL CONFERENCE MARIBOR, SLOVENIA**

8<sup>th</sup> IRDO International Conference on Social Responsibility and Current Challenges was held from 7<sup>th</sup> to 9<sup>th</sup> March 2013 in Maribor, Slovenia. This Conference represented a bridge between the knowledge and practice.



The organizers of the 8<sup>th</sup> IRDO International Conference were Institute for the Development of Social Responsibility and the University of Maribor, and the expected number of participants was at least 200 from several European countries. The aim of the conference was to map out different factors influencing and contributing to innovation in education and communication as well as to developing a more socially responsible culture and society.

**7<sup>TH</sup> CONFERENCE ON EXPERIMENTAL AND TRANSLATIONAL ONCOLOGY – CETO, PORTOROZ, SLOVENIA**

7<sup>th</sup> Conference on Experimental and Translational Oncology – CETO, will take place from 20<sup>th</sup> to 24<sup>th</sup> April 2013 at St. Bernardin Adriatic Resort & Convention Center, Portoroz, Slovenia.



The aim of the Conference will be to promote the achievements of basic and clinical investigators on mechanisms of tumor initiation, development and progression as well as the introduction of new strategies for detection, prevention and treatment of cancer. The major Conference topics will be tumor progression, invasion and metastases, biomarkers, new drugs and therapeutic targets, delivery systems in cancer, cellular therapy, biomedical applications of electroporation and environmental carcinogens and cancer prevention. The Conference will be an ideal place for a gathering of young prospective scientists and established colleagues from this area, to ensure the collaboration between academic and industrial institutions and to establish new contacts between scientists from different regions.



**2<sup>ND</sup> INTERNATIONAL FORUM FOR RESPONSIBLE TOURISM, BUCHAREST, ROMANIA**

2<sup>nd</sup> Responsible Tourism was held from 29<sup>th</sup> to 31<sup>st</sup> March 2013 in Bucharest, Romania. The aim of 2<sup>nd</sup> International Forum for Responsible Tourism was to continue the project started a year ago, specifically to create media and communication platforms among experts in the touristic field, in order to promote the new concept of responsible tourism in the entire world and reveal the importance of this concept in a coherent touristic, economic and social development process.

### INTERNATIONAL CONFERENCE ON BUSINESS AND ECONOMY, ROMANIA

International Conference on Business and Economy will take place from 5<sup>th</sup> to 8<sup>th</sup> June 2013 in Constanca City, Romania. The Conference will cover 5 thematic areas: Global Economic, Social and Political Issues, Management and Marketing, Economy and Regional Development, Accounting and Finance, Environmental issues and unconventional energy sources.

The objectives of this conference will be to encourage the sharing of expertise between the participants and to establish a climate favorable for future collaborations and partnerships on economic projects.



### 22<sup>ND</sup> METUBES, BUDVA, MONTENEGRO



22<sup>nd</sup> International Tourism exchange and Tourism Fair, Equipment for Hospitality and Catering – METUBES will be held in period from 11<sup>th</sup> to 14<sup>th</sup> April 2013, at Adiratic Fair in Budva, Montenegro. METUBES presents the most significant event in the field of promotion and sale of tourist facilities in Montenegro, which brings together the most important stakeholders of the tourism offer in one place and comprehensively presents the total current bid for the upcoming tourist season.

The direct communication of exhibitors and numerous professional customers, number and variety of market segments and their natural connection, provide the possibility with a minimum of organizational effort and investment at the Fair to improve sales and achieve key business contacts.

### 3<sup>RD</sup> SKOPJE TRAVEL MARKET 2013, MACEDONIA



3<sup>rd</sup> International Fair of Tourism - Skopje Travel Market 2013, will be held in period from 25<sup>th</sup> to 27<sup>th</sup> April 2013 in Skopje Fair, Macedonia.

Skopje Travel Market is a unique opportunity for quality presentation of tourist offers, meeting new business partners, fostering the existing business relationships with clients and partners, market research and setting foundation for the future marketing strategy.

Skopje Travel Market 2013 will include: International conference for rural tourism - Program for development – Leader; promotion and gala dinner organized by the partner country at the fair, 3<sup>rd</sup> National Championship for Bartenders, thematic debates organized by the participants of the fair and reception and dinner for all participants hosted by Skopje Fair and the partners of the fair.

### 11<sup>TH</sup> INTERNATIONAL CONFERENCE DEMI, BANJA LUKA, BOSNIA AND HERZEGOVINA

11<sup>th</sup> International Conference on Accomplishments in Electrical and Mechanical Engineering and Information Technology - DEMI will be held from 30<sup>th</sup> May to 1<sup>st</sup> June 2013 in Banja Luka, BIH.



The aim of the Conference will be review the current state of research in the field of mechanical and electrical engineering as well as information technologies.

The Conference aims to encourage new forms of cooperation between scientific institutions and manufacturing companies, which can help those companies overcome difficulties related to the transition process and the global crisis.

### 5<sup>TH</sup> ADIT CONFERENCE, SOFIA, BULGARIA



5<sup>th</sup> International Conference on Advances in Diabetes and Insulin Therapy - ADIT will be held in period from 11<sup>th</sup> to 13<sup>th</sup> April 2013 in Kempinski Hotel Zografski Sofia, Bulgaria.

The Conference slogan is “Everyone, everywhere, all the time” and summarizes the need and challenge to change the opinions, therapies and clinical practice through research and education.

To effectively stop the rapid spread of diabetes and to reduce its effects, it is necessary to translate the latest research and knowledge into clinical practice as fast as possible and make such knowledge available to a wide circle of professionals through education. ADIT mission is to create a bridge between the research, knowledge and clinical practice in order to change and improve everyday patient care.

**A**  
HOTEL  
**ARISTOS**  
★★★★  
ZAGREB



*Unique ambiance for every occasion*

Modern congress center  
Wellness & spa  
Restaurant Tiara  
150 comfortable rooms  
Free parking and garage

[www.hotel-aristos.hr](http://www.hotel-aristos.hr)



### Renoviranje Hotela Palisad na Zlatiboru i dobijanje 4-te zvezdice

Nakon treće faze rekonstrukcije i proširenja smeštajnih kapaciteta čijim završetkom u maju 2013. godine i svečanim otvaranjem hotela Palisad, na postojeće tri, hotel će dobiti i četvrtu zvezdicu. Nove sobe sa pogledom na Kraljev trg, jezero, borovu šumu samo su deo iznenađenja koja očekuju goste u hotelu Palisad. Nakon otvaranja, nastavlja se ulaganje i izgradnja Wellness & Spa Centra na 5.000 m<sup>2</sup>, sa otvorenim i zatvorenim bazenima, relax oazama, slanim sobama, hamamima i ostalim pratećim sadržajima, čime će nivo usluge biti podignut na najviši nivo, i gostima pružiti odmor za pamćenje.

### Proširenje kapaciteta Solaris Resort-a u Vrnjačkoj Banji

Hotel Solaris Resort iz Vrnjačke Banje polako, ali sigurno zauzima svoje prepoznatljivo mesto na turističkom tržištu Srbije. Solaris Resort se može pohvaliti sve većim brojem uspešno organizovanih priprema rukometaša i košarkaša za takmičenja na kadetskim, juniorskim i seniorskim prvenstvima, kao i mnogobrojnim seminarima i skupovima privrednih društava, farmaceutske kuća, nevladinih organizacija, uduženja banaka itd. Uz proširenje sadržaja i kapaciteta, hotel će predstojeću letnju sezonu dočekati sa 60 moderno opremljenih smeštajnih jedinica, novim komfornim restoranom kapaciteta do 140 mesta, otvorenim bazenom i brojnim iznenađenjima i programima animacije za goste. Do septembra meseca očekuje se i otvaranje nove multifunkcionalne kongresne sale koja će imati kapacitet do 250 mesta i najsavremeniju opremu sa mogućnošću održavanja raznih skupova, seminara, kongresa, konferencija itd. Uz veliki izbor masaža i sadržaja u okviru Wellness centra, Solaris Resort će gostima pružiti nezaboravne trenutke potpunog opuštanja duha i tela i izuzetno prijatne atmosfere.



### Nove konferencijske sale hotela „LifeDESIGN” u Beogradu



Hotel „LifeDESIGN” će nakon dužeg vremena osvanuti na proleće sa novim konferencijskim salama, čiji su radovi u toku. Tokom proteklih godinu i po dana hotel „LifeDESIGN” je za potrebe organizovanja događaja koristio postojeće kapacitete restorana „Privilege”, što je u mnogome ograničavalo poslovanje. Sale će biti opremljene po najvišim standardima gde se planira ulaganje od 450.000 EUR. Poseban akcenat je dat na sistem osvetljenja koji će omogućavati organizatorima događaja da biraju boje koje će dominirati prostorijom. Pored osvetljenja ulaganje je usmereno na najmoderniju AV opremu, za koju je zaista potrebno pratiti svetske trendove.

Uz završetak radova planirano je svečano otvaranje kojim će započeti nova era u poslovanju hotela „LifeDESIGN”.

### Putnik Sport & Spa Centar Hotela Tulip Inn Belgrade

Kao kompanija koja stalno unapređuje svoje usluge putem inovacija i modernog pristupa hotelijerstvu, Hotel Tulip Inn Putnik Belgrade upravo završava obnovu i proširenje Putnik Sport & Spa Centra, kako bi stvorili dodatni prostor za fitness, modernu teretanu i potpuno novi zatvoreni bazen, sa samo jednim ciljem, da gostima pomogne da žive zdrav i harmoničan život. Od aprila 2013. godine, gosti će moći da pripreme duh i telo za nadolazeću prolećnu i letnju sezonu u novom Putnik Sport & Spa Centru.



### Otvoravanje Grand hotela u Nišu



Nov, luksuzan Grand hotel Niš, kategorije 4 zvezdice se nalazi u samom centru Niša. Izgrađen je po najvišim svetskim tehnološkim i ekološkim standardima. Ima 120 luksuznih soba i apartmana, dve velike multifunkcionalne sale, elegantan restoran i moderan Fitnes i SPA centar. Zahvaljujući odličnoj lokaciji, luksuznom ambijentu i modernim konferencijskim salama Grand Hotel Niš je idealan izbor za konferencije i seminare i za sve vrste korporativnih i privatnih proslava. Metropolitan sala je kapaciteta do 300 osoba. Multimedijska sala je kapaciteta do 120 osoba. Hotel je pravi izbor za sve koji očekuju visok nivo usluge i odgovarajući kvalitet.





### Nove investicije hotelskog lanca Maistra, Rovinj

U 2013. godini Maistra d.d. investicijama u visini od 240 miliona kuna nastavlja s podizanjem kvaliteta i ponude svog portfelja ali i ukupne ponude destinacija Rovinj i Vrsar. Osim unapređenja i održavanja postojećeg kapaciteta, kao i pripreme za nove projekte unutar destinacija, 2013. godinu će u smislu investicija obeležiti dva značajna projekta u Rovinju - uređenje turističkog naselja Amarin i investicije u zoni Cap Aureo.

Uređenje turističkog naselja Amarin obuhvatiće rekonstrukciju starog dela smeštajnog kapaciteta naselja, renoviranje bazena i restorana uz plažu čime će se kompletna ponuda naselja podignuti na visinu četiri zvezdice. Vrednost ovog projekta je 132 miliona kuna. Druga značajnija investicija u visini od 70 miliona kuna odnosi se na izgradnju zajedničkog bazenskog kompleksa hotela Eden i Lone, a započinje se i s radovima na uređenju prostora plaže u uvali Lone.

U okviru ovih investicija, hotel Eden u Rovinju dobiće novi Wellness centar što će dodatno podići kvalitet same ponude hotela.

### Novi i renovirani sadržaji Solaris Resort-a u Šibeniku

Za predstojeću sezonu 2013. Solaris Beach Resort je gostima pripremio pregršt iznenađenja. Solaris hotel Ivan\*\*\*\*, luksuzno opremljeni dizajn hotel je u potpunosti renoviran, kako bi gostima obezbedio udobnost u sobama, Lobby baru, Wine baru.

Solaris predstavlja atraktivnu kongresnu destinaciju, koja u svojoj ponudi ima pažljivo osmišljene pakete za team building programe. Izvrsno je mesto za sinergiju poslovanja i zabave. U ponudi je i novouređeni Wellness & Spa centar s hamamom te brojnim opuštajućim tretmanima. Pronađite nešto za sebe i ojačajte timski duh uz odličnu avanturu na brojnim Solarisovim sadržajima.



### Kolekcija proleće/leto 2013 agencije Talas-M

Nakon zimskih avantura na Bjelasici, pravljena igloo-a, piknika na vrhovima planina do kojih se može doći samo krpeljama, agencija Talas-M iz Crne Gore je pripremila novu prolećno-letnju kolekciju programa koje će prezentovati na Meedex sajmu u Parizu i na IMEX-u u Frankfurtu.

U ponudi su novi brodovi, novi restorani i nove aktivnosti; agencija Talas-M Vam otkriva nove ukuse Boke Kotorske, zaboravljene zanate stare Crne Gore, organizuje događaje na najneverovatnijim mestima. Talas-M najavljuje i specijalnu ponudu incentive paketa za Oktobar 2013 po vrlo zanimljivim cenama.

### Nova konferencijska sala hotela Termag na Jahorini

Nova konferencijska sala Hotela Termag, autentičnog dizajna nudi visoke standarde usluga. Klimatizovana i kompletno opremljena, kapaciteta od 350 mesta, deljiva je u 4 manje sale koje su i u slučaju deljenja prirodno osvetljene. Opremljena je najsavremenijom opremom za prezentacije, kabinama za simultano prevođenje, uključujući i bežični internet, i zavisno od potreba klijenta, instalacijama za televizijski prenos i profesionalnim osvetljenjem. Prostrana i moderna sala nudi razne mogućnosti za poslovne sastanke, svečane prijeme, obuke, društvene i kulturne događaje, naučne skupove, izložbe, promocije, revije ili privatne proslave. Hotel Termag nudi mogućnost cateringa - idealno za koktel partije ili konferencijsko ugostiteljstvo, kombinujući smeštaj učesnika i prostor za konferencije u istom objektu.



### Izgradnja Ski centra 2864 Bohinj u Sloveniji

Ski centar 2864 Bohinj čija je izgradnja u toku, biće najveći ski centar u Sloveniji. 2864 Bohinj će spojiti dve postojeće skijališne oblasti zajedno sa novim skijaškim stazama u jedan veliki skijaški centar.

Staze namenjene za porodice ali i staze koje će imati FIS sertifikat za visinu preko 1.000 m će sigurno biti dobro prihvaćene kod skijaša svih nivoa. Pored staza za skijanje, na raspolaganju će biti i snežni park, takmičenje u skijanju, staze za biciklizam i restorani, od kojih su dve građevine sagrađene pre II Svetskog

rata. Ove zgrade će biti renovirane, i predstavljace istinsku priču zimskih stražara, koji su u njima bili prisutni i stacionirani tokom dugih zima u periodu svetskih ratova. Ski centar 2864 Bohinj biće jedino skijalište gde ćete moći da dođete direktnom linijom voza. Takođe, za sve turiste koji dođu vozom na skijanje biće obezbedeni specijalni popusti za kupovinu ski pasova.



### Renovation at Hotel Palisad and Receiving a 4<sup>th</sup> star

The opening ceremony of the hotel Palisad on Zlatibor mountain will be held in May 2013 after the third phase of the reconstruction and expansion of accommodation capacities. After renovation Hotel Palisad will receive a fourth star. New rooms with the view on King's Square, lake, pine trees are just a part of the surprises which guests can expect at Hotel Palisad. After opening, it will be continued investing in and building of Wellness Center at 5,000 square meters, with indoor and outdoor pools, relax oases, salt room, hammam and other support facilities, which will put the level of service at the highest level, and to provide guests a memorable holiday.

### New Capacities of Solaris Resort in Vrnjaka Banja

Hotel Solaris Resort from Vrnjaka Banja, slowly but surely takes its own place at Serbian tourist market. Solaris Resort can boast with a growing number successfully organized handball preparations for cadet, junior and senior championship competitions, as well as with numerous seminars and conferences of pharmaceutical companies, non-governmental organizations, banks, etc. With the expansion of its contents and facilities, the hotel welcomes summer season with 60 modern furnished accommodation units, new comfortable restaurant with up to 140 seats, an outdoor pool and various surprises and entertainment program for guests. By September, it is expected a new multifunctional congress hall to be open and it will have a capacity of 250 seats and the latest equipment for organizing different kinds of meetings, seminars, conventions, conferences, etc. With a wide range of massages and facilities within the Wellness center, Solaris Resort offers to each guest unforgettable relaxation moments of mind and body, as well as a very pleasant atmosphere.



### New Conference Rooms in Hotel "LifeDESIGN" in Belgrade

After a long time Hotel "LifeDESIGN" in Belgrade will at spring open its new conference rooms, whose construction are in progress. During the past year and a half, Hotel "LifeDESIGN" for the purposes of organizing the events was using the existing capacities of the restaurant "Privilege", which greatly limited the business. New conference rooms will be equipped according to highest standards with planned investment of 450,000 Euros. Special emphasis will be given to the lighting system, which will allow event organizers to choose colors that will dominate the room. In addition to lighting, investment will be focused on the latest AV equipment, for which is necessary to follow global trends.

Opening ceremony is planned with the completion of works, with which a new era will start in business of hotel "LifeDESIGN".

### Putnik Sport & Spa Center in Hotel Tulip Inn Belgrade

As a company that is constantly upgrading its services through innovation and a modern approach to hospitality, Hotel Tulip Inn Putnik Belgrade will be finalizing renovation and extension work on Putnik Sport & Spa Center to create additional fitness space, modern gym and brand new indoor swimming pool, with only one goal, to help guests to live their life to the fittest. As of April 2013, guests will be able to regenerate their body and soul and prepare themselves for the spring in brand new Putnik Sport & Spa Center.



### Opening of Grand Hotel Nis

New luxury Grand Hotel Nis is located in the center of Nis. It is a high quality 4-star hotel. Hotel is built to the highest technological and ecological standards and has 120 luxurious rooms and suites, two big multifunctional halls, elegant restaurant and a modern Fitness and SPA center. Great location, luxurious ambiance and modern conference halls make Grand Hotel Nis an ideal venue for conferences, seminars and for corporate or private celebrations. Metropolitan hall can accommodate up to 330 persons and Multimedia hall can accommodate up to 120 persons. Hotel is a right choice for those who expect high class services and appropriate quality.



### New Investments of Hotel Chain Maistra, Rovinj

Maistra Inc. plans to invest HRK 240 million in 2013 to further improve the quality of its products and services and expand its offerings in Rovinj and Vrsar. In addition to upgrading and maintaining the existing capacities and preparing for upcoming projects, this year Maistra will mark two important milestones - a renovation of the Amarin resort and an investment in the Cap Aureo zone in Rovinj. The renovation of the Amarin resort will include reconstruction of the existing accommodation units and renovation of the pool area and the beachfront restaurant,

leading Amarin to a Four-Star level. The project is worth HRK 132 million. The second significant investment in the value of 70 million kuna refers to the construction of a unique pool complex shared by Hotel Eden and Hotel Lone. The investment will also be used to start the works intended to improve the beach in the Lone Bay, as well as to build a new Wellness Center in Hotel Eden, Rovinj, and thus additionally raise the quality of the overall hotel offer.

### New and Renovated Facilities in Solaris Resort Sibenik

For the upcoming season 2013 Solaris Beach Resort has prepared a plenty of surprises for its guests. Solaris hotel Ivan\*\*\*\*, luxury equipped design hotel is completely renovated in order to provide guests a comfort throughout all hotel units, in hotel rooms, Lobby bar, Wine bar. Solaris is an attractive congress destination with carefully chosen team building programs. It is an excellent place of business and entertainment synergy. In addition to the renovated hotel, Solaris Beach Resort has a completely renovated Wellness & Spa center with hammam and numerous other relaxing treatments. Find something for yourself and strengthen your team spirit along with great adventure on the numerous Solarises facilities.



### Collection Spring/Summer 2013 – Talas-M Agency

Following winter adventures on Bjelasica Mountain, making igloos, having picnics at the top of the mountains that are accessible only by snowshoes, Talas-M agency from Montenegro has prepared a new Spring/Summer collection of programs, which will be presented at MICE shows in Paris and in Frankfurt.

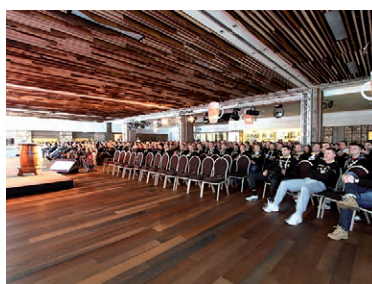
The collection includes new boats, new restaurants and new activities; Talas-M reveal to its client a new tastes of the Boka Bay, forgotten crafts of the Old Montenegro, organizes events on the most incredible places.

Talas-M announces a special incentive package for October 2013.

### New Conference Hall of Hotel Termag on Jahorina

The new Termag Hotel conference hall, with its authentic design, provides high standards of services. Air-conditioned and fully equipped, with a capacity of 350 seats, splits into 4 smaller halls which are naturally illuminated.

It is equipped with the latest equipment for presentations, booths for simultaneous translation, including wireless internet, with a possibility for television broadcasts and professional lighting. Spacious and modern hall offers a variety of opportunities for business meetings, receptions, trainings, social and cultural events, scientific meetings, promotions, shows or private parties. Termag Hotel Jahorina provides catering option - perfect for a cocktail parties or conferences, combining accommodation for participants and conference premises in the very same building.



### New Ski Resort 2864 Bohinj, Slovenia

Ski resort 2864 Bohinj is going to be the biggest ski resort in Slovenia, connecting two existing ski areas along with new ski slopes into one great ski resort.

Slopes ranging from easy family slopes to FIS certified downhill slope with a height difference of over 1000 meters will certainly be well accepted among all levels of skiers.

Besides skiing, there will also be a snow park, ski-cross, bike-park in summer and restaurants, two of which are old buildings from before the World War II. They will be renovated and will feature a true story of high mountain guards that were present and stationed in the harsh winter environment during the world wars. Ski resort 2864 Bohinj will also be the only ski area that will have direct train access, thus facilitating sustainable way of travel and passengers coming to ski by train will be eligible for special discounts for purchasing ski passes.

# CONGRESS CENTRE KOLEDO

*Your meeting place  
for 500 people!*



Miladina Pećinara 26  
31315 Zlatibor  
Serbia

tel. + 381 (31) 841 - 021  
[www.monazlatibor.com](http://www.monazlatibor.com)

Projekat „Milanski edikt 313 – 2013, Srbija“

## SRBIJA JE ZEMLJA BOGATOG RIMSKOG NASLEĐA

Projektom „Milanski edikt 313 – 2013, Srbija“ se ove godine obeležava 17 vekova od donošenja Milanskog edikta. Projekat ima za cilj da edukuje domaću i svetsku javnost o bogatstvu i uticaju rimskog kulturnog nasleđa na prostoru Srbije u oblikovanju današnje evropske civilizacije i da doprinos u jačem pozicioniranju Srbije na ekonomskom, kulturnom i turističkom planu.



Ivana Ivanov

Pod sloganom „Pod ovim znakom ćeš pobediti“ (In hoc signo vinces), 17. januara 2013. godine u Narodnom pozorištu u Nišu, koncertom Hora Sretenjskog manastira iz Moskve, upriličeno je svečano otvaranje godine jubileja Milanskog edikta.

Milanski edikt je zakonski akt koji su doneli carevi Konstantin Veliki (vladar zapadnog dela Rimskog carstva)

i Licinije (vladar istočnog dela Rimskog carstva) u Mediolanu (današnji Milano) 313. godine. Milanskim ediktom prekinut je trovekovni progon hrišćana, vraćena im je oteta imovina i dozvoljeno da javno ispovedaju svoju veru, a da za to ne snose nikakve posledice.

Ispred projekta „Milanski edikt 313 – 2013, Srbija“, rukovodilac pres službe, g-đa **Ivana Ivanov** podelila je sa nama planove i očekivanja vezana za obeležavanje 1700 godina od Milanskog edikta.

### 1. Možete li da upoznate naše čitaoce, zašto je baš grad Niš jedan od domaćina ovog istorijskog događaja?

Car Konstantin Veliki, jedan od najvećih vladara u istoriji čovečanstva, čovek koji je položio temelje hristinizacije Zapadne civilizacije, rođen je u Naisu, današnjem Nišu.

Podizanje javnih i luksuznih građevina u Naisu se upravo pripisuje caru Konstantinu, a pojedini izvori navode: „Grad je veličanstveno ukrasio, tako da su kasnije mnogi mislili da je od njega napravio svoju zadužbinu...“

Projekat „Milanski edikt 313 – 2013, Srbija“ je simbolično i proslava Konstantinove vladavine jer je on najzaslužniji za donošenje ovog akta o toleranciji, svehrišćanski važnog dokumenta, koji je dopustio da „svako veruje kako mu srce hoće“.

Ovo je prilika da se Srbija predstavi čitavom svetu kao zemlja u kojoj su se rađali imperatori, koja je bila centar iz kog se upravljalo Rimskim carstvom, i gde su nicala prelepa arhitektonska zdanja koja su predstavljala najviše domete tadašnjeg graditeljstva.

Sve su to činjenice koje će Niš i Srbiju predstaviti Evropi i ostatku sveta, tokom 2013. godine.



Svečano otvaranje godine jubileja Milanskog edikta, Narodno pozorište u Nišu



Pozorišna predstava „Konstantin“

**Car Konstantin Veliki, jedan od najvećih vladara u istoriji čovečanstva, čovek koji je položio temelje hristinizacione Zapadne civilizacije, rođen je u Naisu, današnjem Nišu.**

**2. Pored Srbije još nekoliko zemalja je uključeno u obeležavanje jubileja. Kolika je odgovornost i čast biti jedan od domaćina ovako velikog i značajnog događaja?**

Ovaj značajni jubilej, 1700 godina od donošenja Milanskog edikta, biće proslavljen još i u Rimu, Jerusalimu, Istanbulu, Triru, Milanu, Jorku, gradovima koji su povezani sa Konstantinovima životom. Država Srbija i grad Niš, imaju privilegiju da budu centralno

mesto proslave svehršćanski važnog jubileja, a to je prilika da predstavimo jedan istorijski period u kom je prostor Srbije bio kulturni i politički centar tadašnjeg Rimskog carstva. Takođe je važno istaći da su Ruska Federacija, Italija, Grčka, Francuska, Nemačka, Turska, Velika Britanija i Amerika članovi Organizacionog odbora proslave jubileja Milanskog edikta. Srbija je preuzela važnu ulogu na sebi i osim podizanja njenog ugleda u očima stranih državljanja, očekujemo da će se sve što radimo u okviru projekta „Milanski edikt 313-2013, Srbija“, odraziti i na veće interesovanje turista za lokalitete koji do sada nisu bili adekvatno predstavljeni, a koji se tiču upravo rimskog nasleđa na našoj

teritoriji. Verujemo da je ovo šansa da se poboljša slika Srbije u očima celog sveta.

**3. Projekat „Milanski edikt 313 – 2013, Srbija“ obuhvata organizaciju mnogobrojnih događaja tokom cele godine. Možete li nam predstaviti neke od najvažnijih događaja koji će obeležiti ovu godinu?**

Tokom godine imaćemo priliku da prisustvuemo raznovrsnim manifestacijama u okviru Državnog programa proslave jubileja „Milanski edikt 313 – 2013, Srbija“.

Već je iza nas 3D spektakl na svečanosti otvaranja godine jubileja, na kojoj je nastupio trenutno jedan od najboljih horskih sastava na svetu, hor Sretenjskog manastira iz Moskve, koji je ostavio snažan utisak na sve zvanice.

U toku su izvođenja pozorišne predstave „Konstantin“, koja će biti pred-

**Vlada republike Srbije je odobrila 120 miliona dinara za revitalizaciju arheološkog nalazišta Medijana, koje će biti završeno u godini proslave jubileja, a biće otvoreno i spremno za posetioce i nakon proslave, što je još značajnije.**



Hor Sretenjskog manastira iz Moskve

**U sklopu obeležavanja jubileja potenciramo na predavljanju rimskog nasleđa Srbije, gradova poput Sirmijuma (Sremska Mitrovica), Viminacijuma (u blizini Kostolca), Felix Romulijane (kod Zaječara), Naisusa i Medijane, Justinijana Prime (Caričin grad) kod Leskovca.**



stavljena i svetskoj publici. Pred nama je značajna izložba Narodnog muzeja „Konstantin Veliki i Milanski edikt 313“, na kojoj će biti prikazano 128 artefakata nulte kulturne vrednosti od prvog do četvrtog veka naše ere.

Takođe, izvođenje opere „Aida“, na arheološkom nalazištu Viminacijum, 18. maja, potom 3. juna multimedijalni spektakl Aleksandra Sanje Ilića uz učešće orkestra i hora Beogradske opere. Zatim tu je i koncert Slobodana Trkulje u septembru, na Niškoj tvrđavi. Svakako treba pomenuti i Liturgiju poglavara pravoslavnih crkava, šestog oktobra, koja predstavlja veoma značajan religijski i verski događaj.

**4. Koliko vremena je bilo potrebno za pripremu kompletnog programa i planiranje događaja za celu 2013. godinu?**

Konkretan rad na organizaciji obeležavanja jubileja počeo je tek krajem prošle godine, dakle veoma kasno. Do tada su postojali neki planovi i zamisli, ali malo toga je urađeno. Trebalo je za kratko vreme organizovati proslavu jednog ovako značajnog događaja, a pritom pred nama su bili i izazovi poput rekonstrukcije arheološkog nalazišta Medijana, koja

se smatra letnjom rezidencijom cara Konstantina, a ona je sve do sada bila zapuštena, zapostavljena i zaboravljena. Vlada republike Srbije je u tu svrhu odobrila 120 miliona dinara za revitalizaciju ovog arheološkog lokaliteta, koja će biti završena u godini proslave jubileja, a biće otvorena i spremna za posetioce i nakon proslave, što je još značajnije.

**5. Na koje turističke ponude Srbije je stavljen akcenat tokom obeležavanja jubileja Milanskog edikta?**

U sklopu obeležavanja jubileja potenciramo na predavljanju rimskog nasleđa Srbije. Javnost i turističke posetioce treba upoznati sa svim arheološkim lokalitetima koji su bili značajni u vremenu od trećeg do petog veka nove ere.

Da podsetimo, u pitanju su gradovi poput Sirmijuma (Sremska Mitrovica), Viminacijuma (u blizini Kostolca), Felix Romulijane (kod Zaječara), Naisusa i Medijane, Justinijana Prime (Caričin grad) kod Leskovca.

Na ovaj način predstavljamo Srbiju o kojoj, osim ljubitelja arheologije i istorije, malo ko zna.

**6. Prema trenutnim procenama, koliko će Projekat doprineti razvoju i popularisanju Niša i Srbije kao turističke destinacije, u poređenju sa investicijama?**

Projekat „Milanski edikt 313 – 2013, Srbija“ predstavlja podsticaj da se ponovo otkrije i predstavi istorija ovog podneblja o kojoj malo ko zna i koju je malo ko potencirao u prethodnim vremenima.

Arheološko nalazište Medijana, nakon rekonstrukcije, biće otvoreno za svetske turiste, u planu je izgradnja spomenika caru Konstantinu u Nišu, po kojem će grad postati prepoznatljiv, potencira se predavljanje rimskog nasleđa Srbije i upoznavanje šire javnosti i turističkih posetilaca sa projektom „Rimski put imperatora“, u okviru koga se nudi obilazak svih arheoloških lokaliteta koji su bili značajni u vremenu od trećeg do petog veka nove ere. Sve su to koraci koji se preduzimaju kako bi na što bolji način predstavili Srbiju kao zemlju bogatog rimskog nasleđa. Zemlje poput Ruske Federacije, Nemačke, Italije, Turske, Amerike, su prepoznale ovaj napor Srbije i ponudile su pomoć u organizaciji proslave jubileja.

„Pod ovim znakom ćeš pobediti“, predstavlja ključnu krilaticu proslave 17 vekova od donošenja Milanskog edikta i mi se nadamo da će to upravo biti rezultat celokupnog projekta.



S. G.

Project "Edict of Milan 313 – 2013, Serbia"

## SERBIA IS COUNTRY RICH IN ROMAN HERITAGE

This year, the Project "Edict of Milan 313 – 2013, Serbia" will mark seventeen centuries since the enactment of the Edict of Milan. The Project is of national and international importance and is aimed at educating national and international publics about the wealth and influence of the Roman heritage in Serbia in shaping today's European civilization, and at contributing to a stronger position of Serbia on the economic, cultural and tourist maps.



The opening ceremony for the Jubilee Year of the Edict of Milan took place at the National Theatre in Niš, on 17<sup>th</sup> January 2013, under the slogan "In this sign thou shalt conquer" (In hoc signo

vinces), with a concert of the Moscow Sretenje Monastery's Choir.

The Edict of Milan was brought by the Roman emperors, Constantine the Great (ruler of the Western Roman Empire) and Licinius (ruler of the Eastern Roman Empire) in Mediolanum (present-day Milan) in 313.

The Edict put an end to the three-century long persecution of Christians, restoring their confiscated property and allowing them to practice their faith without suffering consequences.

The Head of the Press Service of the Project "Edict of Milan 313 – 2013, Serbia", Mrs. **Ivana Ivanov**, told us about the plans and expectations for the anniversary of 1700 years of the Edict of Milan.

### 1. Could you tell our readers why the city of Niš is among the hosts of this historic event?

Emperor Constantine the Great, one of the most esteemed rulers in the history of mankind, the man who established the foundations of Christianization of Western civilization, was born in Naissus, present-day Niš.

The construction of public and luxurious buildings in Naissus is ascribed to Emperor Constantine and some historical documents say that "He decorated the city with such magnificence that many later thought he had made a personal legacy of it..."

The Project "Edict of Milan 313 – 2013, Serbia" is also a symbolic celebration of Constantine's rule as he is among those most deserving for the enact-



The Play "Constantine"





The Play "Constantine"

**Emperor Constantine the Great, one of the most esteemed rulers in the history of mankind, the man who established the foundations of Christianization of Western civilization, was born in Naissus, present-day Niš.**

ment of this document on tolerance so important for the Christian faith, which allowed everyone to "believe as their heart was inclined".

This is an opportunity for Serbia to present itself to the entire world as a country in which emperors were born, a center from which they ruled the Roman Empire, and where beautiful architectural constructions were built in testimony of the supreme achievements of civil engineering of those

times. These are the facts with which Niš and Serbia will present themselves to the world in 2013.

**2. Several other countries beside Serbia are taking part in the celebration of this jubilee. It must be a great responsibility and honor to be one of the hosts of such an important event?**

This important jubilee, 1700 years since the enactment of the Edict of Milan, will also be celebrated in Rome, Jerusalem, Istanbul, Trier, Milan, and York, all cities in some way connected with Constantine's life.

Serbia and the city of Niš have the privilege of being the central destination of the celebration of this Christian jubilee and it is an opportunity to present an important historical peri-

**The Serbian Government has granted funds in the amount of 120 million dinars for the revitalization of archeological site Mediana, which will be completed in the year of the jubilee and, more importantly, will be open and ready to receive visitors after the celebration.**

od during which Serbia was a cultural and political center of the Roman Empire. It's also important to mention that the Russian Federation, Italy, Greece, France, Germany, Turkey, Great Britain, and America are all members of the Organizational Board for the Celebration of the Edict of Milan Jubilee.

Serbia has taken an important role upon itself and, in addition to improving its image in the eyes of foreigners, we expect everything we will be doing as part of the Project "Edict of Milan 313 – 2013, Serbia" to prompt greater interest among tourists for places which have not been adequately presented until now and which bear the mark of the Roman heritage in our country. We believe this is a chance to improve Serbia's general image in the eyes of the world.

**3. Project "Edict of Milan 313 – 2013, Serbia" involves organizing a great number of events throughout the year. Can you tell us something about the most important events that will mark the year?**

During the year we will have the opportunity of seeing various events which are part of the National Program for celebrating the jubilee "Edict of Milan 313 – 2013, Serbia".

The formal opening of the jubilee is already behind us, with the performance of one of the best choirs in the world, the choir of Sretenje Monastery from Moscow, which greatly impressed the entire audience.

The play "Constantine" is currently being played in the theater and will also be presented to audiences abroad. We are planning an important exhibition in the National Museum,



The opening ceremony for the Jubilee Year of the Edict of Milan, National Theatre in Niš

The celebration of the jubilee will focus on the Roman heritage in Serbia in cities like Sirmium (Sremska Mitrovica), Viminacium (near Kostolac), Felix Romuliana (near Zajecar), Naissus and Mediana, Iustiniana Prima (the Empress's City) near Leskovac.

"Constantine the Great and the Edict of Milan 313", where 128 artifacts of great cultural value dating from the first to the fourth century A.D. will be displayed. There is also the performance of the opera "Aida" at the archaeological site Viminacium, on 18<sup>th</sup> May, and then a multimedia event by Aleksandar Sanja Ilic on 3<sup>rd</sup> June, with the participation of the orchestra and choir of the Belgrade Opera. Then there is the concert of Slobodan Trkulja in September at the Niš fortress. And last but certainly not least, the Liturgy given by the heads of Orthodox churches, on 6<sup>th</sup> October, which will be a very important religious event.

**4. How much time was needed for the preparation of the entire program and for planning events for the whole year 2013?**

The actual work on organizing the celebration of the jubilee did not begin until the end of last year, which was rather late. Until then only plans and some ideas had been conceived but

little had actually been done. This important event had to be organized in a relatively short time and preparations included undertakings such as the reconstruction of the archeological site Mediana, which is thought to have been Emperor Constantine's summer residence and which until now has remained deserted, neglected, and forgotten.

The Serbian Government has granted funds in the amount of 120 million dinars for the revitalization of this archeological site, which will be completed in the year of the jubilee and, more importantly, will be open and ready to receive visitors after the celebration.

**5. Which among Serbia's tourist sites will be in focus during the celebration of the Edict of Milan jubilee?**

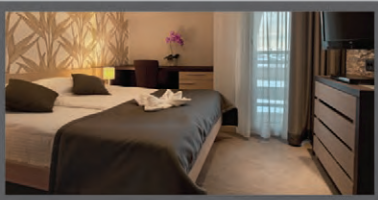
The celebration of the jubilee will focus on the Roman heritage in Serbia. The general public and tourists should be introduced to the archeological sites revealing places which were significant from the third to the fifth century A.D. Cities like Sirmium (Sremska Mitrovica), Viminacium (near Kostolac), Felix Romuliana (near Zajecar), Naissus and Mediana, Iustiniana Prima (the Empress's City) near Leskovac. This is an occasion to present those parts of Serbia that few people know about, apart from archeologists and historians.



**6. According to current estimates, how much will the Project contribute to the development and popularization of Niš and Serbia as tourist destinations, compared to the funds invested in the project?**

Project "Edict of Milan 313 – 2013, Serbia" is a stimulus to rediscover and present the history of this region about which little is known and which has rarely been brought to the center of public attention until now. After the reconstruction, the archeological site Mediana will be open to foreign tourists, a monument to Emperor Constantine in Niš is planned, which will become one of the city's landmarks, the focus is on the Roman heritage in Serbia, and getting the general public and tourists acquainted with the project "The Road of the Roman Emperors", offering a tour of the archeological sites of places which were important from the third to the fifth century A.D. All this is aimed at presenting Serbia as a country with a rich Roman heritage. Countries like the Russian Federation, Germany, Italy, Turkey, and United States have recognized Serbia's efforts in this respect and have offered their assistance with the organization of the celebration of this jubilee. "In this sign thou shalt conquer" is the slogan of the celebration of 1700 years since the enactment of the Edict of Milan and we hope it will be the result of the entire project.

S. G.



# MK Mountain Resort

HOTELS & APARTMENTS KOPAONIK

- New conference facilities ◀
- Business and leisure ◀
- Professional service ◀
- Outdoor activities / teambuilding ◀

**All in one place**

MK Mountain Resort  
*Your partner for  
corporate events and congresses*

**Refresh yourself at 1770m**

Choose unique environment  
for good business vision!

Ski Center Kopaonik  
*A True Mountain Sensation*

[congress@mkresort.com](mailto:congress@mkresort.com) | [www.mkresort.com](http://www.mkresort.com)

MK Mountain Resort  
Corporate events and congresses  
T: +381 11 655 75 85; 655 75 90  
F: +381 11 328 47 75

Najpoznatiji karneval na svetu

## KARNEVAL U RIJU – SVE BOJE SVETA NA JEDNOM MESTU

Karneval u Riju je manifestacija koja se svake godine održava u Rio de Žaneiru, u Brazilu. Ovogodišnji karneval održan je od 8. do 12. februara, a pripreme za karneval za 2014. godinu već su u toku.

Glavna atrakcija karnevala u Riju je potpuno jedinstven događaj pod nazivom tzv. Samba parada, odnosno Parada škola sambe. Više od 70 hiljada gledalaca u dupke punom Sambodromu posmatra spektakularni nastup samba plesača obučenih u ekstravagantne karnevalske kostime. Još više ljudi, kako stanovnika grada, tako i posetilaca, slavi na uličnim žurkama, plešući i pijuću do sitnih sati.

### Samba parada

Karneval u Riju proslavila je Samba parada, koja predstavlja šou, nastup i takmičenje plesnih škola sambe kojih u Riju ima skoro dve stotine. Sudije i gledaoci posmatraju glavne parade u Sambodromu, specijalno sagrađenom za taj događaj.

U Sambodromu se odigravaju četiri različite parade.

#### 1. Škole sambe u posebnoj grupi

To je „THE“ parada, vrhunac karnevala u Riju, po kojoj je Rio postao čuven u svetskim razmerama. Škole sambe u toj grupi su veličanstvene i raskošne.

#### 2. Parada šampiona

Šest najboljih škola sambe iz Specijalne grupe još jednom paradiraju u svoj svojoj raskoši, uz vatromet.

#### 3. Škole sambe u „Akses“ grupi

U toj grupi postoji 19 velikih škola sambe, rangiranih posle najboljih



12 škola iz Specijalne grupe. Šampion te parade prelazi u Specijalnu grupu.

#### 4. Dečje škole sambe

To su ogranci velikih škola sambe koje formiraju deca iz posebnih kvartova grada. Njihova parada odvija se po istim pravilima kao i parade velikih škola.

**Neke od škola na kostime i pripreme potroše čak 3 miliona funti.**

### Škole sambe u Riju

Škole sambe su udruženja ili socijalni klubovi koji predstavljaju pojedinačne kvartove Rio de Žaneira na godišnjoj Paradi sambe.

To nisu ustanove koje podučavaju sambu, kako bi se moglo zaključiti iz naziva. Škole sambe su epicentar karnevalske kulture u Brazilu oko kojih se okreće svet sambe.

Njihov glavni cilj je da pripreme svoje učesnike za godišnje takmičenje na Paradi sambe.

Imaju svoju zastavu, kombinaciju boja i verne pristalice, koje ih, po pravilu, podržavaju čitavog života.

Liče na moderne korporacije sa raznim odeljenjima, ograncima, strate-

**Na paradi je zastupljeno skoro 200 škola sambe.**



**Ove godine ulični karneval u Riju činile su 492 posebne svečanosti kojima je prisustvovalo oko 5 miliona ljubitelja karnevala.**

šklim partnerstvima i jakim marketin-  
gom. Imaju svoje navijače, zvanično  
sedište, radionice u Samba Sitiju i sale  
za vežbanje u kojima se pripremaju za  
narednu paradu sambe ili jednostav-  
no plešu celu noć, zajedno sa svojim  
pristicama.

Jedna od najboljih škola je Beija flor  
škola sambe (*Beija flor samba school*),  
nazvana po omiljenoj ptici Brazilaca,  
kolibriju.

Nalazi se na obodu Rio de Žaneira u  
mestu Nilopolis i smatra se jednom  
od najboljih od svih škola u Riju.

U školi postoje stroga pravila i visoka  
očekivanja od svih učesnika parade.  
Škola je počela sa uspesima 1998, a  
pobeđivala je još 2003, 2004, 2005,  
2007, 2008 i 2011 godine.

Čuvena je po svojoj kreativnoj ekstra-  
vaganciji i živopisnim bojama.

**Škole sambe imaju svoju zastavu, ko-  
mbinaciju boja i verne pristalice, ko-  
je ih, po pravilu, podržavaju čitavog  
života.**



**Na ulicama se svakodnevno očekuje  
oko 2 miliona ljudi.**

### Kostimi karnevala u Riju

Glavna stvar na karnevalu je oblače-  
nje; nije bitno da li ste oskudno obu-  
čeni ili pretrpani odećom.

Gotovo sve se koristi kao nadahnuće  
za zvanične kostime za paradu koje  
šiju škole sambe. Kostime za parade  
u školama sambe nose učesnici na  
krilima i u pokretnim scenografijama;  
ti kostimi služe kao ukras koji pomaže  
građenje i razvoj teme.

**Jedna četvrtina miliona radnih mes-  
ta bila je otvorena tokom karnevala,  
a ostvarena dobit za lokalne hotele,  
restorane i barove se procenjuje na  
420 miliona funti.**

Kostime osmišljaju i prave dizajneri i  
producenti karnevala i prvo se razma-  
traju na crtežima, tzv. „projektima“,  
koji sadrže i navode o korišćenim ma-  
terijalima. Kostimi moraju da budu u  
skladu sa nekoliko „smernica“ kako bi  
se pozitivno predstavili žiriju u smislu  
njihovog odnosa sa temom i drugim  
pitanjima, na primer:



**Glavna stvar na karnevalu je oblačenje; nije bitno da li ste oskudno obučeni ili pretrpani odećom.**

- moraju da odgovaraju temi (konceptija i podesnost);
- moraju biti napravljeni maštovito i s kreativnošću (originalnost);
- moraju biti raznovrsni u smislu korišćenja potencijala teme (raznovrsnost);
- ukupan izgled mora da bude precizan u smislu izrade (finalizacija);
- moraju da odaju dobar čulni utisak (efekat);
- odgovarajuće korišćenje boja.

S. G.



### Sambodrom

Sambodrom je stadion sambe. Sastoji se od Paradne avenije (samba piste) i nekoliko nezavisnih betonskih konstrukcija za gledaoce (tribine) sa obe strane Paradne avenije.

Sambodrom oživljava za vreme Karnevala. Tada postaje istinski veličanstven, ukrašen specijalnim efektima u večerima Samba parada, ispunjen hiljadama uzbuđenih gledalaca, pod opsadom hiljada onih koji nisu mogli da uđu.

Sambodrom je trenutno u fazi renoviranja i za Karneval 2014. moći će da primi oko 90 hiljada gledalaca za karnevalsku paradu u Riju i svečano otvaranje Olimpijskih igara 2016.



## OPUSTITE SE. VAŠ EVENT JE NA MSC KRSTARENJU.

Poslovni sastanci, prezentacije, incentive i konferencije potpomažu uspeh vaše kompanije. Naročito ako organizaciju prepustite MSC Krstarenjima! Vrhunski konferencijski sadržaji naših brodova lako su prilagodljivi vašim potrebama, uz osiguranu svu potrebnu tehničku infrastrukturu. Moderni sportski centar kao i sadržaji za slobodno vrijeme nude savršenu priliku za team building, dok će vas raskošni spa centar, gurmanske delicije, raznovrsna zabava i ljubazno osoblje u potpunosti razmaziti.

[www.msckrstarenja.com](http://www.msckrstarenja.com)



MEETINGS & INCENTIVES

The Most Famous Carnival in the World

# RIO CARNIVAL – ALL COLORS IN THE WORLD AT ONE PLACE

Rio Carnival is annual event held in Rio de Janeiro, Brazil. This year's Carnival was held from 8<sup>th</sup> to 12<sup>th</sup> February 2013, but the preparation for 2014 is already in progress.

The highlight of Rio Carnival is undoubtedly the Rio Carnival Parade called the Samba Parade or Samba Schools Parade, a totally unique event in the world. More than 72,000 spectators jammed into the Sambodrome to watch the spectacle of samba school floats, dancers, and extravagant costumes during Carnival. Even more people, millions of locals and visitors, took part in the many street parties, dancing and drinking into the wee hours of the night.

## Samba Parade

Rio Carnival has become world-famous through the Samba Parade, a show, a display and competition of the Rio samba schools, of which there are nearly 200. The judges and spectators watch the principal parades in the Sambodromo, which is especially built for this event.

There are 4 different parades in the Sambodromo.

### 1. Samba Schools in the Special Group

This is the "THE" Parade, the highlight of the Rio Carnival, the must-see show which has made Rio de Janeiro the Carnival capital of the world. The schools in this group are especially magnificent and sumptuous.

### 2. Champions Parade

The 6 best samba schools of the



Special Group, parade in all their splendor once more, with fireworks.

### 3. Samba Schools in the Access Group

There are 19 large samba schools in this group, following the best 12 schools in the Special Group. The champion of this parade ascends to the Special Group.

Some of the schools spend up to £3 million on outfits and preparations.

### 4. Children's Samba Schools

These are branches of the big samba schools, formed by children of each community. Their parade follows the procedure of the big schools.



## Rio Samba Schools

The Rio Samba Schools are associations or social clubs, representing a particular neighborhood of Rio de Janeiro in the annual Samba Parade. They are not samba teaching institutions as their name might suggest. The Rio samba schools are at the epicenter of the Carnival culture in Brazil and much of the "samba world" revolves around them. Their main objective is to prepare for and compete annually in the Samba Parade.

There are nearly 200 Rio samba schools in parade.

**This year, Rio's street Carnival consisted of 492 block parties, attended by an estimated 5 million Carnival enthusiasts.**

They have a flag, a color-scheme and devoted (usually life-long) supporters. They clearly resemble modern corporate organizations, with several departments, sub-divisions, strategic partnerships and apply strong marketing technics.

They have a fan group of enthusiastic supporters, official headquarters, workshops in Samba City and rehearsing samba halls, where followers meet, prepare for the next Carnival's Samba Parade or just spend the night dancing away.

One of the best is *Beija flor samba school*, which name means humming bird. It is a beloved and omnipresent bird in the Rio region.

The school is based on the outskirts of Rio de Janeiro, in a place called Nilopolis.

**Samba Schools have a flag, a color-scheme and devoted (usually life-long) supporters.**



**Around 2 million people per day are expected to be on the streets.**

It is currently ranked the highest among all Rio samba schools. It imposes strict rules and has the highest expectations towards all of its parading members.

It began its recent winning streak in 1998 and won again in 2003, 2004, 2005, 2007, 2008 and 2011. It is well-known for its creative extravagance and powerful colors.

**A quarter of million jobs were created by Carnival and it generated £420 million for local hotels, restaurants and bars.**

### Rio Carnival Costumes

The carnival is all about dressing up, and it doesn't matter how under-dressed or overdressed you are. Literally everything has been used as inspiration for the official carnival parade costumes developed by samba schools.





**The carnival is all about dressing up, and it doesn't matter how under-dressed or overdressed you are.**

In terms of a formal definition of parade costumes at the samba schools, they are figurative outfits worn by wings and float members, and aid as adornments to the theme construction and development.

Wondered and created by costume designers and carnival producers, they are at first elaborated in drawings, the so called "costume design".

The materials used in the costumes are specified in this costume design as well.

Costumes must follow a few "guidelines" in order to present a positive image to the judging panel in terms of the costume relationship with the theme and other issues, such as:

- suit the theme (conception and fitness);
- be developed with an imaginative creation (originality);
- be diversified, as to utilization of the theme potential (variety);
- have an accurate overall look, in terms of confection (finishing);
- provide a good sensorial impression (effect);
- allowing favorable color use.



S. G.

**Sambodromo**  
 The Sambodromo is the "stadium" of samba. It consists of the Parading Avenue (the samba runway) and several independent concrete structures for the spectators (the bleachers) both sides along the Parading Avenue.  
 The Sambodromo comes to life during Carnival. It becomes truly magnificent and overpowering, lit up with special effects on Samba Parade nights, filled with thousands of cheering spectators and surrounded by many other thousands who could not get in. It is currently under reconstruction and will hold around 90,000 spectators from 2014 Carnival onwards, to accommodate the ever-growing Rio Carnival Parade and for the opening ceremonies of the 2016 Olympic Games.

## We speak your language

ENGLISH, GERMAN, GREEK, MACEDONIAN, SLOVENIAN, CROATIAN, ITALIAN, SPANISH, PORTUGUESE, FRENCH, RUSSIAN, POLISH, SLOVAK, CZECH, HUNGARIAN, ROMANIAN, BULGARIAN, ALBANIAN, DUTCH, SWEDISH AND HEBREW.



Translation company LEXICA provides highly experienced interpreters of major European and world languages, offering expertise in a wide range of technical, legal and commercial fields.



**LEGAL DOCUMENT TRANSLATION SERVICES**

- translation services for movies, documentaries, songs and tele-serials
- simultaneous interpreters for conferences
- consecutive interpreters
- ad hoc or "whisper" interpreters for small meetings, discussion groups and visits to and/or from foreign customers

We provide a prompt and efficient service, competitive prices and the quality that makes difference.



Translation company LEXICA d.o.o., Alekse Nenadovića 32

Phone/fax: +381 (0)11 244 24 39, +381 (0)11 244 24 82, +381 (0)63 7717 488, e-mail: office@lexica.rs, web: www.lexica.rs

Our translation service is used by international companies, financial institutions, government bodies, manufacturers, and law firms. We have been a reliable source of translation services for hundreds of satisfied clients worldwide.



Hotel Zlatibor Mona

## KONGRESNI CENTAR KOLEDO ZLATIBOR – MESTO VAŠEG NOVOG DOGAĐAJA

U renoviranom Hotelu Zlatibor Mona izgrađen je novi kongresni centar Koledo kapaciteta 500 mesta u teatar stilu. Kongresni centar ima prelep pogled na šumu, sa natkrivenom terasom, što ga čini idealnim za organizaciju kongresa, seminara i svečanih proslava. Ime je dobio po staroslovenskom bogu koji je ljudima davao znanje. Simbolično, zar ne?!



Kongresni centar se nalazi u neposrednoj blizini glavnog ulaza hotela, povezan sa lobi barom i restoranom, sa mogućnošću dnevnog osvetljavanja.

Prostor je opremljen najmodernijom tehnologijom ozvučenja, projektora i pokretnih zavesa, a gostima su na raspolaganju paneli za postere, projekciona platna, flip čart, simultano prevođenje, kao i izuzetno brz optički internet protok. Prostor je klimatizovan.

Po potrebi ovaj multifunkcionalni prostor se deli u 2 ili 3 nezavisne celine koje raspolažu sa komfornim predprostorom. Za potrebe organizacija velikih skupova, moguće je organizovati izlagački prostor u foajeima kongresnog centra, recepcije i bara. Gostima su na raspolaganju i dve board sale, kapaciteta do 50 osoba u teatar stilu.

Pored organizovanja seminara Hotel Zlatibor Mona pruža i mogućnost organizacije koktela dobrodošlice, ra-

dnih ručkova, kafe pauza, svečanih večera, kao i dodatne cvetne dekoracije.

Hotel Zlatibor Mona i vazдушna banja Zlatibor, nude idealne uslove za organizaciju događaja – na 210 km od Beograda, Niša, Podgorice, Sarajeva, u samom centru najpoznatije srpske vazdušne banje, sa brojnim restoranima, kafićima, etno pijacom.

Gosti mogu uživati tokom cele godine na brojnim izletima, koji će doprijeti da događaj ostane u dugom i lepom sećanju!

### Hotel Zlatibor MONA

- Kongresni centar kapaciteta do 500 osoba, sa mogućnošću 5 odvojenih celina, terasom i izlagačkim prostorom
- 120 soba i apartmana kapaciteta do 300 osoba
- 2 restorana sa terasama
- Wellness Centar na 1.000 m<sup>2</sup>
- Igraonica za decu
- Parking prostor



Hotel Zlatibor Mona

# CONGRESS CENTER KOLEDO ZLATIBOR – PLACE FOR YOUR NEW EVENT

New congress center Koledo, with capacity of 500 seats in theater style, was built as a part of renovated Hotel Zlatibor Mona. The congress center has a wonderful view of the forest, with a terrace, making it the ideal place for congresses, seminars or formal celebrations. Named after the Old Slavic god who gave humans knowledge. Symbolic, isn't it?!

Congress center is located near the main entrance and it is connected with the lobby bar and the hotel restaurant, with daylight too.

The congress center is equipped with the modern technology, sound systems and moving curtains, and for guests are available boards for posters, screen, flip chart, simultaneous translation, and ultra-fast optical bandwidth. The center is air-conditioned.

When needed, this multifunctional object can be separated in 2 or 3 independent units, which have comfortable entrance hall.

For the purposes of organization of large gatherings, congress hall offers possibilities of establishing exhibit area in foyers of congress hall, reception and bar. Additionally there are two board halls with the capacity of 50 persons in theater style.

In addition to organizing seminars Hotel Zlatibor Mona offers the possibility of organizing a welcome cock-



tails, working lunches, coffee breaks, gala dinner and other events, with additional floral decorations.

Hotel Zlatibor Mona and Zlatibor mountain, offer ideal conditions for the organization of events - the 210 km from Belgrade, Nis, Podgorica, Sarajevo, in the center of the most famous Serbian air spa, with many restaurants, cafes, ethno bazaar.

Throughout whole year, guests can enjoy in many excursions, which will help to keep the event in the long and beautiful memories!

### Hotel Zlatibor MONA

- Congress center for up to 500 people, with the possibility of five separate units, terrace and exhibition space
- 120 rooms and suites for up to 300 people
- 2 restaurants with terraces
- Wellness Center at 1,000 m<sup>2</sup>
- Playground for children
- Parking space



U susret promenama

## UČIM, DAKLE, POSTOJIM.

Živimo u doba digitalizacije i globalizacije. Danas se sve, ili gotovo sve, nalazi na internetu; preko mobilnog telefona ili računara čitamo vesti, plaćamo parking, „družimo“ se preko društvenih mreža, kupujemo, delimo i pristupamo raznim sadržajima, komentarišemo, kritikujemo, hvalimo; imamo mogućnost, mada je to sve više neophodnost, da budemo upućeni u aktuelna dešavanja iz najrazličitijih oblasti.

Šta se ne nalazi na webu, nije se ni desilo ili ne postoji. Tehnologija izrazito brzo napreduje i ona je, hteli mi to ili ne, sastavni deo naše svakodnevnice.

Sve ovo utiče na rapidno širenje informacija, a time i na povećanje obima i širine znanja koji nam je neophodno kako bi ispratili trendove, promene i

„Uvek postoji nešto novo da se nauči. Dan kada prestanete da učite je dan kada prestajete da živite. Svi mi bi trebalo, svakog dana, da prikupljamo nove veštine, ideje, stavove i načine rada.“

Ričard Branson



dešavanja i ostali u toku i konkurentni. Proizvodni proces, sistem pružanja usluga, know-how, prodajne strategije, medicinski pristup i način lečenja, apsolutno sve, što je pre nekog vremena bilo aktuelno i inovativno, danas je možda već zastarelo.

Uspeh kompanije čine ljudi koji u njoj rade. To smo već čuli.

Sa druge strane, ljudi koji rade su uspešni ako idu u susret promenama, a ne oni koji te promene zaobilaze ili odbijaju da ih vide.

„Zastarelo“ je pridev koji je možda mogao da se toleriše pre 10 godina i više, ali danas je nedopustiv i jednak je značenju „ne postojim“.

Uspešne kompanije ulažu u znanje i motivaciju svojih zaposlenih, isto kao što i ti zaposleni, kako bi bili uspešni i potrebni, ulažu vreme i trud u proširenje svog znanja i usavršavanje. Treninzi, obuke i seminari su sastavni deo njihovog posla.

Tržište je puno radne snage sa sličnim kvalifikacijama. Prosečni rade po šablonu i utvrđenoj proceduri.

Razliku naprave oni koji znanjem, sposobnostima i informacijama kojima raspolažu predlažu promene, nove aktivnosti i utiču na unapređenje sistema u kojem rade.

M. M.



Toward Changes

# I STUDY, THEREFORE I EXIST.

We live in the time of digitalization and globalization. Everything, or almost everything can be found on the internet nowadays; via the mobile phone or the computer we can read the news, pay for the parking, we can "spend the time together" through the social networks, we can purchase, share and access various contents, we can comment, criticize, praise; we have the possibility, although it is gradually becoming the necessity, to get informed about the current events from the most diverse fields of life. Whatever cannot be found on the web has neither happened nor does it exist. The technology is developing very rapidly, and it has become, whether we like it or not, the integral part of our everyday lives.

All above mentioned results in the rapid share of information, and consequently, in the increase of scope and width of knowledge that we need to have in order to follow the trends, changes and events, and in order to stay in the course of events and to be competitive.

The process of production, the system of services, the know-how, the strategy of sales, the medical approach



and treatment methods, absolutely everything that might have been current and innovative some time ago, has now, perhaps, already become out of date.

The success of the company is constructed by its employees. We have already heard that. On the other hand, working people can only be successful if they meet changes, as different to those that avoid changes or refuse to see them. "Out of date" is a description that could have been tolerated

*"There is always something new to learn. The day you stop learning is the day you stop living. We should all pick up new skills, ideas, viewpoints and ways of working every day."*

Richard Branson

10 or more years ago, but which is nowadays impermissible and equal to the statement "I do not exist".

Successful companies invest into knowledge and motivation of their employees, just like such employees, in order to become successful and needed, invest their time and efforts into expansion of their knowledge and personal development. Trainings, practical classes, and seminars are the integral part of their job.

The market is full of labour force with similar qualifications. Average people work within the patterns and within the established procedures. The difference is made by those that use their knowledge, abilities and information on their disposal to suggest the changes, new activities and who influence the improvement of the system they belong to.

M. M.



Aleksandar Vasilijević, generalni menadžer Falkensteiner Hotela Belgrade \*\*\*\*s

## BEOGRADSKA NOVA ZVEZDA NA HOTELSKOM NEBU

Falkensteiner Hotel Belgrade \*\*\*\*s je novi gradski hotel koji se nalazi u centru beogradske prestižne poslovne i trgovačke zone. Smešten nedaleko od centra grada uz odličnu saobraćajnu povezanost sa aerodromom, Falkensteiner Hotel Belgrade nudi moderan i dinamičan dizajn, maksimalni komfor, izvrsnu uslugu, kao i visok stepen funkcionalnosti konferencijskih sadržaja. Hotel je savršen izbor za poslovna putovanja ili konferencije, kao i odlična polazna tačka za razgledanje znamenitosti Beograda.

### 1. Falkensteiner Hotel Belgrade \*\*\*\*s otvoren je u decembru prošle godine, koliko ste zadovoljni učinjenim do sada i kakvi su planovi za budućnost?

Hotel je do sada posetilo dosta gostiju iz cele Evrope i Srbije. Jako smo zadovoljni kako odazivom, tako i pozitivnim reakcijama svih gostiju koji su boravili u hotelu, ali, naravno, prostora za napredak svakako ima.

Što se tiče planova za budućnost, oni su jasno definisani u strategiji poslovanja hotela. Osnovni cilj Falkensteiner Hotela Belgrade jeste razvijati se na tržištu kao lider u segmentu korporativnih gostiju.

Pažnju ćemo, dakle, prvenstveno usmeriti na poslovne ljude koji putuju i kongresni turizam, ali u ponudi ćemo takođe pružati svu udobnost koju zahtevaju inostrani ljubitelji gradskog turizma. Trudimo se, naravno, svakog meseca da privučemo i individualne goste novim i atraktivnim ponudama. Tako, između ostalog, hotel nudi i poseban porodični paket u trajanju od dve noći. Paketom je omogućen besplatan boravak za dvoje dece do 12 godina, kao i besplatna poseta zoo-vrtu.

### 2. Recite nam nešto više o samom hotelu, koje su njegove glavne karakteristike?

Hotel s četiri zvezdice s upečatljivim futurističkim spoljašnjim izgledom očarava svojom atmosferom, kao i vrhunskom opremom. 170 soba i apartmana, od kojih 28 luksuznih Royal soba, 7 junior apartmana i 1 senior apartman, zajedno sa salonom za ljubitelje cigara, salon-barom za poslovne ljude s terasom na 9. spratu, City SPA centrom s teretanom i konferencijskim delom s dvoranom za



Erich Falkensteiner, CEO Otmar Michaeler, GM Falkensteiner Hotel Belgrade Aleksandar Vasilijević

bankete, na površini od oko 750 m<sup>2</sup>, ključni su elementi hotela. Za celokupni projekt modernog dizajna s različitim namenama u beogradskoj poslovnoj zoni odgovoran je Boris Podrecca, svetski poznat arhitekta.

### 3. Šta konkretno hotel nudi poslovnim ljudima? Koji su njegovi glavni aduti za kongresni turizam?

Naš hotel poseduje prvoklasne sadržaje za konferencije, sale površine čak 400 m<sup>2</sup>. Svim korisnicima na raspolaganju su četiri konferencijske sale kapaciteta do 160 osoba, koje se uz pomoć pokretnog zida mogu kombinovati i spajati po želji klijenta.

Tu su i dve prostorije za sastanke kapaciteta do 16 osoba, a svaka sala opremljena je najsavremenijom tehnologijom poput LED ekrana, DVD uređaja, konferencijske ploče, Flipchart-ova i druge opreme.

Uz to, Falkensteiner hotel smešten je u središtu poslovne i trgovačke zone Novog Beograda, nedaleko od centra grada i velikih shopping centara i odlično je povezan sa aerodromom, a to je ujedno i velika prednost jednog poslovnog hotela. Upravo pripadanjem FMT Grupaciji hotel ima

dobru mogućnost pozicioniranja na srpskom tržištu. U odnosu na konkurentske hotele nudi veći izbor i kvalitet usluga koje su spoj internacionalne gostoljubivosti sa modernim svetskim trendovima. Beograd kao regionalni grad ima velike potrebe za ovakvim hotelom a posebno sada kada je sveprisutan pojačan trend novih investicija.

### 4. Šta Falkensteiner Hotel Belgrade \*\*\*\*s razlikuje od sličnih hotela u Beogradu i koje su Vaše prednosti pred drugima?

Reč je o zaista impresivnoj građevini. Pre svega hotel je nov i kao takav već trendovski ispred ostalih. Primenjena tehnička rešenja pružaju nove arhitektonske mogućnosti, koje omogućavaju izvrsnu uslugu i visok stepen funkcionalnosti konferencijskih sadržaja u odnosu na slične hotele u Beogradu.

Konceptualno se trudimo da se svaki gost oseća kao kod kuće što je i moto Falkensteiner hotela: „Welcome Home“. Obratili smo pažnju i na najvažnije potrebe za poslovnog gosta: dobar dušek, jastuk, tuš i najbolji doručak u Beogradu!

Aleksandar Vasilijević, General Manager, Falkensteiner Hotel Belgrade \*\*\*\*s

## BELGRADE'S NEW STAR IN THE HOTEL SKY

Falkensteiner Hotel Belgrade \*\*\*\*s is the new city hotel in Belgrade's vibrant business and entertainment district. Close to the centre and with a great connection to the airport, the hotel offers a modern, dynamic design, comfort, excellent service and a high level of functionality. Perfect for business travel and conferences or a sightseeing trip to this beautiful city.

### 1. Falkensteiner Hotel Belgrade \*\*\*\*s was opened in December, last year, so how are you satisfied with the performance so far, and what are your future plans?

So far, the hotel has been visited by many guests from the entire Europe and Serbia. We are very satisfied, as by the general response so by the positive reactions from all the guests that stayed in our hotel. However, there is always enough space for further development. As for our future plans, they have been clearly specified in the business strategy defined for the hotel. The main goal of Falkensteiner Hotel Belgrade is to develop itself as the market leader in the segment of corporate guests. That means that our attention will mainly be turned to travelling business people and the meeting industry, but our offer will certainly include all the comfort that the foreign enthusiasts of the city tourism require. Also, every month, we are trying to attract individual guests, with new and attractive offers. Thus, among the other things, the hotel offers special family packages in for two nights. The package provides complimentary stay for two children, up to 12 years of age, as well as the free visit to the Zoo.

### 2. Could you tell us something more about the hotel itself, what are the main features?

This is a four star hotel, with impressive futuristic exterior and enchanting atmosphere, furnished with the supreme equipment. There are 170 rooms and suites, out of which 28 Luxurious Royal rooms, 7 Junior Suites and 1 Senior Suite, with the saloon for cigar lovers, business saloon with a balcony on the 9<sup>th</sup> floor, the City SPA



Speech by Aleksandar Vasilijević, GM Falkensteiner Hotel Belgrade

centre and the gym, as well as the conference part with the banquet hall on 750 square meters, and these are all key elements of the hotel. The entire project and the modern design, with various purposes in the business zone of Belgrade, were realized by Boris Podrecca, the worldwide famous architect.

### 3. What the hotel offers to business people? What are the greatest assets of the hotel for meetings industry?

Out hotel offers the first class conference facilities. We have meeting rooms of even 400 square meters. All clients can choose between four conference rooms, with the capacity for 160 people, and which, upon the wish of our clients, can be recombined by moveable walls. There are also two meeting rooms, with the capacity for 16 people, and each room is furnished and equipped with the most modern technology, such as LED screen, DVD device, conference panel, Flipcharts and other necessary equipment. Besides, Falkensteiner hotel is situated in the heart of business and commercial zone of New Belgrade, near the centre of the city and in the vicinity of big shopping centres, and has great connection with the airport, which is, at the same time, great ad-

vantage of each business hotel. As it belongs to FMT Group, the hotel has a great opportunity of positioning in the Serbian market. As compared to competitors, our offer is wider and the quality of services is higher, which makes an excellent combination of the international hospitality and the modern world trends. Belgrade, as the regional city, has strong needs for such hotel, especially now, with omnipresent increasing trends of new investments.

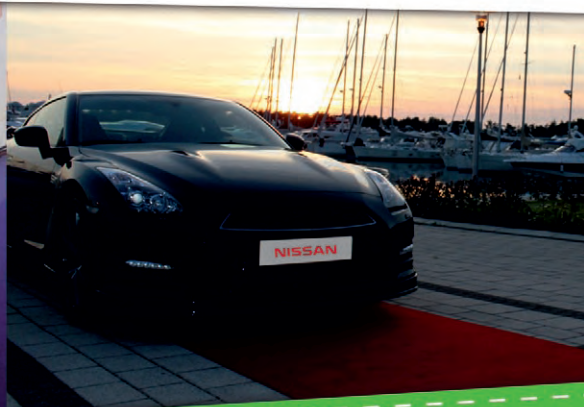
### 4. What is that makes Falkensteiner Hotel Belgrade \*\*\*\*s different from other similar hotels in Belgrade and what are your advantages?

This really is an impressive building. First of all, the hotel is brand new and as such, it is already ahead of others. The applied technical solutions offer new architectural features, which enable us to provide the excellent service and high functionality of conferential facilities, as compared to other similar hotels in Belgrade. Conceptually, we are trying to make each of our guests to feel at home, which is also the motto of Falkensteiner hotel: "Welcome Home". We pay attention to the most important requirements of any business guest: good mattress, pillow, shower and the best breakfast in Belgrade!

# EURES-TIM DESIGN YOUR MEETING



YOUR PARTNER IN SUCCESSFUL EVENTS



**eures**  **TIM**  
Meeting Industry

KOTURAŠKA 69/III, 10 000 Zagreb, CROATIA

Mob: + 385 (0)99 65 39 964, Tel: + 385 (0)1 61 70 728, Fax: + 385 (0)1 61 70 851

Mail: [eures@eures-tim.com](mailto:eures@eures-tim.com), Web: [www.eures-tim.com](http://www.eures-tim.com)



Usavršavanje na poslu

## EDUKACIJA JE NEOPHODNA

SEEBtm magazin je u prvom kvartalu 2013. godine vršio istraživanje koliko su edukacije i obuke zastupljene u kompanijama i udruženjima u regionu Jugoistočne Evrope. Njihov značaj u poslovanju, delovanje na motivaciju i produktivnost zaposlenih, kao i tendenciju kretanja broja seminara, treninga, radionica i ostalih vidova edukacije.

**85% učesnika u anketi** (kompanije, banke, NVO, udruženja iz Srbije, Crne Gore, Slovenije, Hrvatske, Makedonije i Bosne i Hercegovine) je navelo da **veoma često šalje zaposlene na dodatnu edukaciju i obuke**; ostali (15%) su naveli da veoma retko organizuju dodatne obuke.

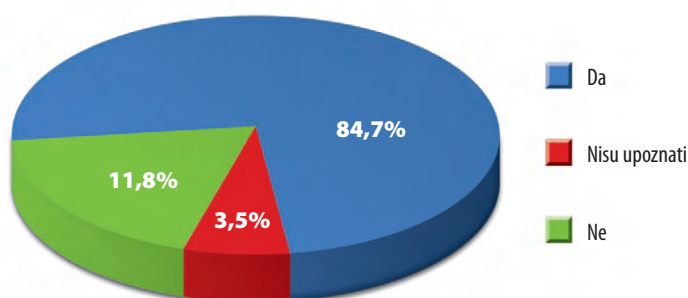
Od onih koji veoma često šalju zaposlene na edukaciju, njih 60% je navelo da to rade jednom ili više puta mesečno, dok ostali (40%) organizuju obuke 2-3 puta godišnje.

U dosta slučajeva je dinamika dodatne edukacije utvrđena prema planu usavršavanja i organizacije propisuju planove obuke za tekuću godinu saglasno standardu ISO 9001:2008. Edukacija se vrši i na inicijativu zaposlenih ili direktora, ali zavisi i od zahteva tržišta u određenom periodu.

U najvećem broju slučajeva su u pitanju treninzi i seminari, zatim radionice i kursevi, pa stipendiranja (MBA, diplomski i sl.) i obuka putem interneta (e-learning).

kompanija, a interno, tačnije, in-house, edukacije se vrše od strane predavača i stručnjaka iz sopstvene kompanije/organizacije. Od strane učesnika u anketi, u slučaju eksternih obuka,

Da li ste primetili povećan učinak i veću motivisanost radnika nakon održane obuke?

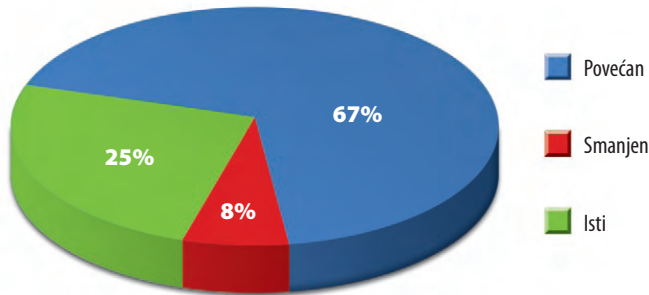


**98% ispitanika su odgovorili da edukaciju praktikuju podjednako eksterno i interno.** Eksterno, šalju zaposlene na seminare specijalizovanih

postoji i opaska na veliki broj agencija/kompanija koji održavaju opšte seminare za unapređenje poslovanja tzv „soft skill“, bez dovoljno iskustva i



Broj treninga, seminara i edukacija je pre 5 i 10 godina u odnosu na sada:



kvalitetnog programa, stoga se veći na odlučuje za eksterne seminare isključivo po preporuci. Ono što je interesantno, jeste da su svi odgovorili da posедуju sopstve-

Edukacija u organizacijama, može da podrazumeva učenje jezika i upotrebu računara i određenih programa, preko opštih poslovnih obuka, do usko stručnih.



ni prostor za vršenje obuka i edukacija. Od sopstvenog trening centra do konferencijske dvorane.

Međutim, to su uglavnom prostori za 10 ili 30 ljudi, pa u slučajevima kada ima više učesnika, koriste se seminar sale u hotelima ili drugim event prostorima.

Podjednako su zastupljeni i stručni i opšti seminari („technical skills“ i „soft skills“), u 72% slučajeva.

To znači da kompanije šalju svoje zaposlene da se stručno usavršavaju vezano za specifičnu oblast svog poslovanja, ali istovremeno postoji potreba za razvoj opštih poslovnih veština i znanja.

Od „soft skills“ veština, najčešće su pominjane prezentacione i veštine komunikacije, zatim, upravljanje vremenom („time management“), finansije, timski rad, veštine delegiranja, marketing, PR, unapređenje proizvodnje.

**60% učesnika u anketi vrši evaluaciju koliko su treninzi i obuke bili uspešni.**

Nakon obuke, vrši se provera znanja od strane Ispitne komisije ili predavača, a posle određenog vremenskog perioda, vrši se utvrđivanje efektivnosti (rezultata) sprovedene obuke za svakog zaposlenog koji je prisustvo- vao obuci.

Među njima su i kompanije koje konstantno vrše proces evaluacije svojih zaposlenih, u smislu utvrđivanja i praćenja razvoja zaposlenih, njihovih sposobnosti, veština, želja i ambicija. U skladu sa tim, kao i sa potrebama posla, vrši se njihovo usmeravanje na određenim poljima i oblastima.

Pored evaluacije uspešnosti treninga i obuka, vrši se i evaluacija predavača, kao i uslova sala, kateringa, smeštaja.

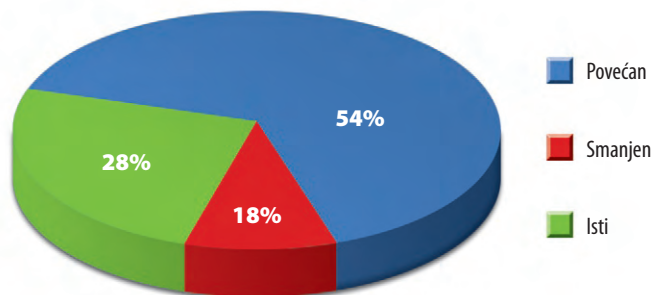
**67% kompanija, organizacija i udruženja koje su učestvovalе u istraživanju, ističu da se broj treninga i obuka povećao, i to najviše usled rasta i napredovanja same organizacije i povećanjem broja zaposlenih.**

25% njih kaže da je taj broj ostao isti, dok 8% tvrdi da je broj obuka i seminara smanjen.

U budućnosti ostaje isti broj edukacija i seminara, u 80% slučajeva, 15% očekuje rast, dok 5% očekuje smanjenje intenziteta edukacija.

M. M.

Učestalost i broj treninga, seminara i edukacija u budućnosti:



Professional Education and Training

# EDUCATION IS A MUST

In the first quarter of 2013, the SEEbtm magazine carried out a survey to find out implementation of education and training in companies and organizations in the region of Southeastern Europe, their impact on business operation, effect on employee motivation and performance, and the tendencies in respect to frequency of seminars, trainings, workshops, and other forms of education.

**85% of participants in the survey** (companies, banks, NGOs, associations in Serbia, Montenegro, Slovenia, Croatia, Macedonia, and Bosnia and Herzegovina) stated that **their employees take part in additional education and training very frequently**; the others (15%) said they rarely organized additional trainings. Of those who said they frequently organized employee training, 60% stated they did so once or several times a month, while the others (40%) organized training two to three times a year.

In many cases the frequency of additional education is determined according to a training program and company training plans are defined in compliance with standard ISO 9001:2008. Education is also carried out at the initiative of employees or directors but depends on market demand in some specific period. In the majority of cases, education takes the

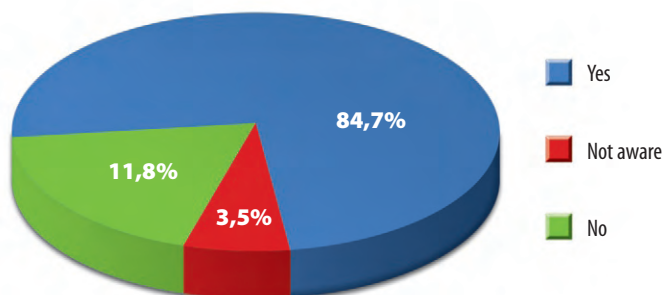
form of training and seminars, workshops and courses, as well as subsidiaries (MBA, graduation, etc.) and e-learning.

**98% of the surveyed participants said that they carried out both external and internal education.**

while internal or, rather, in-house education is conducted by lecturers and experts selected from the organization's own ranks.

Some of the surveyed participants commented, in the case of external education, on the number of agenci-

Have you noticed an increase in employee performance or motivation levels after the training?

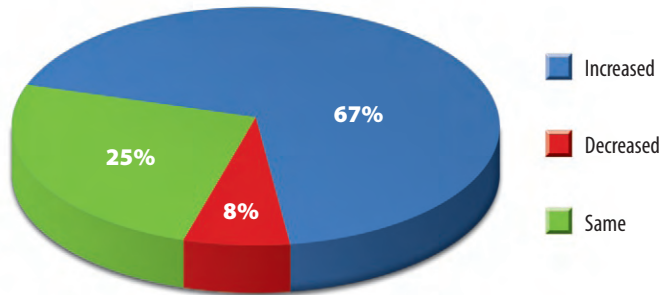


External education takes the form of seminars attended by employees in third-party specialized companies,

es/companies conducting employee educational, so-called "soft skill" seminars without having the necessary



The number of trainings, seminars, and educations 5 and 10 years ago compared to current levels:



experience and offering poor quality training programs as a result of which most companies opted for external seminars only on the basis of reliable recommendations.

skills or specific computer programs, through business training, to developing narrow professional skills. The soft skills most frequently mentioned include presentation and communi-



Interestingly enough, they **all responded positively to the question about having their own training and educational facilities**, and these facilities ranged from their own training centers to training conference halls.

These facilities, however, are mostly intended for a maximum of 10 to 30 people and when training is organized for a larger number of attendants, seminar halls in hotels or other external facilities are used.

**Technical skills and soft skills seminars are equally implemented in 72% of the cases.** This means that the company ensures their employees' education in the field relevant to their business but there is a simultaneous need for developing general business skills and knowledge. In-house education can entail anything from learning languages or computer

communication skills, time management, finances, team work, delegation skills, marketing, PR, production development.

**60% of the surveyed participants carry out follow-up assessments of the effects and results of employee training and education.**

After the training an assessment is made by a Training Committee or the lecturer, and after a certain period of time, an estimate is made of the results of the completed training for each attending employee.

Amongst these are companies who have an ongoing employee evaluation process, which includes establishing and following individual employee development, their abilities, skills, motivation, and ambition.

Based on the knowledge thus obtained and depending on job requirements, each employee is directed towards specific fields and areas.

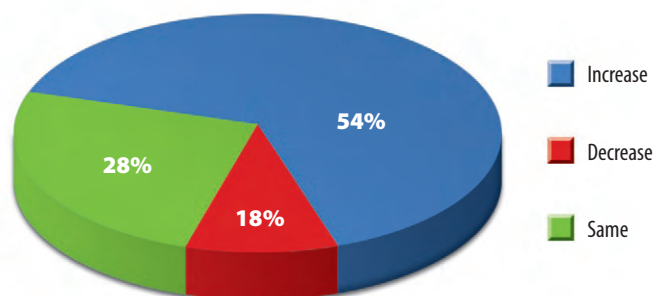
In addition to the assessment of education and training effects, the lecturers' performance is also evaluated, as are the training, catering, and accommodation facilities and services.

**67% of the companies, organizations, and associations stated that the number of their training and educational sessions had increased** and this is mostly due to the growth and development of the companies themselves and an increase in the number of employees. 25% of surveyed participants said the number of their training events had remained the same, while 8% said their number had declined in their case.

In 80% of the cases, the number of courses and seminars is expected to remain unchanged in the future, 15% expect a rise in numbers, and 5% anticipates a decline.

M. M.

The number of trainings, seminars, and educations in the future:





FALKENSTEINER

Club Funimation  
Borik \*\*\*\*

Welcome Home! 



## Combining business and pleasure. Without doubt, the most effective way to achieve success!

Modern elegance combined with high functionality is our idea of the perfect seminar hotel. If you also require exclusive comfort and convenience as well as high-quality leisure activities, then you have even more reason to hold your next meeting, seminar or incentive at our Falkensteiner Club Funimation Borik.

- Great location by the sea, only 3.5 km from the Zadar city centre
- 258 rooms & suites
- 2 conference rooms for up to 40 delegates
- 1 congress hall for up to 360 delegates in adjacent hotel Donat\*\*\*
- Acquapura SPA with fitness center

Falkensteiner Club Funimation Borik, Tel. +385/(0)23 555 600,  
reservations.borik@falkensteiner.com, [www.borik.falkensteiner.com](http://www.borik.falkensteiner.com)

Vraća se optimizam

## TRENDOVI U KONGRESNOJ INDUSTRIJI ZA 2013. GODINU

Na temu organizovanja događaja i sastanaka, i kongresnu industriju generalno, vratio se optimistički stav. U 2012. godini broj događaja je počeo blago da raste i događaji koji su bili kritični i ostavljeni po strani, su ponovo počeli da se organizuju.



Zbog globalne ekonomije i finansijske situacije, koja je i dalje nestabilna, sve se i dalje organizuje vrlo oprezno i pažljivo. Iz toga proizilazi trend da će akcenat biti i dalje na lokalnom, tačnije, regionalnom tržištu.

Izazovi ograničenog budžeta ili odobranja budžeta za organizaciju događaja tek nakon što su poznati rezultati tj. prihodi kompanije za kvartalne pe-

riode (uglavnom), dovodi do kraćeg vremenskog perioda za izbor destinacije, hotela i agencije, kao i za donošenje odluke. Dalje, troškovi putovanja se smanjuju putovanjem u bliže destinacije, pa otuda i povećanje broja poslovnih putovanja i kongresnih događaja između zemalja regiona.

U istraživanju koje je sproveo SEEbtm magazin, početkom 2013. godine, u regionu Jugoistočne Evrope, **46% organizatora očekuje porast broja događaja u 2013. godini.**

Osnovni razlog tome jeste povećanje budžeta i obima posla, ali i strateške odluke o povećanju vidljivosti na tržištu i broja edukacija.

Sektor koji očekuje smanjen broj događaja su pretežno nevladine organizacije i državni sektor.

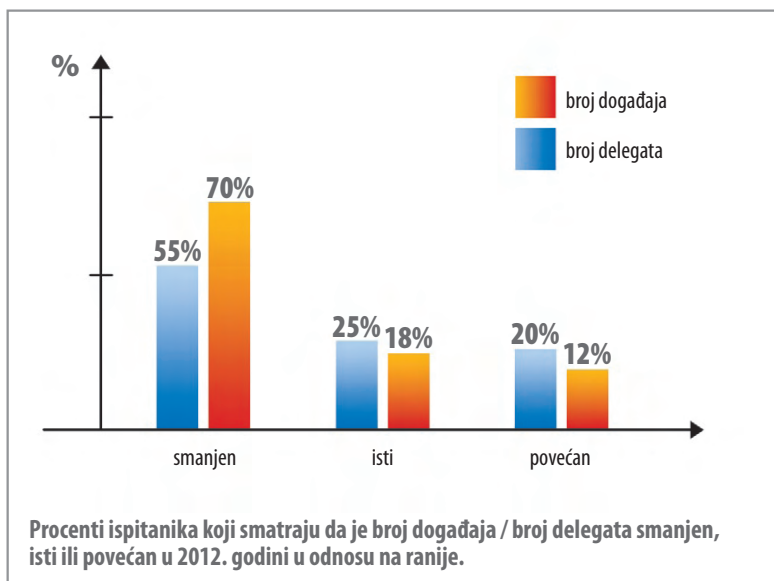
Što se tiče prethodne, 2012. godine,

55% je odgovorilo da je broj događaja u odnosu na prethodni period smanjen, 25% je navelo da je taj broj bio isti, dok je 20% organizatora navelo da je broj događaja u 2012. godini bio veći nego u prethodnom periodu. Vrlo je slična situacija i sa brojem uče-

### TRENDOVI ZA 2013. GODINU

- Budžeti su i dalje ograničeni, više posla u regionu.
- Lokacija i sadržaji na prvom mestu pri izboru prostora.
- Hrana i piće visoko kotirani kao kriterijum, fokus na namirnice organskog porekla.
- Traže se dopunske aktivnosti.
- Na odluku utiču i socijalni mediji i reputacija na internetu.
- Događaji postaju tehnološki obogaćeni.





snika (delegata) na događajima organizovanim u 2012. godini. 70% je navelo da je broj učesnika bio smanjen, 18% isti, i 12% je navelo da je broj učesnika na događajima bio povećan.

Treba imati i spremne menije za goste vegeterijance i vegane, kao i obroke bez glutena.

Važnost avanturističkih i tim bilding aktivnosti, kao i wellness, kulturnih i drugih aktivnosti je naglasilo njih 54%.

U istraživanju (Destination Hotels & Resorts State of the Meeting Industry & 2013 Trend Forecast, [www.DestinationMeetings.com](http://www.DestinationMeetings.com)) koje je sprovedla Destination Hotels & Resort, četvrta najveća menadžment kompanija u Ujedinjenim državama, **više od 30% organizatora očekuje porast u broju događaja u 2013. godini.**

Oni su došli do podatka i da 55% organizatora sada planira unapred, sa dužim periodom do datuma događaja, sa rezervacijama od 12% najmanje godinu dana unapred, što prethodnih godina nije bio slučaj.

Posle budžeta, kao najbitnije stavke, organizatori navode značaj lokacije kao najznačajnijeg kriterijuma pri izboru prostora (gde „fleksibilni prostor“ i „sadržaji“ dolaze odmah iza). Izbor hrane i pića, kao i kvalitet restoranske ponude i usluge je veoma bitan, kaže 85% organizatora, sa fokusom na to da obrok bude zdrav i sa namirnicama organskog porekla. Sjajno je kada postoji mogućnost da delegati i sami delom učestvuju u gaženju i obradi namirnica, kao i da probaju lokalne ukuse.

To je rezultat tražnje za autentičnim, lokalnim iskustvom, koje doživljavaju kroz te aktivnosti, van konferencijske sale, nakon što se događaj završi.

Socijalni mediji postaju sastavni deo procesa planiranja događaja. Za odluku o izboru hotela skoro podjednako utiču komentari na TripAdvisor-u, onlajn kritike gostiju, kao i prisustvo i reputacija na internetu, generalno.

Primećuje se i integracija tehnologije prilikom organizovanja događaja. Onlajn prenosi, web konferencije, video produkcija na licu mesta i slično, su sve češći zahtevi.

O porastu potreba za tehnologijom govori činjenica da se sve češće u sklopu ukupnog budžeta, izdvaja i deo za tehnologiju, pa postoje stavke kao što su A/V budžet, budžet za tehniku i opremu isl.

M. M.



Optimism is Coming Back

## TRENDS IN MEETING INDUSTRY FOR THE YEAR 2013

The topic dealing with the organization of events and meetings, and the meetings industry in general, regained its optimistic attitude. In 2012, the number of events gradually started to grow, and the events estimated as critical and therefore put aside, started to organize again.

Due to the global economy and the financial situation which is still unstable, everything is still being organized with great caution and thoughtfully. This results in trends to keep the accent on local and regional markets. The challenges of the limited budget or approval of the budget for organization of events only upon reported results, that is, the revenues from the campaign for quartile periods (mainly), result in short period of time available for selection of destinations, hotels and agencies, and for the deciding.

Furthermore, travel expenses are reduced by traveling to closer destinations and therefore there is reported increase in number of business travels and events among the countries of the region.

In the research conducted by SEEbtm magazine at the beginning of 2013, in the region of the Southeastern Europe, **46% of planners said to expect the increase in number of events in the year 2013.**



The basic reason for that lies in the increase of budget and scopes of work, but also in strategic decisions to increase the visibility in the market and the volume of education.

The sector expecting the reduced number of events mainly comprises non-governmental organizations and the public sector.

As for the previous year, 2012, 55% of respondents said that the number

of events was reduced, as compared to the previous period, and 25% said that the number was the same, whereas 20% of planners quoted that the number of events in 2012 was increased as compared to the previous period.

The situation is similar with the number of participants (delegates) in the events organized in 2012. 70% quoted that the number of participants



### THE TRENDS FOR 2013

- Budgets are still limited, more business in the region.
- Location and facilities are the first two items observed in the process of selection of the venue.
- Food and beverages are highly ranked as the criteria, focus on organic food.
- Additional activities required.
- The decision is also influenced by the social media and the internet reputation.
- Events are becoming technologically enriched.





The importance of adventurous and team building activities, such as wellness, cultural and other activities was emphasized by 54% of respondents.

That is the result of search for authentic, local experience, which is experienced through such activities, out of the conference room, after the event itself.

Social media is becoming the integral part of the event planning process. The decision about selection of the hotel is equally influenced by the comments found on TripAdvisor, online criticism of the guests, as well as the presence and reputation on the internet, in general.



(where “the flexible venue” and “facilities” immediately follow).

The selection of food and beverages, as well as the quality of the restaurant offer and service is very important, as said by 85% of planners, with focus on healthy meals, prepared from organic ingredients.

There is also present integration of technology, in the process of event organizing. Online broadcasts, web conferences, video production on the spot of event, etc., are increasingly becoming frequent necessities.

The increased need for technology is also observed in the fact that the budget items are gradually starting to include, within the total budget, the amount earmarked for technology, therefore, there are items such as A/V budget, technology budget, etc.

was reduced, 18% said the same, and 12% quoted that the number of participants in the events was increased.

In the research (Destination Hotels & Resorts State of the Meeting Industry & 2013 Trend Forecast, *www.DestinationMeetings.com*) conducted by Destination Hotels & Resort, the fourth largest management company in the United States, **more than 30% of organizers (planners) said that they expect the increase in number of events in the year 2013.**

It is an excellent thing to provide the delegates with the opportunity to take part in growing and processing of food, as well as with the opportunity to taste the local dishes. Available and ready vegan and vegetarian menus are also required, as well as gluten-free food.

M. M.

They obtained the information that 55% of meeting planners in now planning in advance, with longer lead times, with 12% reservations, at least one year in advance, which was not the case in previous years.

After the budget, as the most important item, the planners put the significance of location as the most important criteria in selection of the venue



Dragana Hakimi, Office Menadžer Predstavništva Berlin Chemie AG, Beograd

## PROFESIONALIZAM I POSVEĆENOST VODE KA USPEHU

Organizatori događaja, pomoću portala [www.kongresniturizam.com](http://www.kongresniturizam.com) mogu višekriterijumskim pretraživanjem sami doći do hotela, event prostora, agencije ili avio kompanije koji najbolje zadovoljavaju njihove potrebe, a otvorena je mogućnost da kontaktiraju tim portala kongresniturizam.com, koji im, poznavanjem tržišta i višegodišnjim iskustvom i kontaktima, može na osnovu njihovog upita i zahteva, pomoći, predložiti i posavetovati kako da dobiju najbolju ponudu. Ova usluga analize upita i predloga najboljih rešenja je besplatna za organizatore događaja. Cilj je da se na najbrži i najefikasniji način spoje organizatori sa hotelima, event prostorima, kongresnim centrima i agencijama, koji su deo ovog sistema, a koji najbolje zadovoljavaju njihove kriterijume.



Dragana Hakimi

Kompanija koje sa uverila u sve prednosti korišćenja portala [www.kongresniturizam.com](http://www.kongresniturizam.com) je Predstavništvo Berlin Chemie AG, Beograd, ispred kojeg smo razgovarali sa g-đom **Draganom Hakimi**.

### 1. Koliko Vam saradnja sa portalom [www.kongresniturizam.com](http://www.kongresniturizam.com) olakšava organizaciju događaja?

Veoma mi je olakšan posao od kada je uspostavljen kontakt sa portalom [www.kongresniturizam.com](http://www.kongresniturizam.com) i njihovim profesionalnim i ljubaznim osobljem u Beogradu. Pre svega, idejno i vremenski, a na kraju i operativno jer uz njih daleko brže ispunjavamo zahtevane procedure naše kompanije.

### 2. Na koji način(e) se saradnja realizuje?

Organizaciju svakog događanja, bilo da su u pitanju ciklični sastanci našeg

Kongresniturizam.com obavi sve prethodne radnje i do mene stignu gotove ponude sa izvedenim predlogom najboljeg ponuđača i naravno najbolje cene.

tima zaposlenih ili kongresi i skupovi iz oblasti farmaceutske industrije, pre svega započinjemo potragom tri komparativne ponude odgovarajuće agencije. U slučaju potrebe za hotelskim smeštajem gostiju proces je isti – 3 ponude sličnih hotela.

Taj posao zahteva nebrojeno telefonskih razgovora, mejlova i najmanje sedam dana do finalizacije, zatim sledi evaluacija i poređenje, ali uz pomoć ovog dragocenog poslovnog prijatelja, sve ovo dobijemo „servirano na gotovo“ u veoma kratkom vremenskom roku.

Kongresniturizam.com, na čelu sa Ivanom, obavi sve prethodne radnje i do mene stignu gotove ponude sa izvedenim predlogom najboljeg ponuđača i naravno najbolje cene. Takođe,

Portal kongresniturizam.com i način rada koji primenjuju toplo bih preporučila svima koji imaju potrebe za organizacijom događaja ili bilo kakvih dilema kada žele da na najbolji način „nešto za nekoga upriliče“.

puno olakšava i njihova preporuka da je u pitanju ozbiljan i solventan partner, agencija koja može da ispoštuje i pr prati sve nepredviđene okolnosti, naročito prilikom organizacije događaja u inostranstvu.

### 3. Glavni razlog zbog kojeg ste prepoznali portal [www.kongresniturizam.com](http://www.kongresniturizam.com) kao partnera u organizaciji vaših događaja i poslovnih putovanja?

Profesionalni stav i poštovanje zdravih i dobrih poslovnih manira uz pažnju i respekt svakog potencijalnog partnera s jedne strane, kao i infor-



Representative Office Belgrade of Berlin-Chemie AG

misanost i prepoznavanje potreba savremenog načina poslovanja i uvažavanje nas kao klijenta s druge strane.

**4. Na osnovu Vašeg dugogodišnjeg iskustva, možete li dati neki savet koji bi dodatno olakšao proces organizacije i izbora odgovarajućeg prostore i agencije?**

Iskreno, u današnje vreme je veoma teško definisati ikakve normative u ovoj oblasti, a još teže pronaći i partnera koji im u svakom trenutku može odgovoriti. Svaki skup je u nekom segmentu karakterističan i jedinstven po onome što njime želimo postići. Oslanjam se često na intuiciju, analiziram koliko je druga strana zainteresovana i spremna da odgovori onome što zahtevamo. Smatram da je za pravu i uspešnu saradnju najvažnije da se partneri prepoznaju, pravilno definišu zahteve, međusobno uvažavaju i uvek daju sve od sebe.

**Profesionalni stav i poštovanje zdravih i dobrih poslovnih manira uz pažnju i respekt svakog potencijalnog partnera s jedne strane, kao i informisanost i prepoznavanje potreba savremenog načina poslovanja i uvažavanje nas kao klijenta s druge strane.**



Ako se ljudi fokusiraju i dovoljno posvete određenom zadatku nema razloga da rezultat izostane.

Portal kongresniturismo.com i način rada koji primenjuju toplo bih preporučila svima koji imaju potrebe za organizacijom događaja ili bilo kakvih dilema kada žele da na najbolji način „nešto za nekoga upriliče“.

Koliko god da sami sve najbolje znate, lakše je i sigurnije kada još neko misli sa vama istovremeno tražeći ono najbolje i ono čega se još niko drugi nije setio.

**Smatram da je za pravu i uspešnu saradnju najvažnije da se partneri prepoznaju, pravilno definišu zahteve, međusobno uvažavaju i uvek daju sve od sebe.**

Na kraju, timskim radom, obezbeđujemo ulazak u jednu veliku porodicu najboljih koji spektrom različitih usluga daju završni pečat vašem uspešno izvedenom projektu.

M. M.



Dragana Hakimi, Office Manager of Representative Office of Berlin Chemie AG, Belgrade

## PROFESSIONALISM AND DEDICATION LEADS TO SUCCESS

Using the portal [www.kongresniturizam.com](http://www.kongresniturizam.com) event organizers can independently browse their way to the hotel, venue, agency, or airline which best suits their needs. Also, they have the additional option of contacting the team of kongresniturizam.com, whose knowledge of the market and extensive experience and personal contacts will enable them, following their request, to offer help, suggestions, and advice on how to get the best offer. This service of inquiry analysis and proposal of optimal solutions is free of charge for event organizers. The idea is to connect event organizers, in the fastest and most efficient way, with hotels, venues, congress centers, and agencies included in this system, and which best satisfy their criteria.

One of the companies with a positive experience in using the [www.kongresniturizam.com](http://www.kongresniturizam.com) is Representative Office of Berlin Chemie AG, Belgrade, and Mrs. **Dragana Hakimi** kindly told us about her company's impressions.

### 1. How much cooperation with the [www.kongresniturizam.com](http://www.kongresniturizam.com) make event organizing easier for you?

Everything is much easier since we've gotten in contact with the [www.kongresniturizam.com](http://www.kongresniturizam.com) and their professional and gracious team in Belgrade. In terms of concept and time, especially, but also in terms of operative efficiency because with their help we are able to respond to our company's demands much faster.

### 2. What form does this cooperation take?

We begin the organization of any event, whether we are talking about our periodic team meetings or pharmaceutical congresses and seminars, by requesting three comparative offers from competent agencies.

In case when we need hotel accommodation for guests, the procedure is the same – three offers from comparable hotels.

That means making dozens of phone calls and sending a lot of e-mails, and it takes at least seven days to complete the entire process but with the help of this precious business ally we get everything "readily served" within a very short time.

Kongresniturizam.com, headed by Ivan, gets all the preliminary activities

**The kongresniturizam.com and their way of doing business is something I would warmly recommend to anyone involved in event organization and anyone faced with any dilemmas and wishing to organize "something for someone".**

done and all I have to do is wait for the offers to come to me with a ready proposal of the best bidder and, of course, the best price.

None the less important is their recommendation that we are working with a serious and solvent partner, an agency that will manage and resolve any unforeseen circumstances, especially when we are planning events abroad.



Kongresniturizam.com gets all the preliminary activities done and all I have to do is wait for the offers to come to me with a ready proposal of the best bidder and, of course, the best price.

**3. What is the main reason to recognize www.kongresniturizam.com as your partner in organizing events and business travels?**

Their professional approach and their regard for good, sound business practices, together with their care and consideration for every potential business partner on the one hand, and the fact that they are well-informed and recognize the need for modern business trends, coupled with their regard for our company as a client, on the other hand.

**4. Based on your broad experience, what would be your advice in terms of facilitating event organization and selecting the right venues and agencies?**

Frankly, it's very difficult today to define any norms in this area and it's even more difficult to find a partner that can readily respond at any moment. Every meeting is specific in some segment and is unique in terms of the aims it is meant to achieve. I often rely on intuition, I try to determine how interested the other party is and how ready to fulfill our expectations.

I think the most important aspect of true and successful cooperation is mutual recognition between the partners, well-defined demands, mutual regard and their joint readiness to

Their professional approach and their regard for good, sound business practices, together with their care and consideration for every potential business partner on the one hand, and the fact that they are well-informed and recognize the need for modern business trends, coupled with their regard for our company as a client, on the other hand.



I think the most important aspect of true and successful cooperation is mutual recognition between the partners, well-defined demands, mutual regard and their joint readiness to make the best effort.

make the best effort. If people focus on a given task and dedicate enough of their attention to it, there is no reason not to expect good results. The kongresniturizam.com and their way of doing business is something I would warmly recommend to anyone involved in event organization and anyone faced with any dilemmas

and wishing to organize "something for someone". As informed and experienced as you may be at this sort of thing, it's easier and less risky when someone else is looking for the best solutions together with you, especially solutions no one else has yet come up with.

Lastly, through team work we draw people into becoming part of a big family of the selected who, with their range of services, will give the finishing touch to your best projects.

M. M.



# Welcome Home!

Meetings · Incentives · Conferences · Events



THE LEADING HOTELS  
OF THE WORLD®



## FIRST ROW, FIRST CLASS, FIRST CHOICE FOR YOUR NEXT BUSINESS EVENT.

Nested on the tip of Punta Skala peninsula, boasting magnificent views of the Adriatic Sea and offshore islands, the hotel features striking modern architecture, a 6000 square-meter magnificent Acquapura SPA, a 600 square-meter conference centre as well as 24-hour onsite security and underground parking garage for up to 750 cars. We offer "more than usual" when it comes to equipment and service. Let us organize everything you need for a successful business event, from the first, second to the last.

Falkensteiner Hotel & Spa Iadera \*\*\*\*\*  
PUNTA SKALA · HR-23231 Petrčane/Zadar · Tel. +385/(0)23/555 601  
iadera@falkensteiner.com · www.iadera.falkensteiner.com



**FALKENSTEINER**  
*Hotel & Spa Iadera \*\*\*\*\**  
PREMIUM COLLECTION

Teorija i praksa

## EDUKACIJA U KONGRESNOM TURIZMU

Istraživali smo, gde u regionu Jugoistočne Evrope mogu da se steknu znanja i obrazovanje iz oblasti kongresnog i poslovnog turizma? Na fakultetima kažu da postoji veliko interesovanje od strane studenata za ovu oblast, kako redovnih, tako i master studija, naročito s obzirom da kongresni turizam kao industrija doživljava značajan rast. Ipak, kongresni i poslovni turizam se, za sada, na fakultetima obrađuje, uglavnom kao jedna oblast ili segment u sklopu opštijih predmeta vezanih za turizam, a fakulteti nastoje da putem saradnje sa poslovnim subjektima iz kongresne industrije, dodatnu edukaciju svojim studentima obezbede u vidu gostujućih predavanja ili prakse.

### Izučavanje kongresnog turizma na fakultetima

„Od 2008. godine sa novim konceptom i proširenjem nastavnog kadra na smeru Turizam i hotelijerstvo, uspeali smo da u sklopu predavanja i vežbi na predmetima *Marketing u turizmu* i *Menadžment turističkih preduzeća*, čitav jedan segment posvetimo kongresnom turizmu, u toku kojeg se studentima predstavljaju međunarodno priznati principi kongresnog turizma, kao i slučajevi iz prakse“, kaže **Dr Bojan Zečević sa Ekonomskog Fakulteta u Beogradu**.

On navodi i da se studenti na master studijama od 2007. godine, na pred-

metu *Menadžment i marketing događaja*, upoznaju sa strateškim okvirom organizacije događaja. „Ovde je neophodno istaći da je nastavno osoblje našeg smera na Fakultetu nosilac međunarodno priznatih sertifikata kongresnog turizma vodećih svetskih asocijacija (ICCA, DMAI), i da u okviru svoje istraživačke i akademske funkcije studenti to zaista znaju da prihvate i iskoriste“, ističe Zečević.

Na **Departmanu za geografiju, turizam i hotelijerstvo, na PMF u Novom Sadu**, studenti na osnovnim studijama mogu da izaberu predmet Kongresni turizam (od 2006. godine), a na master studijama mogu da izaberu predmet Menadžment događaja (od

2007. godine). Na datim predmetima postoji interesovanje, oko 40 studenata, po godini. **Dr Tatjana Pivac i Dr Vanja Dragičević** ističu da će od sledeće školske godine imati nekoliko predmeta koji se bave događajima: *Upravljanje kulturnim događajima*, *Upravljanje poslovnim događajima*, *Upravljanje sportskim događajima* i *Upravljanje specijalnim događajima*.

Na Fakultetu za turizam i ugostiteljstvo u Ohridu, Republika Makedonija (koji je u sklopu Univerziteta Sv. Kliment Ohridski - Bitola) na osnovnim studijama imaju predmet *Organizovanje kongresa i skupova* (od 2008. godine). **Prof. Ivanka Nestoroska sa FTU Ohrid** kaže da je to obavezan





predmet na studijskim programima Hotelsko-restoranski menadžment i Gastronomija, a izborni predmet na studijskom programu Turizam.

Ona dodaje da prosečno oko 30% od studenta bira ovaj predmet. Na post-diplomskim studijama, na smeru Turizam, kao izborni predmet postoji *Menadžment događaja* (od 2008. godine), koji bira oko 20% upisanih studenata.

„Interesovanje studenata za predmet *MICE turizam* je veliko. U pitanju je izborni predmet za koji se u proseku opredeljuje čak do 80% studenata.

Dve trećine semestra posvećeno je teorijskom proučavanju osnova, ali i savremenih dostignuća u oblasti MICE turizma, dok obavezno jednu trećinu posvećujemo sticanju praktičnih iskustava“, kaže **Doc. Dr Ana Tripković Marković sa Fakulteta za turizam u Baru, Crna Gora.**

Ona ističe da imaju odličnu saradnju sa lokalnim predstavnicima koji se bave MICE turizmom i koji uvek rado drže gostujuća predavanja njihovim studentima.

„Takođe, prilikom izrade završnog rada, studenti imaju priliku da se potpuno upoznaju, sa jedne strane, sa onim što klijenti u kongresnoj industriji zahtevaju, a sa druge strane, sa onim što Crna Gora, kao kongresna destinacija, nudi“, završava Marković.

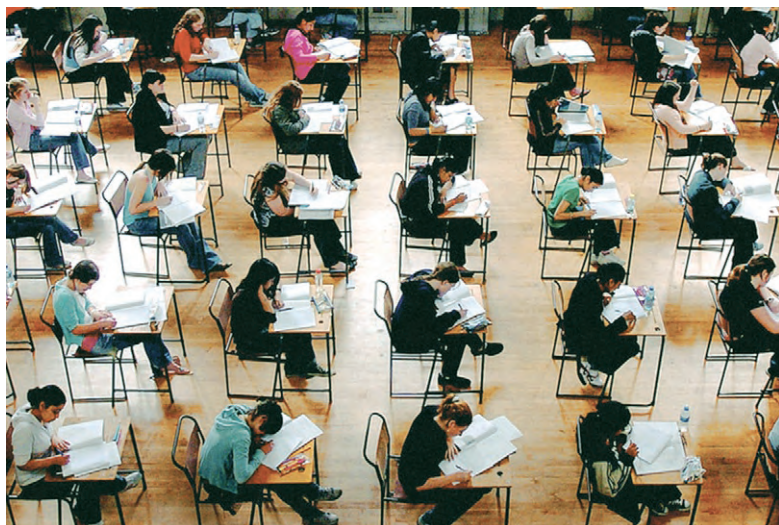
**Prof.dr.sc. Denisa Krbec sa Univerziteta Jurja Dobrile u Puli,** Odsek za ekonomiju i turizam, kaže da se teme iz ove oblasti obrađuju kroz intenzivnu saradnju sa poslovnim partnerima iz turističkog sektora u obliku seminarske i/ili praktične nastave.

U Sloveniji, sa **Univerziteta Primorska, Fakultet za turizam iz Portoroža,** takođe kažu da postoji veliko interesovanje od strane studenata koje raste iz godine u godinu.

„Fakultet teži da, pored teorijskog proučavanja, najbolje studente pošalje na praksu u Kongresni biro, PCO i







## Edukacija u kongresnom turizmu na konferencijama i seminarima

Predavanja i edukacije direktno vezane za oblast kongresnog turizma, se za sada, na našim prostorima, najadekvatnije mogu pronaći u vidu specijalizovanih konferencija i trening seminara.

U Srbiji se jedanput godišnje održava EIAT konferencija za studente i industriju, na kojoj su predavači istaknuti stručnjaci iz ovih oblasti. Neki od njih su Rob Davidson, Rick Taylor, Mady Keup.

U Hrvatskoj se održavaju višednevni seminari gde je predavač Linda Pereira, jedna od vodećih stručnjaka i predavača u kongresnoj industriji.

## Usavršavanje u kongresnoj industriji

Ukoliko već imate iskustvo na polju organizacije događaja i radite u kongresnoj industriji, može vam biti od koristi da steknete zvanje CMP (Certified Meeting Planner) koje je međunarodno priznato.

Savet kongresne industrije (CIC) pokrenuo je 1985. godine program akreditovanog stručnjaka u kongresnom turizmu (CMP) u cilju usavršavanja znanja i učinka stručnjaka u kongresnom turizmu, poboljšanja statusa i kredibiliteta kongresnog turizma kao profesije i unapređivanja jednoobraznosti standarda u praksi. Do danas je preko 12.000 pojedinaca iz 34 zemlje steklo ovo zvanje koje se zasniva na profesionalnom iskustvu i strogo ispitivanju. Zvanje CMP svedoči o tome da je pojedinac posvećen svom pozivu, a govori i o stručnosti u planiranju, upravljanju i uspešnom sprovođenju kongresa i događaja.

Ispiti se obično zakazuju dvaput godišnje (u proleće i zimu), kao i za vreme sajma IMEX koji se održava svake godine u nemačkom gradu Frankfurtu.

M. M.

DMC agencije, ili u hotele i kongresne centre", kaže **mag. Marijana Sikošek**. Predmet *Kongresna delatnost* postoji kao samostalan, od 2006. godine u sklopu studija Menadžment turističkih destinacija i Menadžment turističkih preduzeća.

Na fakultetima u regionu Jugoistočne Evrope je prilično sužen izbor predmeta, smerova, ili modula koji se direktno odnose na kongresni i poslovni turizam.

Najpribližnija znanja vezana za kongresnu industriju mogu se pronaći na fakultetima koji imaju smer turizam i hotelijerstvo, pa u okviru njega predmet Menadžment događaja (Event menadžment, Upravljanje događajima), Organizovanje kongresa i skupova, Menadžment turističkih preduzeća ili Destinacijski menadžment (Menadžment turističkih destinacija). Samo par fakulteta u regionu navode direktno kongresni turizam ili tzv. MICE turizam, i to uglavnom kao izborne predmete. Na sve to, postavlja se i pitanje kakav program i sadržaj se krije iza određenog naziva predmeta.

## Planovi za izučavanje kongresnog turizma u budućnosti

„Ono što je realno očekivati je izučavanje kongresnog turizma u sklopu specijalističkih i master studija. U narednih nekoliko godina poseban aspekt Fakulteta će biti na uvođenje novih predmeta i savremenog pristupa predmetima iz oblasti turizma.

Neophodno je istaći da naziv smera ili predmeta studentima ne može garantovati kvalitet onoga što uče, i to je razlog zašto mi insistiramo na sadržaju programa – šta je to što uče, koliko je to relevantno, da li je to međunarodno primenljivo, i najbitnije, da li imaju od koga to da nauče", kaže **Dr Bojan Zečević sa Ekonomskog Fakulteta u Beogradu**.

„Naglasak će biti na unošenju što više nastavnih sadržaja iz ove oblasti u postojeće predmete na osnovnim, master i doktorskim studijama.

Tome treba dodati i profesionalni rad naših studenata na III i IV godini studija u trajanju od minimum dva meseca koji sadrži direktno ili indirektno i rad u vezi sa poslovnim i kongresnim turizmom. Sve to svedoči da i pored nepostojanja posebnog smera ili predmeta, ova oblast se svestrano obrađuje kroz više raznovrsnih nastavnih aktivnosti", kaže **Prof. Dr Jovan Popesku, Univerzitet Singidunum, Fakultet za turistički i hotelijerski menadžment**.

**Dr Svetislav Milenković, profesor na Ekonomskom fakultetu u Kragujevcu** kaže da za sada ne postoji mogućnost za pokretanjem posebnog smera za kongresni turizam, ali ističe da bi to bilo vrlo interesantno, obzirom da se Kragujevac kao univerziteti grad, sve više razvija u kongresni centar.

**SPISAK FAKULTETA U REGIONU**

U tabeli se nalaze fakulteti iz regiona koji imaju smerove i uz to predmet(e), za koje su profesori sa ovih fakulteta naveli da obrađuju oblast kongresnog turizma (Napomena: za informaciju o smerovima i predmetima kontaktirali smo fakultete i koristili web sajtove ovih institucija kao relevantne izvore).

FAKULTET	ODSEK / SMER	PREDMET
<b>SRBIJA</b>		
Ekonomski fakultet, Univerzitet u Beogradu	Turizam i hotelijerstvo	Marketing u turizmu Menadžment turističkih preduzeća Menadžment i marketing događaja
Prirodno matematički fakultet, Univerzitet u Novom Sadu	Geografija, turizam i hotelijerstvo	Kongresni turizam Menadžment događaja
Fakultet za turistički i hotelijerski menadžment, Univerzitet Singidunum Beograd	Turizam i hotelijerstvo	Tematski turizam Menadžment turističke destinacije Hotelsko poslovanje Poslovanje turističkih agencija i organizatora putovanja
Ekonomski fakultet, Univerzitet u Kragujevcu	Studijski program Ekonomija	Ekonomika turizma Turizam i životna sredina Menadžment turističkih destinacija Turizam i agrobiznis
<b>CRNA GORA</b>		
Fakultet za turizam Bar, Univerzitet Mediteran	Menadžment u turizmu Menadžment u hotelijerstvu	MICE turizam
Fakultet za turizam i hotelijerstvo Kotor, Univerzitet Crne Gore	Turizam	Selektivni turizam
<b>HRVATSKA</b>		
Ekonomski fakultet, Univerzitet u Zagrebu	Turizam	Specifični oblici turizma
Fakultet za menadžment u turizmu i ugostiteljstvu Opatija, Univerzitet u Rijeci	Turizam	Menadžment turističke destinacije Specifični oblici turizma Planiranje događaja
Univerzitet u Zadru	Turizam i komunikacione nauke	Specifični oblici turizma
Ekonomski fakultet, Univerzitet u Splitu	Turizam i hotelijerstvo	Upravljanje manifestacijama
Univerzitet Jurja Dobrile u Puli	Ekonomija i turizam	Ekonomika turizma Marketing u turizmu Selektivni oblici turizma Turizam događaja i odnosi sa javnošću
<b>SLOVENIJA</b>		
Fakultet za turističke studije - Turistica, Univerzitet Primorska, Portorož	Menadžment turističkih destinacija Menadžment turističkih preduzeća	Kongresna delatnost
<b>MAKEDONIJA</b>		
Fakultet za turizam i ugostiteljstvo Ohrid, Univerzitet Sv. Kliment Ohridski - Bitola	Hotelsko-restoranski menadžment i Gastronomija Studijski program turizam	Organizovanje kongresa i skupova Menadžment događaja

Theory and Practice

# EDUCATION IN CONGRESS TOURISM

We did a research, where in Southeast Europe you can acquire knowledge and education in meeting industry? Faculties claim that students are very interested in this field for both, undergraduate and master studies, in particular since meeting industry has been recording considerable growth. However, meeting industry has been so far addressed in faculties only as a field or segment within general subjects in tourism, while faculties do make efforts in cooperating with meeting industry businesses to provide additional education for their students in form of visiting lecturers or practical trainings.

## Education in Congress Tourism on Faculties

“Since 2008, with a new concept and extra faculty’s staff in Tourism & Hospitality Management Department, we have managed to dedicate an entire segment to meeting industry within lectures and exercises in the subjects such as *Marketing in Tourism* and *Management of Tourism Enterprises*, where students are introduced to the internationally acknowledged principles of meeting industry, as well as case studies”, says **Bojan Zečević, PhD, the Faculty of Economics in Belgrade**. He states that since 2007 master students have been introduced to the strategic framework of event organization within the subject



*Event Management and Marketing*. “It is necessary to stress that our department staff are the owners of internationally recognised certificates in meeting industry awarded by the

global associations (ICCA, DMAI), and in their research and academic function the students really do know how to embrace it and take advantage of it”, says Zečević.





In Geography, Tourism & Hotel Management Department within the Faculty of Sciences in Novi Sad, the undergraduate students may choose the subject Meeting Industry (since 2006), and master students may opt for the subject *Event Management* (since 2007). Approximately 40 students are interested in these subjects per year. **Tatjana Pivac, PhD** and **Vanja Dragičević, PhD** point out that

starting from the next year they will have several subjects addressing events: *Cultural Event Management, Business Event Management, Sports Event Management and Special Event Management*.

The Faculty of Tourism and Hospitality in Ohrid, the Republic of Macedonia (as a part of St. Kliment Ohridski University of Bitola) has offered undergraduate studies with the subject

*Organization of Congresses and Meetings* (since 2008).

**Ivanka Nestoroska, a professor at FTH Ohrid**, says that it is a compulsory subject in study programmes Hotel & Restaurant Management and Gastronomy, and an optional subject in the study programme Tourism. She adds that about 30% of students on average choose this subject. In the graduate studies, Tourism Department, there is *Event Management* as an optional subject (since 2008), chosen by some 20% of enrolled students.

"Students are very interested in *MICE Tourism* subject. It is an optional subject opted for by as many as 80% of students on average.

Two thirds of the semester is dedicated to theoretical study of fundamentals, but also to the latest achievements in MICE industry, while one third is dedicated on mandatory basis to acquiring practical experience", says **Assistant Lecturer, Ana Tripković Marković, PhD, the Faculty of Tourism in Bar, Montenegro**.



She points out that they have an excellent cooperation with local representatives in MICE industry who are always glad to be visiting lecturers for these students. "Also, when doing their final paper, the students have an opportunity to learn everything about what meeting industry clients require on the one hand, and what Montenegro as a MICE destination has to offer on the other", Marković concludes.

**Prof. Dr. Sc. Denisa Krbec, Jurja Dobrile University in Pula**, Economics and Tourism Department, says that the topics in this field are studied through an intense cooperation with business partners in tourist sector in form of seminars and/or practical trainings. In Slovenia, the **University of Primorska, the Faculty of Tourism in Portorož**, also records high student interest which grows on the annual basis. "The Faculty tries, in addition to theoretical studies, to send the best students for trainings to Convention Bureau, PCO and DMC agencies, or hotels and convention centres", says **Marijana Sikošek, MA**. The subject *Congress Management* has been present as independent since 2006 within the studies in Tourist Destination Management and Management of Tourism Enterprises.

The SEE faculties feature quite a narrow selection of subjects, departments or modules addressing meeting industry directly. The knowledge that comes closest to meeting industry can be found at faculties containing the tourism and hospitality department, which includes the subject Event Management, Organization of Conventions and Meetings, Tourist Enterprise Management or Destination Management. Only few regional faculties offer meeting industry or MICE industry independently and if so, they are normally optional subjects. Apart from that, there is also a question of what kind of programme and content hide behind a certain title of a subject.



### Plans for Education in Congress Tourism in Future

"What we can actually expect is to address meeting industry within specialist and master studies. In next few years, the Faculty will focus specifically on introducing new subjects and up-to-date approach to subjects in tourism. It is necessary to point out that the title of department or subject cannot give the students any guarantee of quality of what they learn and that is the reason why we insist on the programme content – what is it they learn, how relevant is it, is it applicable at the international level, and most of all, is there anyone to learn it from?", says **Bojan Zečević, PhD, the Faculty of Economics in Belgrade**.

"The focus will be on introducing content in this field as much as possible into the existing subjects in undergraduate, master and PhD studies.

It should be also complemented with the 3<sup>rd</sup>- and 4<sup>th</sup>-year students' professional engagement lasting at least two months and including either their direct or indirect working in meetings industry. All this testifies that even with the absence of a separate department or subject, this field is being comprehensively covered by several diverse teaching activities", says **Professor Jovan Popesku, PhD, Singidunum University, the Faculty of Tourism and Hospitality Management**.

**Svetislav Milenković, PhD, and a professor at the Faculty of Economics in Kragujevac** says that for now there is no possibility to launch a separate meeting industry department, but he insists that it would be very interesting since Kragujevac, as a university city, has been growingly developing into a meeting industry centre.



**LIST OF FACULTIES IN THE REGION**

Below are regional faculties with departments including the subject(s), for which professors from these faculties stated that have themes about congress tourism (Note: For the information about departments and subjects we have contacted the faculties and used their websites as relevant sources).

FACULTY	DEPARTMENT	SUBJECT
<b>SERBIA</b>		
Faculty of Economics, University of Belgrade	Tourism and Hospitality Management	Marketing in Tourism Management of Tourism Enterprises Event Management and Marketing
Faculty of Sciences, University of Novi Sad	Geography, Tourism and Hotel Management	Meeting Industry Event Management
Faculty for Tourism and Hospitality Management, University Singidunum Belgrade	Tourism and Hospitality Management	Thematic Tourism Tourist Destination Management Hospitality Management Travel Agencies and Tour Operators Management
Faculty of Economics, University of Kragujevac	Study program for Economy	Economics in Tourism Tourism and Environment Tourist Destination Management Tourism and Agrobusiness
<b>MONTENEGRO</b>		
Faculty of Tourism Bar, University Mediterranean	Tourism Management Hospitality Management	MICE Tourism
Faculty of Tourism and Hospitality Kotor, University of Montenegro	Tourism	Selective Tourism
<b>CROATIA</b>		
Faculty of Economics, University of Zagreb	Tourism	Specific Forms of Tourism
Faculty of Tourism and Hospitality Management Opatija, University of Rijeka	Tourism	Tourist Destination Management Specific Forms of Tourism Event Planning
University of Zadar	Tourism and Communication Sciences	Specific Forms of Tourism
Faculty of Economics, University of Split	Tourism and Hospitality Management	Event Management
University of Jurja Dobrile, Pula	Economics and Tourism	Economics in Tourism Marketing in Tourism Selective Tourism Event Tourism and Public Relations
<b>SLOVENIA</b>		
Faculty of Tourism Studies - Turistica, University of Primorska, Portorož	Tourist Destination Management Management of Tourism Enterprises	Congress Management
<b>MACEDONIA</b>		
Faculty for Tourism and Hospitality Management Ohrid, University St. Kliment Ohridski - Bitola	Hotel and Restaurant Management and Gastronomy Study Program for Tourism	Organizing of Conferences and Meetings Event Management

### Education in Meeting Industry at Conferences and Seminars

Lectures and education directly related to meeting industry as most adequate can be so far found in form of specialised conferences and training seminars held in our region.

In Serbia, EIAT conference is held once a year for students and the industry, where lecturers are the prominent experts in these fields. Some of them are Rob Davidson, Rick Taylor, Mady Keup.

In Croatia, there are multi-day seminars held where the lecturer is Linda Pereira, one of the leading experts and lecturers in meeting industry.

### Career Improvement in Meeting Industry

If you have any experience in event organization or you work in meeting industry, you can benefit from the internationally recognised title of CMP (Certified Meeting Planner).



The Convention Industry Council (CIC) launched the Certified Meeting Professional (CMP) program in 1985 to enhance the knowledge and performance of meeting professionals, promote the status and credibility of the meeting profession and advance uniform standards of practice.

Today, more than 12,000 individuals in 34 countries have earned this designation, which is based on professional experience and a rigorous examination.

A CMP designation shows that an individual is dedicated to the profession; it also conveys expertise in planning, managing and executing successful meetings and events.

Examinations are typically scheduled two times each year (spring and winter) and also during the IMEX Show held annually in Frankfurt, Germany.

M. M.





**IGALO**  
INSTITUT  
DR "SIMO MILOŠEVIĆ"  
A.D. IGALO

www.igalospa.com  
marketing@igalospa.com

REZERVACIJE  
+382 (0) 31 658 555

EVROPSKI LIDER ZDRAVSTVENOG TURIZMA, SVOJIM KAPACITETIMA VISOKO SE RANGIRA U PONUDI KONGRESNOG TURIZMA. 2 VELIKE SALE KAPACITETA DO 300 MJESTA I 6 MANJIH SALA, OMOGUĆAVAJU RAD U ODVOJENIM GRUPAMA.

PREPUSTITE SE UŽIVANJU I OSJETITE OČARAVAJUĆE MICE & SPA ISKUSTVO U NAŠEM HOTELSKOM KOMPLEKSU.



**Adresa:** Ruzveltova 33, Beograd, Srbija  
**E - mail:** reservation@zirahotels.com, conference@zirahotels.com  
**Telefon:** +381 (0) 11 33 14 800  
**Site:** www.zirahotels.com, www.facebook.com/zirahotel

HOTEL  
**zira**  
BEOGRAD  
\*\*\*\*\*



Agencija Eures-tim

## VAŠ PARTNER U STVARANJU USPJEŠNIH DOGAĐANJA

U 2013. godini agencija značajno proširuje svoje poslovanje na regiju, te u tim dolaze nove snage predane tome da ništa ne prepuste slučaju i da svako događanje njenih klijenata bude potpuni uspjeh.



Agencija Eures-tim je osnovana 2005. godine s motivacijom da svoje iskustvo i ideje upotrijebi kao osnovne elemente za kreaciju i planiranje uspješnih događanja. Svojim klijentima agencija nudi individualan pristup, posvećenost njihovim željama i ciljevima te kvalitetu u realizaciji svakog projekta.

Svoj status vodeće hrvatske agencije na području organizacije događanja opravdava brojnim zadovoljnim i dugogodišnjim vjernim klijentima koji se oslanjaju na profesionalizam, fleksibilnost i povjerenje da će njihova agencija uvijek raditi u njihovom najboljem interesu.

Njeguje dobre odnose i korektnu suradnju s svojim partnerima koji razumiju njene i potrebe njenih klijenata kako bi zajedno doprinijeli da na svakoj lokaciji, svako od događanja bude na konačno zadovoljstvo klijenta i same agencije.

U 2013. godini agencija značajno proširuje svoje poslovanje na regiju te u tim dolaze nove snage predane tome da ništa ne prepuste slučaju i da svako događanje njenih klijenata bude potpuni uspjeh.

[www.eures-tim.com](http://www.eures-tim.com)

### Usluge

Agencija Eures-tim organizira različita korporativna događanja unutar Meeting industry-je: konferencije, konvencije, seminare, radionice, prezentacije, domjenke i incentive te ostale vrste manjih i većih posebnih događanja na području cijele Hrvatske, regije i Europe.

Vrši najam opreme za simultano prevođenje, prezentacijske i konferencijske opreme uz stručni nadzor svog iskusnog tehničkog tima.

Posreduje u angažmanu simultanih i konsekutivnih prevoditelja te u prevođenju tekstova na sve europske jezike i vice-versa i ovjere sudskih tumača.

### Reference

Renault Nissan Hrvatska d.o.o., Merck Sharp & Dohme d.o.o., ACER GmbH, Reckitt Benckiser d.o.o., Philip Morris d.o.o., Esplanade Zagreb Hotel, Nycomed: A Takeda Company, Technomarket, Salvus d.o.o., Unikomerc Uvoz, Hotel Antunović Zagreb, British Embassy Zagreb, GN Resound a/s, UNDP (United Nations Development Program), Orbico d.o.o., Logwin Solutions Croatia d.o.o., Knauf d.o.o.



Agency Eures-tim

## YOUR PARTNER IN SUCCESSFUL EVENTS

In 2013 agency notably expand their operations and activities on the region, whilst the team is being strengthened by new members who will contribute to not leaving anything to chance and aim to make every event a complete success.



Agency Eures-tim was founded in 2005 being led by the motivation to use their experience and ideas as the main elements to create and plan successful events.

What it offers to their clients is individual approach, dedication to their wishes and targets, and quality in realization of each project.

Status of leading Croatian agency in the organization of corporate events is verified by many satisfied clients, clients who have been loyal for many years and who rely on the professionalism, flexibility and trust that their agency will always work in their best interest.

Agency nourishes good relations and established cooperation with its partners who understand its needs and expectations as well as its clients. This makes a fertile ground that on every location, on each of events, agency's team accomplish to the satisfaction of its clients and itself.

In 2013 agency notably expand their operations and activities on the region whilst the team is being strengthened by new members who will contribute to not leaving anything to chance and aim to make every event a complete success.

[www.eures-tim.com](http://www.eures-tim.com)

### Services

Agency Eures-tim organize different corporative events in the field of Meeting industry: conferences, conventions, seminars, workshops, presentations, product launches, gala dinners, incentives and other smaller and larger special events on all locations in Croatia, region and Europe.

Rent of the equipment for simultaneous translation, presentation and conference equipment supervised by agency's professional technical team.

Mediate in hiring simultaneous and consecutive interpreters and in translation of texts to all European languages and vice versa together with certification by court interpreters.

### References

Renault Nissan Hrvatska d.o.o., Merck Sharp & Dohme d.o.o., ACER GmbH, Reckitt Benckiser d.o.o., Philip Morris d.o.o., Esplanade Zagreb Hotel, Nycomed: A Takeda Company, Technomarket, Salvus d.o.o., Unikomerc Uvoz, Hotel Antunović Zagreb, British Embassy Zagreb, GN Resound a/s, UNDP (United Nations Development Program), Orbico d.o.o., Logwin Solutions Croatia d.o.o., Knauf d.o.o.



Lenka Žlebková, direktorka Kongresnog biroa grada Praga

## PRAG – TRADICIONALNO MODERNA KONGRESNA DESTINACIJA

Lociran na obalama Vltave, Prag, grad hiljadu tornjeva, poznat je širom sveta i smatra se jednim od najboljih gradova u Evropi. Po rečima mnogih izvanrednih umetnika i naučnika tokom vekova – **Prag inspiriše!** Njegova tajanstvenost zrači iz dela češkog pisca Franca Kafke. V.A. Mocarta su „građani Praga razumeli“ i svoju najbolju operu, „Don Đovani“ završio je i premijerno prikazao upravo u ovom gradu. Prag ima bogatu istoriju, pod zaštitom je UNESCO-a, ali istovremeno je i dinamičan grad ubrzanog razvoja u kojem turisti mogu naići na istorijska zdanja smeštena tik pored savremenih građevina koje su delo savremenih arhitekata svetskog glasa. Ova simbioza starog i novog, mistična atmosfera i kulturni život su ono što čini Prag atraktivnim mestom za organizatore skupova.



Lenka Žlebková

Da bismo predstavili jedan od najstarijih gradova Evrope kao kongresnu destinaciju, imali smo zadovoljstvo da razgovaramo sa **Lenkom Žlebkovom**, direktorkom Kongresnog biroa grada Praga.

### 1. Prag je poznat kao „zlatni grad“ ili „majka gradova“. Kako je dobio ove epitete?

Zlatni Prag je naziv koji potiče iz doba vladavine Rudolfa II i češkog kralja

Karla IV u čije vreme je legendarni alhemičar radio u laboratoriji i stvorio famozni kamen mudrosti, eliksir života i pretvarao živu u zlato. Prag se naziva i „majkom gradova“ jer je jedan od najstarijih gradova Evrope.

### 2. Koje su prednosti Praga kao kongresne destinacije? Možete li nam navesti tri glavne prednosti?

#### Dobre saobraćajne veze

Prag se nalazi na raskrsnici raznih puteva. 46 vazduhoplovnih kompanija obavlja redovan saobraćaj sa praškog aerodroma „Vaclav Havel“ do 83 destinacije u 38 zemalja sveta. Od aerodroma se javnim prevozom do centra grada stiže za 30 minuta. Prag takođe ima tri međunarodne železničke stanice i autobusku stanicu koje su sve povezane sa stanicama metroa. Mreža autoputeva povezuje Prag sa drugim važnim evropskim destinacijama. Grad je lako dostupan sa bilo kojeg mesta na svetu, a u samom Pra-

gu do svakog mesta se može stići za nekoliko minuta, čak i pešice. Muzeji, restorani, istorijske znamenitosti, mesta za opuštanje i razonodu – sve se nalazi bukvalno nadomak ruke.

#### Tradicionalno moderan

Prag poseduje bogatstvo arhitektonskih monumenata, kulturne zaostavštine i istorijskih znamenitosti ali istovremeno je i moderan, dinamičan grad. Ovaj grad predstavlja pravi centar kulture u Evropi sa nezaboravnom atmosferom koja posetiocima oduzima dah. Grad može da se pohvali savršenim sistemom javnog prevoza, raznim pogodnostima i širokim spektrom prvoklasnih usluga. Njegova ponuda konferencijskih prostora takođe je odlična i vrlo raznovrsna. Izbor se kreće od savremenih konferencijskih centara sa najmodernijom opremom, u kojima se održavaju sastanci NATO i MMF-a, do istorijskih „dragulja“ u centru grada.

#### Prihvatljive cene

Prag nudi usluge na svetskom nivou po ekonomičnim cenama. Hoteli i ostali smeštajni kapaciteti, uglavnom građeni tokom proteklih desetak godina, mogu da prime preko 70.000 gostiju i da ponude najviši standard usluge. DMC i PCO agencije u Pragu pružaju prvoklasne i veoma raznovrsne usluge.

46 vazduhoplovnih kompanija obavlja redovan saobraćaj sa praškog aerodroma „Vaclav Havel“ do 83 destinacije u 38 zemalja sveta.



Carlsov most



Zgrada opštine

Sve to čini Prag idealnim mestom za održavanje međunarodnih konferencija.

**3. Klub kongresnih ambasadora Praga trenutno ima oko 80 članova. Kako pronalazite članove i šta je potrebno da bi se postao član?**

Program za kongresne ambasadore lansirali smo 2010. godine. Svake godine nagrađujemo najaktivnije ambasadore koji dovode kongrese u Prag.

Prag predstavlja pravi centar kulture u Evropi sa nezaboravnom atmosferom koja posetiocima oduzima dah.

Takođe, prošle godine smo organizovali dva edukativna seminara za potencijalne nove ambasadore na kojima su iskusni ambasadori prenosili svoja znanja. Nastojimo da privučemo naučne asocijacije koje su već organizovale kongrese u Pragu ili koje su aktivne u međunarodnim asocijacijama i zainteresovane za podnošenje kandidatura za dobijanje organizacije međunarodnih kongresa.

**4. Koliko je ovaj program važan za Kongresni biro Praga? I koliko je Kongresni biro Praga važan za uspeh samog programa?**

Ovaj program predstavlja jednu od najvažnijih aktivnosti Kongresnog bi-

Nastojimo da privučemo naučne asocijacije koje su već organizovale kongrese u Pragu ili koje su aktivne u međunarodnim asocijacijama i zainteresovane za podnošenje kandidatura za dobijanje organizacije međunarodnih kongresa.

roa Praga. On pomaže u stimulisanju interesovanja kod čeških predstavnika u međunarodnim organizacijama za dovođenje međunarodnih kongresa u Prag. Takođe, program ne bi postojao bez svog osnivača, Kongresnog biroa Praga.

U okviru ovog programa kongresni ambasadori dobijaju besplatne savete i pomoć od kongresnog biroa i njegovih članova.

**5. Prema statistikama Međunarodnog kongresnog udruženja (ICCA) za 2011. godinu, Prag je imao 98 održanih kongresa. Koji je ciljani broj za ovu godinu?**

Cilj nam je da budemo među prvih 10 kongresnih destinacija u svetu, a među prvih 5 do 2020. godine.

Tokom 2013. godine nameravamo da održimo 118 kongresa u Pragu.

S. G.



Reka Vltava

Lenka Zlebkova, Managing Director of Prague Convention Bureau

## PRAGUE - TRADITIONALLY MODERN MEETING DESTINATION

Situated on the banks of the Vltava river, Prague, the city of one hundred spires is known virtually all over the world and regularly ranks among the most beautiful European cities. As many outstanding artists and scientists in the past said - **Prague inspires!** Its mysterious atmosphere is reflected in the work of the local native Franz Kafka. W. A. Mozart, who was "understood by the people of Prague", completed and presented here his best opera, Don Giovanni.

Prague is rich in history, UNESCO site but at the same time it is a fast developing and dynamic city where tourist can find the historical buildings standing next to the modern ones projected by the world-known contemporary architects. This symbiosis of the old and the new, mystical atmosphere and culture life is what makes Prague an attractive place for the event organizers.

In order to present one of the oldest cities in Europe as a meeting destination, we had the pleasure to speak with **Lenka Zlebkova**, managing director of Prague Convention Bureau.

### 1. City of Prague is known such as "Golden city" and "Mother of cities". How is it got those nicknames?

Golden Prague is a label from era under the reign of Rudolph II and the Czech king Charles IV. In those times, the legendary alchemist worked in laboratories and created the famous philosopher's stone and the elixir of life and turned mercury into gold. Prague is called "Mother of cities" because it is one of the oldest cities in Europe.

### 2. What are main advantages of Prague as a meeting destination? Point out main three, if possible.

#### Accessible

Prague is a significant traffic junction. 46 scheduled airlines offer direct flights



from Václav Havel Airport Prague to 83 destinations in 38 countries. It takes about 30 minutes to get to the city centre by public transportation. Prague also has three international railway stations and a bus station, all connected to the metro stations. Highway network links Prague to other significant European destinations. The city is easily accessible from any place in the world. In Prague every-

thing can be reached within a few minutes, even by foot. Museums, restaurants, historical monuments, relaxation and entertainment - all is literally at your arm's length.

#### Traditionally modern

Prague is rich in architectonic monuments, cultural heritage and historical sights, but at the same time it is modern and dynamic. The city is a real cultural centre of Europe whose breathtaking atmosphere is unforgettable. The city can boast of its perfect public transportation system, amenities, or a wide range of first-class services. Its offer of conference venues is excellent and varied too. You can choose from both the modern conference centers with up-to-date technologies, which hosted



46 scheduled airlines offer direct flights from Václav Havel Airport Prague to 83 destinations in 38 countries.



Mandarin Oriental Hotel, terrace

both NATO and IMF meetings, and historical jewels in the city centre.

**Affordable**

Prague offers world-class services at a reasonable cost. Prague's hotels and other amenities, mostly built in the last decade, can accommodate more than 70,000 persons and offer the highest standard. Prague's DMCs and PCOs provide first-class and complex services. This is a reason why Prague is an ideal destination for international conferences.

Prague is a real cultural centre of Europe whose breathtaking atmosphere is unforgettable.

**3. Prague Congress ambassadors' club nowadays counts about 80 members. How do you find members and what it takes to become one?**

We launched the ambassador program in 2010. Every year we award the most active ambassadors for the congresses they have brought to Prague. Also, last year we organized first two educational sessions for potential new ambassadors, during which experienced ambassadors presented the best practices.

We try to engage the community of scientists who have already organized a congress in Prague or who are active within the international associations and are interested in bidding for an international congress.

We try to engage the community of scientists who have already organized a congress in Prague or who are active within the international associations and are interested in bidding for an international congress.

**4. How much this Program is important to success of PCB? And how much is PCB important to success of the Program itself?**

The Program is one of the most important activities of the PCB. It helps to stimulate interest of Czech representatives in the international organizations in bringing international meetings to Prague. Likewise, the Program could not exist without the PCB as its founder. The Program stands on the idea that congress ambassadors can expect free professional advice and assistance from the Prague Convention Bureau and its members.

**5. According to ICCA statistics for 2011, city of Prague had 98 meetings. What number is goal for this year?**

Our goal is to be in first 10 world's meeting destinations and in top 5 by 2020. In 2013 we aim to have 118 association meetings in Prague.

S. G.



Vitava River

# COMPANIES WAY OF FLYING!



24 HOURS  
HELP  
CENTER

LOYALTY  
PROGRAM -  
MORE THAN  
20 BENEFITS



FREE  
BUSINESS  
CLUB

DISCOUNTS  
ON TRAVEL  
ARRANGEMENTS

FLY  
BUSINESS  
FLY  
PROGRAM

FREE  
HOTEL  
BOOKING

FREE  
AIRPORT  
TRANSFER

AVIO KARTE ZA BIZNIS PUTNIKE

Glavni grad Bugarske

## SOFIJA – ATRAKTIVAN ZELENi GRAD

Sofija je najveći, a ujedno i glavni grad Bugarske. Sofija je grad iznenađujuće bogat zelenilom, sa ogromnim parkovima i skijaškim i pešačkim stazama kojima obiluje prelepa planina Vitoša.

Sofija je, uz obalna i planinska odmarališta, jedna od najposećenijih turističkih destinacija Bugarske. Sofija nudi posebno pogodne uslove za razvoj kongresne industrije, uzimajući u obzir mnoštvo hotela koji poseduju konferencijske sale, kao i kongresnih centara, kao što su Nacionalna palata kulture i Inter Expo & Congress Center Sofija. Skoro svi veći hoteli mogu obezbediti opremu neophodnu za organizovanje poslovnih sastanaka i seminara.

Neki od internacionalnih lanaca koji imaju svoje hotele u Sofiji, a koji nude mogućnost organizovanja kongresnih događaja na visokom nivou, jesu Hilton, Kempinski, Radisson Blu, Starwood, itd.

**Nacionalna palata kulture** je višenamenski kompleks, koji predstavlja sklop moderne arhitekture i plastičnih umetnosti. NPK poseduje 15 višenamenskih sala, 55 sala za sastanke, kapaciteta 8.000 mesta, kao i više od 15.000 kvadratnih metara izložbenog prostora. Među njima, Sala 1 je najveća i najreprezentativnija sala u okvi-



Katedrala Aleksandra Nevskog

ru kompleksa. Obuhvata površinu od 11.000 kvadratnih metara i ukupnog je kapaciteta od 3.692 mesta.

**Inter Expo & Congress Center Sofija** pruža, kako poslovnom svetu tako i široj javnosti, profesionalne uslove za izlaganje i organizovanje različitih sastanaka i foruma. Raspoloživo sa 6 izložbenih paviljona, izložbenim prostorom na otvorenom i oko 7 kongresnih sala, a sve se to prostire na ukupnoj

*„Atmosfera u Sofiji je mlada i dinamična, liči na grad koji se konačno budi posle nekoliko decenija sna, i postaje samouveren i kosmopolitski Evropski grad.“ – Lonely Planet*

površini od 42.000 kvadratnih metara. U gradu se nalazi veliki broj institucija visokog obrazovanja, koje takođe nude prostore i mogućnosti za organizovanje različitih vrsta susreta.

Dodatni prostori su dostupni u Centralnom domu vojske, Rezidenciji Bojana, Univerzijada Holu, i skoro sagrađenoj višenamenskoj sportskoj hali, *Armeets Arena* Sofija.

Učesnicima poslovnih sastanaka se takođe nude i raznoliki sadržaji iz oblasti kulturnog turizma, kako gradskog tako i planinskog, pošto planina Vitoša praktično predstavlja deo gradskog

**Narodna biblioteka Sv. Ćirila i Metodija** poseduje najveću nacionalnu kolekciju knjiga i dokumenata (1.714.211 knjiga i oko 6 miliona ostalih dokumenata) i predstavlja najstariju kulturnu instituciju Bugarske.



Nacionalna palata kulture





Bojanina crkva

### Na grčkom jeziku Sofija znači mudrost.

okruženja. Ljubitelji ruralnog turizma, ekoturizma, kao i oni koje interesuje golf, će naći razne mogućnosti skoro na „svom pragu“.

Omiljena zona za opuštanje u Sofiji jeste centralni park, Borisovata Gradina. Počinje na čuvenom Orlovom Mostu – nekadašnjoj Istočnoj gradskoj kapiji. U okviru parka se nalazi predivno jezero Ljiljana a najinteresantnije obeležje predstavlja ručno rezbarena drvena kućica, koju je izradio Račo Angelov. Tamo je takođe i jezero Ariana, okruženo modernim kafićima i restoranima.

### Znamenitosti

Sofija, kao drugi najstariji evropski grad, ima mnogo lokacija na kojima se nalaze istorijski spomenici koji turiste podsećaju na bogatu istoriju grada.

Tu se ističu **Katedrala Aleksandra Nevskog**, koja predstavlja jedan od simbola Bugarske, i koja je sagrađena krajem 19. veka. Zauzima površinu od 3.170 kvadratnih metara i može da primi 10.000 ljudi. Katedrala Aleksandra Nevskog sa svojom zlatnom kupolom, predstavlja jedan od najimpresivnijih spomenika Pravoslavlja, i jedan od najvećih te vrste u Evropi. Grad je takođe poznat po **Bojaninoj Crkvi**, koja je kao deo svetske kultur-

ne baštine pod zaštitom UNESCO-a, i koja obuhvata 3 građevine.

Istočna crkva je sagrađena u 10. veku, a potom proširena početkom 13. veka, od strane sevastokratora Kalojana, koji je naložio da se pored crkve sagradi i druga crkva. Freske koje krase drugu crkvu, naslikane 1259. godine i čine jednu od najznačajnijih kolekcija srednjovekovnog slikarstva.

Celinu zaokružuje treća crkva, sagrađena početkom 19. veka. Ova lokacija predstavlja jednu od najkompletnijih i najočuvanijih spomenika srednjovekovne umetnosti na teritoriji istočne Evrope.

**U Sofiji se nalazi najveća muzejska kolekcija Bugarske**, koja privlači kako turiste, tako i studente na praktičnoj nastavi.

Bugarska kuhinja je veoma slična Turskoj kuhinji, i kuhinji ostalih mediteranskih zemalja, sa obiljem svežeg voća i povrća tokom letnjeg perioda. Omiljena kod misionara, Šopska salata, pravi se od paradajza, krastavaca, crnog luka i bugarskog feta sira (cirene). Bugari uživaju u pravljenju džemova, želea, i domaćih sokova od višnje, breskve, kajsije i dinje.

**Nacionalni istorijski muzej** u Bojanskom okrugu poseduje ogromnu kolekciju od više od 650.000 istorijskih predmeta, koji datiraju iz perioda od preistorijskog razdoblja pa sve do modernog doba, iako stalna postavka uključuje samo 10.000 eksponata, zbog nedostatka prostora.

Manje kolekcije muzejskih eksponata, koje se uglavnom odnose na istoriju Sofije, nalaze se u **Nacionalnom arheološkom muzeju**, a nekadašnja džamija se nalazi između Narodne banke i zgrade Predsedništva.

Dva muzeja prirodnih nauka, **Nacionalni prirodnjački muzej i Muzej zemlje i čoveka**, izlažu minerale, životinjske vrste (žive i preparirane) i retke materije.

Etnografski muzej i **Narodni muzej vojne istorije** su još dva interesantna mesta, a poseduju veliku kolekciju Bugarskih narodnih nošnji i oružja.

S. G.



Jezero Ariana

Bulgaria's Capital

## SOFIA - AN ATTRACTIVE AND GREEN CITY

Sofia is the capital and largest city of Bulgaria. Sofia is a surprisingly green city, with huge area of parkland and the ski slopes and hiking trails of beautiful Mt Vitosha.

Sofia is one of the most visited tourist destinations in Bulgaria alongside coastal and mountain resorts. Particularly suitable conditions for meeting industry are offered in Sofia, having in mind numerous hotels with suitable conference halls, as well as congress centers, such as the National Palace of Culture and the Inter Expo & Congress Center Sofia. Almost all of the larger hotels can provide equipment for business meetings and seminars.

Some of the international hotel chains in Sofia are Hilton, Kempinski, Radisson Blu, Starwood etc., offering high quality service for congress organizers.

**National Palace of Culture** is a multifunctional complex, a synthesis of modern architecture and plastic arts. The NPC contains 15 multifunctional halls, 55 premises for meetings, with total capacity of more than 8,000 seats and more than 15,000 square meters of exhibition area. Among them, Hall 1 is the largest one and the most representative hall in



the complex. Its area is 11,000 square meters and its total capacity is 3,692 seats.

**Inter Expo & Congress Center Sofia** provides the business and public with professional conditions for exhibition participation as well as for organizing different types of meetings and forums. It provides 6 exhibition pavilions, open exhibition area, around 7 congress halls, at an area of 42,000 sq. m.

*"Sofia has a young and dynamic vibe, like a city waking up after decades of slumber, and is becoming a confident and cosmopolitan European capital." – Lonely Planet*

In the city there are also many institutions of higher education that also offer facilities for all types of meetings. Additional facilities are available at the Central Army Club, the Boyana Residence, the Universiada Hall, and in the recently completed multifunctional sports hall, the Sofia Armeets Arena. Participants in business meetings can also enjoy the varied possibilities for cultural tourism in the city, and facilities for mountain tourism at Vitosha are practically within the city limits. Those interested in rural tourism, ecotourism, and golf will also find opportunities almost on their door-



Alexander Nevsky Cathedral

**The SS. Cyril and Methodius National Library** houses the largest national collection of books and documents (1,714,211 books and some 6 million other documents) and is Bulgaria's oldest cultural institute.



Boyana Church

**In Greek Sophia means wisdom.**

step. The favorite relax zone of Sofia is the main park, called Borisovata Gradina. It starts at the famous Orlov Most (Eagles Bridge) – the former Eastern gate of the city.

Park has beautiful lily lake and the most interesting feature is a hand-carved wooden house by Racho Angelov. There is also the Ariana Lake, surrounded by modern style cafes and restaurants.

**Monuments**

Sofia, as the second oldest European city, has lot of monumental venues reminding tourists of city's history.

Among its highlights is the **Alexander Nevsky Cathedral**, one of the symbols of Bulgaria, constructed in the late 19<sup>th</sup> century. It occupies an area of 3,170 square meters and can hold 10,000 people. The golden domed Alexander Nevski Cathedral is one of the most impressive monuments of Orthodox Christianity, and it is one of the biggest in Europe.

The city is also known for the **Boyana Church**, a UNESCO World Heritage site. It consists of three buildings. The eastern church was built in the 10<sup>th</sup> century, then enlarged at the beginning of the 13<sup>th</sup> century by Sebastocrator Kaloyan, who ordered a second two storey building to be build next to it.

The frescoes in this second church, painted in 1259, make it one of the most important collections of medieval paintings.

The ensemble is completed by a third church, built at the beginning of the 19<sup>th</sup> century. This site is one of the most complete and perfectly preserved monuments of east European medieval art.

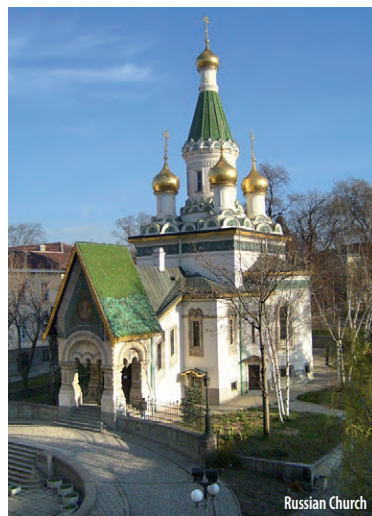
**Sofia holds Bulgaria's largest museum collections**, which attract tourists and students for practical studies. The **National Historical Museum** in Boyana district has a vast collection of more than 650,000 historical items dating from Prehistory to the modern era, although only 10,000 of them are permanently displayed due to the lack of space. Smaller collections of items related mostly to the history of Sofia are in the **National Archaeological Museum**, a former mosque located between the edifices of the National Bank and the Presidency.

The cuisine of Bulgaria is very similar to the cuisine of Turkey, and other Mediterranean countries. There is an abundance of fresh fruits and vegetables in the summer.

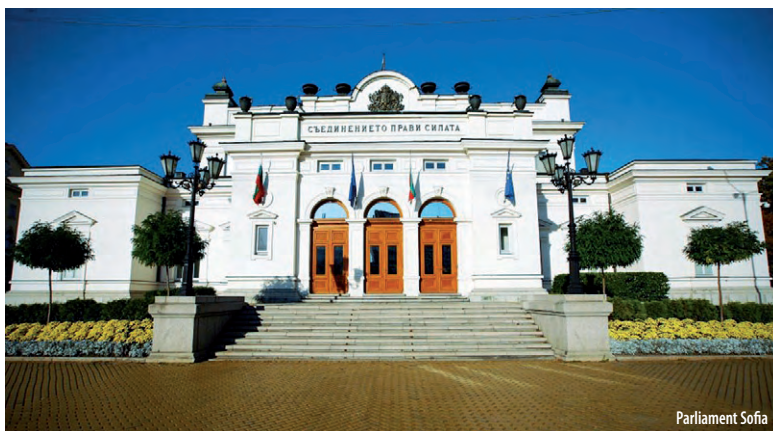
A missionary favorite, Shopska Salad, is made from tomatoes, cucumbers, peppers, onions and Bulgarian Feta cheese (cirenе). Bulgarians love to make jams, jellies and homemade juice from cherries, apples, peaches, apricots and quinces.

Two natural sciences museums, the **Natural History Museum** and the **Earth and Man**, display minerals, animal species (alive and taxidermic) and rare materials. The Ethnographic Museum and the **National Museum of Military History** are other places of interest, holding large collections of Bulgarian folk costumes and armaments, respectively.

S. G.



Russian Church



Parliament Sofia

Excellent choice for organizing your Meetings - Incentives - Conferences - Events.  
In hotel Galleria you can relax your body and mind in one of the largest wellness centers in Serbia.



See more at [www.galleria-center.com](http://www.galleria-center.com)

Follow us at

[@hotel\\_galleria](https://twitter.com/hotel_galleria) on Twitter

Share with us at

[facebook.com/Hotel.Galleria](https://facebook.com/Hotel.Galleria)

more than 35.000 people Like our hotel.

Contacts:

Phiwa doo - branch Hotel Galleria

Matije Korvina 17

Subotica

+381.24.647.111

[marketing@galleria-center.com](mailto:marketing@galleria-center.com)

★★★★

*Hotel*  
*Galleria*  
CONGRESS HOTEL

CONGRESS HOTEL,  
WELLNESS  
& FITNESS CENTER

Kongresni hotel „Galleria“

## NOVIM SADRŽAJIMA I POSVEĆENIM RADOM DO VRHUNSKIH REZULTATA

Kongresni hotel „Galleria“ je novoizgrađeni hotel koji postoji od 2007. godine i nalazi se u samom centru Subotice – najsevernijeg grada u Srbiji koji je u neposrednoj blizini granice Srbija – Mađarska. Od evropskih metropola i aerodroma u Beogradu i Budimpešti hotel je udaljen manje od dva sata vožnje. Sastavni deo Subotice je i jezero Palić, destinacija koja je dobila nagradu kao najbolja domaća destinacija u Srbiji na međunarodnom sajmu turizma u Beogradu 2013. godine.



Danilo Uzelac,  
direktor hotela

**Danilo Uzelac**, direktor hotela i **Branimir Cigale**, direktor marketinga govore o novoj strategiji i planovima poslovanja kongresnog hotela Galleria.

**1. Kongresni hotel Galleria je u proteklih godinu i po dana u mnogome unapredio svoje poslovanje. Možete li nam reći nešto više o promenama i novoj strategiji i koliko su one doprinele boljem imidžu hotela?**

Moram odmah da se složim sa Vama da je imidž hotela prilično promenjen na bolje i da sada kongresni hotel Galleria uživa jednu ozbiljnu reputaciju na mapi kongresnih destinacija, ne samo Srbije, već i regiona.

S obzirom da se hotel nalazi u Subotici, najsevernijem gradu u državi, naša primarna utakmica koju igramo se odnosi na geološki atraktivnost prostora na kojem se nalazimo i tu pre svega prednost koju imamo koristimo zahvaljujući miru i tišini jezera Palić koje se nalazi na prostoru subotičke opštine.

S tim u vezi vrednosti našeg brenda vezujemo za lepotu ravnice, mir, opuštanje, prepoznatljivu gastronomiju, tišinu, relaksaciju, dobre ljude i domaćine, salaše, zvuk kopita i tambure i ostale prepoznatljive vojvođanske slike. Ono što je svakako doprinelo podizanju našeg imidža jeste i izgradnja novih sadržaja, hotel je pojačao svoju

ponudu upravo kroz nove kapacitete koji su izgrađeni i našim kanalima komunikacije predstavljeni našoj ciljnoj grupi. – Danilo Uzelac, direktor hotela.

**2. Radili ste i na dodatnim sadržajima hotela. Kojim novim sadržajima ćete obradovati vaše goste?**

Pre svega od novih sadržaja najvažniji je naš novi Galleria Wellness centar koji je izgrađen na oko 1.600 kvadratnih metara.

Upravo u kontekstu vrednosti koje smo predstavili i naš wellness centar upotpunjuje priču o miru, tišini i relaksaciji jer je to sigurno i najprepoznatljivija karakteristika Subotice sa svojim turističkim draguljom – jezerom Palić.

Wellness centar je ponudio vrhunske saune, turska kupatila, programe masaža i tretmana tela, kneipp vodenu terapiju, slanu sobu, kapsule zdravlja,



Otvaranje Galleria Wellness centra

hidromasažne kade i mnoge druge sadržaje koji doprinose i relaksaciji i kroz relaksaciju antistres iskustvu i vremenu posvećenom sebi.

Pored wellness centra izgradili smo i autentičan restora „Bavarska pivnica – Minhen“ sa bavarskim specijalitetima i originalnim nemačkim pivima sa fokusom na Bavarsku regiju.

U prilog već postojećim sadržajima, kongresni hotel Galleria može slobodno da kaže da ima šta da ponudi širokoj ciljnoj grupi gostiju – od kongresnog turizma do wellness i vikend aranžmana. – Danilo Uzelac, direktor hotela.

**3. Kako se borite da privučete velike skupove u Hotel Galleriu i Suboticu, imajući u vidu konkurentske destinacije u Srbiji i regionu?**

U 21. veku kada se sve više rezervacija odvija direktno ili indirektno putem interneta (sa rastućim trendom rezervacija napravljenih putem mobilnih uređaja) i hotel Galleria prati trendove koje hoteli u svetu diktiraju.

Gostima danas možemo da ponudimo najluksuzniji štampani materijal, da budemo u „prime time“ terminima na TV medijima i podignemo svest o ponudi ali taj isti gost će gotovo sigurno da ode na internet i pogleda



Galleria Wellness centar

šta mi to nudimo i da nas uporedi sa drugima koji nude isto ili slično. Iz tog razloga internet marketing nije pitanje izbora Da ili Ne, već pitanje koliko dobro se radi.

Upravo na taj način mi osiguravamo i uzimanje hotela Galleria u obzir prilikom planiranja ozbiljnih regionalnih poslovnih skupova bez obzira da li se radi o motivacionom putovanju ili regionalnoj konferenciji prodaje multinacionalne kompanije.

Dakle, naša arena je internet (za B2C i B2B poslovni segment) i direktna prodaja svakako koja je presudna za

građenje održivih i profitabilnih B2B odnosa.

Što se tiče geolokacijske konkurentnosti to je utakmica koju pre svega igraju turističke organizacije u saradnji sa pojedinačnim predstavnicima turističke privrede.

Mi svakako pored sjajnog odnosa sa turističkom organizacijom grada Subotice i sami radimo na predstavljanju svih potencijala Subotice i Palića u okviru naših ponuda i paketa. – Branimir Cigale, direktor marketinga.

S. G.



Otvaranje Bavarske pivnice Minhen

Congress Hotel Galleria

## NEW AMENITIES AND DEDICATE WORK FOR TOP RESULTS

Congress hotel Galleria is a newly-built hotel existing since 2007 and located in the very center of Subotica – the northernmost city in Serbia close to the border with Hungary. The hotel is situated less than two hours drive from the European metropolises and the airports in Belgrade and Budapest. An attractive part of Subotica is Lake Palić, awarded as the best local tourist destination in Serbia at the International Fair of Tourism 2013 in Belgrade.



Branimir Cigale, marketing director

Hotel manager, **Danilo Uzelac**, and marketing director, **Branimir Cigale**, talk about new strategy and development plans for congress hotel Galleria.

**1. Within the past year and a half congress hotel Galleria has done much to upgrade its business. Could you tell us something about the changes and the new strategy and how they have contributed to enhancing the hotel's image?**

I have to agree with you, the hotel's image really has undergone considerable positive changes and congress hotel Galleria now boasts a solid reputation among similar congress venues not only in Serbia, but also in the region. Since the hotel is located in Subotica, the northernmost city in the country, our main asset in terms of competition is the geographic attractiveness of this area and the added advantage of the peace and quiet provided by Lake Palić situated in Subotica municipality.

Our trademark is therefore coupled with images of beautiful plains, peace, relaxation, characteristic culinary specialties, quiet, leisure, good, hospitable people, the salaš, the sound of horse hooves and the tambura, and so many other images typical for Vojvodina. Among the things that have certainly contributed to promoting

our positive image has been the construction of new facilities; the hotel has improved its offer by introducing a number of new facilities that were built and presented through various communication channels to our target groups. – Danilo Uzelac, Hotel Manager.

**2. You have also added various new amenities in your offer. What are some of the new amenities your guests will be able to enjoy?**

The most important among the new contents is the new Galleria Wellness Center covering approximately 1,600 sq m. Our wellness center is another attractive feature of the general offer we have just described and it is a perfect complement to peace, quiet, and a relaxed atmosphere which are all familiar traits of Subotica and its touristic jewel – Lake Palić.



Opening of Galleria Wellness Center

The Wellness Center offers excellent saunas, Turkish baths, massage and body treatment programs, Kneipp hydrotherapy, a salt room, health capsules, hydro-massage baths, and many other features that ensure relaxation and stress relief and time well-spent on one's own wellbeing.

In addition to the Wellness Center, we have also opened an authentic restaurant "The Bavarian Beerhouse – Munich" with Bavarian specialties and original German beers, with a focus on the Bavaria region.

With all these amenities congress hotel Galleria can safely say that it has a lot to offer to a wide target group – from meeting industry participants to those looking for wellness treatments and weekend leisure arrangements. – Danilo Uzelac, Hotel Manager.

**3. What do you do to attract meetings to Hotel Galleria and to Subotica considering other competitive destinations in Serbia and the region?**

In the 21<sup>st</sup> century, when reservations are made directly or indirectly over the Internet (with a growing tendency toward mobile device bookings), Hotel Galleria is keeping step with hotels around the world. Today we can offer our guests the finest quality printed materials and we can appear



Galleria Wellness Center

on TV at prime time to promote our offer but each of viewers will sure visit our website so they can get the details of our offer and compare us to others offering similar services. As a result, internet marketing is not a matter of choosing whether you want to do it or not, it's a matter of deciding how well you are going to do it. That's how we make sure Hotel Galleria is taken into consideration when plans are made for important regional business conferences regardless whether the reason is incentive travel or a multinational company's regional sales conference. So, our arena is the Internet (for the B2C and B2B business

segment) and, certainly, direct sales, which is vital for building feasible and profitable B2B relations.

As for competition in terms of geographic location, this is mostly done by tourist organizations in cooperation with individual representatives of the tourist industry.

We are happy to say that we have excellent cooperation with the tourist organization of Subotica and that we do a lot ourselves to promote the potential of Subotica and Palić as integral parts of our offer and packages. – Branimir Cigale, Marketing Director.

S. G.



Opening of Bavarian Brewery Munich



Trka preživljavanja 2013

## AVANTURIZAM NA DELU

Trka preživljavanja predstavlja jedinstvenu manifestaciju ove vrste na teritoriji Evropskog kontinenta. Ove godine, Trka će se održati u periodu 05. - 06. oktobra 2013. godine, dok tačnu lokaciju trke organizatori drže u tajnosti do pet dana pred trku. Vizija organizacionog odbora trke je da Trka preživljavanja postane jedinstven prepoznatljiv brend na prostoru jugoistočne Evrope – manifestacija koja će svake godine okupljati sve više ljubitelja prirode promovišući Srbiju i netaknutu prirodu na održiv i zdrav način.

### Šta je Trka preživljavanja?

**Trka preživljavanja** podrazumeva stazu od 70 kilometara, koju je potrebno preći za dva dana u timovima od 2 do 4 člana. To i ne zvuči tako teško, međutim od opreme timovima je dozvoljeno da koriste samo mapu terena, kresivo za paljenje vatre, nož i odeću koju imaju na sebi. Prolazeći kroz šume, kanjone, livade i jaruge, takmičari se susreću sa raznim preprekama i opasnostima.

U ovakvim uslovima potrebno je da sami naprave sklonište, zapale vatru, pronađu ili ulove hranu. Sve ove aktivnosti i domišljatost takmičara se posebno boduju pri ukupnoj oceni pobjednika trke. Na početku trke timovi dobijaju mapu terena ali ne i unapred ucrtane kontrolne tačke staze. Svaki tim na početku trke dobija kotu prve tačke, a ako je uspešno pronađe čekaju ga nova uputstva za sledeću tačku i tako redom do kraja.

Pobednik je ona ekipa koja sakupi najviše bodova, a poeni se dobijaju za vreme koje je potrebno da se pređe staza, svaku upaljenu vatru, napravljeno sklonište i pribavljenu hranu.

Zato je neophodno da svaka ekipa ima foto-aparat kojim se sve te aktiv-



nosti dokumentuju. Takmičari imaju mogućnost da se jednom u toku godine oprobaju u svojim sposobnostima snalaženja u prirodi, kao i da upoznaju istaknute prirodne predele Srbije.

#### Ciljevi manifestacije

- Medijska promocija prirode kraja u kojem se realizuje trka
- Medijska promocija novih i manje poznatih turističkih potencijala
- Promocija i afirmacija avanturističkih sportova, boravka u prirodi i zdravih stilova života

### Gde se organizuje?

**Trka se svake godine realizuje u drugom kraju Srbije.** Staza je iz godine u godinu drugačija i obilazi retko naseljene i divlje predele odabranog regiona. U 2009. godini prva trka je organizovana u Valjevskom kraju (učestvovalo 56 takmičara), a u 2010. godini u reonu opštine Ljubovija (učestvovalo 110 takmičara), treća trka održana na Zlatiboru (130 takmičara) dok je poslednja tj. četvrta trka bila na području Krupnja (150 takmičara u 57 timova).

### Ko sve učestvuje?

U 2013. godini se očekuje učešće takmičara iz svih zemalja bivših Jugoslovenskih republika i šire sa Balkana. Atraktivnost i vrsta sadržaja privukla je veliki broj takmičara iz Slovenije, Makedonije, Hrvatske, BiH, Francuske. Uz standardno dobar odziv domaćih takmičara, ove godine se očekuje preko 80 timova tj. preko 200 takmičara. Struktura učesnika Trke je prilično raznolika, od profesionalnih sportista u orijentaciji, planinarstvu, speleologiji, alpinizmu do kampera, ljubitelja prirode.



**Avanturističke trke predstavljaju sportsko - rekreativne manifestacije u kojoj se kombinuju dva ili više ekstremnih sportova sa orijentacijom u prirodi, trekningom, planinskim biciklizmom, penjanjem i ostalim vještinama i sportovima vezanim za vertikalne aktivnosti na užetu i prirodi.**



Zato, Trka preživljavanja se organizuje u **dve kategorije**:

**Avantura:** ova kategorija je namenjena svim ljubiteljima prirode i druženja, ali i avanturistima koji bi želeli da upoznaju onu divlju, uzbudljivu stranu boravka u prirodi.

Učešće u Avantura kategoriji je prava prilika za uživanje u nepristupačnim krajevima Srbije, beg od poznatog i ustaljenog života u gradu. Pored pronalaženja novih granica sopstvene izdržljivosti, takmičari se uvode i pripremaju za Opstanak kategoriju i sle-

deće izazove koje Trka preživljavanja sprema. Ova kategorija je predviđena za sve koji bi želeli da probaju da provedu 2 dana u prirodi sa minimalno opreme koja im je dozvoljena da se ponese. Učesnici će stazu unapred imati ucrtanu na karti, poželjno je da bivakuju u toku noći, otprilike na polovini staze.

Staza koju je potrebno preći je do 35 km a pravila trke i dozvoljena oprema su isti kao za Opstanak kategoriju.

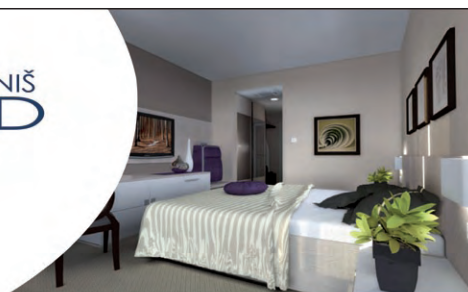
**Opstanak:** ova kategorija je namenjena učesnicima sa iskustvom boravka u prirodi i orijentiranja.

S. G.

**Organizacioni tim - Wild Serbia tim čini grupa ljudi, zaljubljenika u prirodu i avanturu. Okupljeni oko ideje promovisanja prirodnih lepota Srbije i jedinstvenog i zdravog stila života, predstavljaju duh avanturizma pristupačan svakom čoveku. Članovi organizacije su instruktori speleologije, alpinizma i kanjioninga koji su svoje iskustvo sticali godinama u domaćim i međunarodnim ekspedicijama.**



★★★★ HOTEL NIŠ  
**GRAND**



**New 4-Star Hotel  
in the center of Niš**

**Grand hotel Niš** is the first big modern hotel in Niš. Superb location, high quality and affordable prices make it the obvious choice for those who expect only the best.

**Let your next event be GRAND**

Metropolitan Conference Hall for **up to 330 persons**  
Multimedia Conference Hall for **up to 120 persons**

120 luxurious rooms and suites • Two modern Conference halls • Elegant Restaurant • Spa & Fitness Center



Tel +381 18 505 702 [www.grandhotelnis.com](http://www.grandhotelnis.com)

The Survival Race 2013

# IT'S ABOUT TAKING ACTION

The Survival Race is the only event of this type on the European continent. This year, the Race will take place from 5<sup>th</sup> to 6<sup>th</sup> October 2013, but the precise location is held as a secret till 5 days before race. The organizers hope to see the Survival Race become a unique and recognizable brand name in the region of Southeast Europe – an event with a steadily increasing number of participants each year that will promote Serbia, virgin nature and feasible, healthy outdoor activity.

## What is the Survival Race?

**The Survival Race** challenges participants to run a 70 km track in two days, divided into two-to four-member teams. It may not sound too demanding but the only equipment allowed the teams consists of a map of the terrain, tinder to light a fire, a knife, and the clothes they are wearing.

Passing through forests and canyons, over pastures and ditches, the participants face various obstacles and dangers. In these conditions they have to make their own shelter, light a fire, and find or hunt for food. Every activity is separately graded and resourcefulness earns extra marks in the total score.

At the beginning of the race, the participants are given a map of the terrain with markings for each check point along the trail. At the outset, each team is informed of the elevation at which the first marking stands and if they find it, they will find further instructions there for the next check point and so on to the finish.

The winning team is the one that scores the most points and points are scored for the time it takes the team to run the track, for each fire lit, each



shelter made, and food found or obtained. This requires each team to have a camera with which to document their activities.

Once every year participants have the opportunity of testing their ability to find their way around in unfamiliar natural surroundings and to get acquainted with the nature in Serbia.

## Where does it Take Place?

**The Survival Race is organized in a different part of Serbia each year.** The track is different every time and runs through sparsely populated and

### Purpose of the Event

- Media promotion of the nature in the area where the race takes place
- Media promotion of new and less-known potential tourist spots
- Promotion and affirmation of adventure sports, outdoor activity and a healthy life style

wild parts of a selected region. The first race, in 2009, was organized in the Valjevo region (56 participants), in 2010 in the region of the Ljubovija Municipality (110 participants), the third race took place on Mt. Zlatibor (130 participants), while the last, fourth, race was run in the area of Krupanj (150 participants divided in 57 teams).

## Who are the Participants?

In 2013 participants are expected from all the republics of the former Yugoslavia and from the Balkan region in general. This action-packed, adventurous event has drawn the interest of participants from Slovenia, Macedonia, Croatia, Bosnia and Herzegovina, France.



**Adventure Races are sports and recreational events, combining two or more extreme sports with orienteering in nature, tracking, mountain biking, climbing, and other skills and sports involving vertical rope activities outdoors.**

Aside from the usual enthusiastic response of local participants, this year over 80 teams are expected to take part with a total of over 200 team-members. The makeup of Race participants is varied, including anyone from professional sportsmen engaged in orienteering, hiking, speleology, and alpinism to devoted campers and nature lovers. So, the Race is organized in **two categories:**

**Adventure:** this category is intended for all nature lovers and people who just like to socialize but also for adventurers who want to get to know the wild, exciting side of spending time in natural surroundings. Participation

in the Adventure Category is a great chance to enjoy out-of-the-way parts of Serbia and to get away from everyday, humdrum city life.

Besides discovering new limits of their own tenacity, participants are introduced to and prepared for the Survival Category and the following challenges in store for them in the Survival Race. This category is meant for all those who wish to try spending two days out in the wild with minimum equipment. Participants have their trail marked on a map and are advised to rest in a shelter overnight somewhere about the middle of the track.

The track they are required to run is up to 35 km and the Race rules and al-



lowed equipment are the same as for the Survival Category.

**Survival:** this category is intended for participants with experience in being in the nature and orienteering.

S. G.

**Organizational Team – Wild Serbia Team** is a group of nature-lovers and adventure-seekers. Gathered around the idea of promoting the natural beauty of Serbia and a healthy life-style, they wish to make the spirit of adventure available to everyone. Members of the organization comprise instructors in speleology, alpinism, and canyoning who have acquired their experience through years of participation in home and international expeditions.

Terme Olimia, Slovenija

## KONGRESNI CENTAR OLIMIA – SUSRETI U HARMONIJI SA PRIRODOM

Kongresni centar Olimia u Wellness hotelu Sotelia je zasnovan kao višenamenski prostor podesan za različite vrste susreta. Čini ga sklop 8 tehničko i odlično opremljenih dvorana i soba za sastanke, kapaciteta do 350 mesta.



Kongresni centar Olimia podesan je za konferencije, susrete, sastanke, seminare, izložbe i predstavljanja, motivacijske programe, prijeme i druge društvene događaje, kao što su banketi, modne revije i svečana događanja. Svi prostori opremljeni su najsavremenijom audio-video opremom za vrhunsko izvođenje vaših priredbi i nesmetan rad.

### Prednosti i dodatne usluge:

- stručna pomoć (organizacija, savetovanje)
- odabrana gastronomska ponuda
- različite delatnosti za slobodno vreme (izlet putničkim vozom, razgledanje manastira u Olimiji, degustacije, gađanje glinenih golubova, golf,...)
- wellness ponuda
- besplatan parking prostor
- klub za večernje događaje
- tematski događaji na bazenu
- incentive programi, teambuilding programi.

[www.terme-olimia.com](http://www.terme-olimia.com)



Terme Olimia, Slovenia

## CONGRESS CENTER OLIMIA - MEETINGS IN THE HARMONY OF NATURE

Congress Center Olimia at Wellness hotel Sotelia is devised as a multifunctional space, appropriate for different types of meetings. It consists of eight excellent and technically equipped halls and meeting rooms, with capacity up to 350 seats.

Congress Center Olimia is suitable for conferences, commemorations, meetings, seminars, exhibitions and presentations as well as motivational programs, receptions and other social events such as banquets, fashion shows and formal banquets. All areas are equipped with the latest audio-video equipment for a high quality realization of your events and undisturbed work.

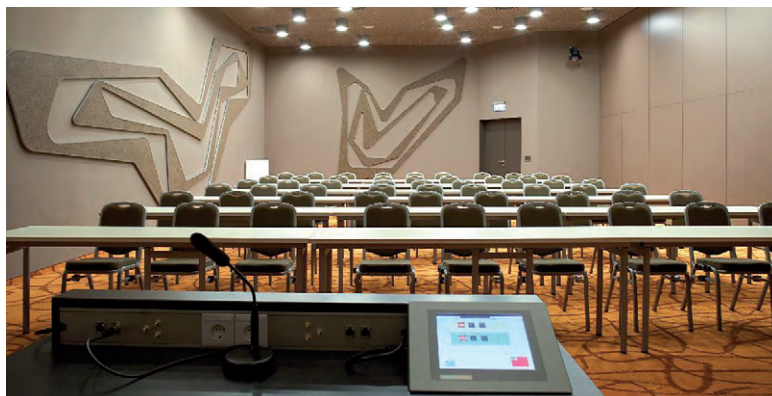
### Advantages and additional services:

- professional help (organization, consulting)
- selected culinary offer
- various spare time activities (excursion with a road train, view of

- the monastery in Olimia, tastings, clay pigeon shooting, golf,...)
- wellness offer
- free parking area
- club for evening events

- thematic events at the pool
- incentive programs, teambuilding programs.

[www.terme-olimia.com](http://www.terme-olimia.com)



IMEX Frankfurt 2013

## NOVI OBRAZOVNI FORMATI I TEME NA IMEX-U 2013

Poznati sajam kongresne industrije, IMEX Frankfurt 2013, biće održan od 21. do 23. maja 2013. godine u kongresnom centru Messe u Frankfurtu. Osam obrazovnih tema, među kojima su „trendovi u industriji“, „lični razvoj“ i „održivost“ definišu IMEX u frankfurtskom programu besplatnog profesionalnog razvoja i edukacije za 2013. godinu. Više od 100 jednočasovnih seminara, interaktivnih radionica i neformalnih „logorskih vatri“ (učenje u malim grupama) zakazano je za sajam.



Zasnovane na trenutno najaktuelnijim temama, neke od najpopularnijih sesija biće: „Kako držati advokate po strani – Upravljanje ugovorima“ IAPCO i PCMA; radionica upravljanja strateškim sastancima koju će voditi Pegi Hemphil iz kompanije Your Corporate Source i Betsi Bonduran iz Bonduran Consulting-a; „Kako bar kampovi i hibridni događaji mogu da učine sastanke zanimljivijim“ Brite Mosman iz Yieldforprofit-a i Vulfa-Tomasa Karla, partnera u kompaniji Karl & Karl; „Kako napraviti strategiju na socijalnim medijima“ Kristine Fuks i Gerita Heijkoop iz Casehunters-a; kao i „Primljeni ste! Moćne tehnike intervjuisanja za dobijanje posla“ Avinaša Čandarana, direktora za globalno učenje i razvoj kompanije MCI.

Među edukativnim sesijama koje su planirane za trodnevni sajam kongresne industrije IMEX su „Tehnologija evaluacije sastanaka“ Kena Klejtona, direktora kompanije RefTech; „Događaji su novi rokenrol – neverovatna transformativna moć muzike“ Endija Šarpa iz Song division-a; „25 strategija za uspeh u rukovođenju – nezavisno od pola“ Suzan Safati, generalne direktorke High Performance Strategies i Liz Džekson, predsednice Jackson Consulting Inc.

Tu su i predavanja, poput „Veliki dogovor – korišćenje pregovora za dobijanje rezultata“ trenera Maksin Rie;

„Kako promovisati vaš događaj radi maksimalnih rezultata“ Kerin Mekfaj, direktorke prodaje u ACC Liverpool; kao i studija slučaja sa samita održivih događaja Čarlija Benksa, menadžera za poslovni razvoj kompanije Positive Impact i mnoga druga.

**IMEX u Frankfurtu je dobro poznat po obimu i raznovrsnosti svog edukativnog programa, koji je jedna od tri ključne aktivnosti koje svake godine povećavaju vrednost sajma; preostale dve su poslovni sastanci i prilike za umrežavanje.**

Celokupna IMEX edukacija je besplatna, pošto su organizatori opredeljeni da doprinesu razvoju i rastu međunarodnih kongresa, događaja i podsticajnih putovanja.

Mnoge vodeće asocijacije iz industrije takođe koriste IMEX kako bi razmenjivali najnovije vesti sa svojim članovima i pružali adekvatnu edukaciju svim posetiocima.

Korišćenje aplikacije IMEX App omogućava posetiocima da sačuvaju i pregledaju njihovu ličnu listu događaja i seminara i da ujedno saznaju šta sledi u narednom satu.

Preko aplikacije korisnici mogu i da hvataju beleške za vreme seminara i da ih pošalju elektronskom poštom sebi ili odsutnim kolegama.

Za informacije o registraciji pogledajte:

[www.imex-frankfurt.com/register.php](http://www.imex-frankfurt.com/register.php)



IMEX Frankfurt 2013

# NEW EDUCATION FORMATS AND TOPICS AT IMEX 2013

Award-winning trade show, IMEX Frankfurt 2013, will be held from 21<sup>st</sup> to 23<sup>rd</sup> of May 2013 at Messe Frankfurt. Eight education tracks which include 'industry trends', 'personal development' and 'sustainability' define IMEX in Frankfurt's free professional development and education programme for 2013. Over 100 one-hour seminars, interactive workshops and informal 'campfires' (small group learning which happen 'in the round' on the show floor) are scheduled for the trade show.



Based on current hot topics, some of the most popular sessions are set to include: "How to keep the lawyers out – Contract Management" by IAPCO and PCMA; a Strategic Meetings Management co-creation workshop led by Peggy Hemphill of Your Corporate Source and Betsy Bondurant of Bondurant Consulting; "How Bar Camps and Hybrid Events can enrich Meetings" by Brita Moosmann of Yieldforprofit and Wolf-Thomas Karl, Partner, Karl & Karl; "How to create a social media strategy" by Christine Fuchs and Gerrit Heijkoop of Casehunters; and "You're Hired! Powerful Interview Techniques to Get the Job" by Avinash Chandarana, Global Learning and Development Director, MCI.

Amongst the education sessions planned for the three day show are "Evaluating Meeting Technologies" by Ken Clayton, Director of RefTech; "Events are the new rock 'n roll – The Amazing Transformational Power of Music" by Andy Sharpe of Song Division; "25 Strategies for Leadership Success – Regardless of Sex" by Susan Sarfati, CEO, High Performance Strategies and Liz Jackson, President, Jackson Consulting Inc.

Then, there are lectures, such as "A Great Deal - Using Negotiation to get Results" by trainer, Maxine Rie; "How

to market your event for maximum results" with Kerrin MacPhie, Director of Sales at ACC Liverpool and a Sustainable Events Summit case study by Charlie Banks, Business Development Manager at Positive Impact, and many more.

**IMEX in Frankfurt is well-known for the scope and diversity of its education programme, which is one of three core activities that drive the show's value every year; the other two being business appointments and networking opportunities.**

All IMEX education is provided free of charge as part of the organisers' commitment to helping the international meetings, events and incentive travel industry develop and grow.

Many of the industry's leading trade associations also use IMEX to share latest insight with their members, as well as providing informed education for all visitors.

Using the IMEX App allows visitors to save and view their personal list of events and seminars while also being able to check what's coming up in the next hour.

A 'notes' facility also give app users the chance to take notes during seminars and then email them back to themselves or share them with absent colleagues.

For registration information, see: [www.imex-frankfurt.com/register.php](http://www.imex-frankfurt.com/register.php)



# UNPARALLELED *BUSINESS*

Register now [imex-frankfurt.com](http://imex-frankfurt.com)

POWERED BY



[imex-frankfurt.com/register](http://imex-frankfurt.com/register)  
OR CALL: +44 (0)1273 227311

 @IMEX\_GROUP

## HIGH-ENERGY, HIGH VALUE

IMEX buzzes with activity, sound, energy and business – the hall full of colour and life as:

- **3,500 global suppliers** meet with meetings and events planners to talk business
- **14,000 industry professionals fill the aisles**, visiting suppliers, colleagues and industry leaders
- **Over 60,000 business meetings** are expected to take place

Run by meetings professionals for meetings professionals, IMEX makes it easy for you to meet the right people, find new ideas and plan for the year ahead. Come to IMEX 2013 – the show where serious business gets done.

The worldwide exhibition for incentive travel, meetings and events.

**GCB**  
Meetings made in Germany  
German Convention Bureau



**Lufthansa**  
Official Airline

**DB BAHN**



Zimske čarolije

## SKULPTURE OD LEDA – REMEK DELA KOJA ODUZIMAJU DAH

Skulpture od leda su prelepe, prefinjene rezbarije u potpunosti napravljene od leda. Prave ih vešti umetnici koji godinama usavršavaju svoj zanat. Lepota skulptura od leda utoliko je upečatljivija zbog nestalnosti materijala od kojeg su napravljene.

### Istorija skulptura od leda

Počeci umetnosti pravljenja skulptura od leda pripisuju se **Kini i Rusiji**.

U **17. veku**, domorodački lovci i ribari u kineskoj provinciji Hejlungđang (Heilongjiang), na granici sa Rusijom, pravili su fenjere od leda za mračne zimske noći. Napunili bi kofe vodom kako bi dobili led, poravnali led na vrhu, izdubili rupu i unutra stavili sveću. Uskoro se trend izrade fenjera od leda proširio, pa su ljudi počeli da kače ukrasne ledene svetiljke na svoje kuće i izlažu ih na karnevalima.

Sa druge strane, u Rusiji je 1740. godine Carica Ana naručila izgradnju prve velike ledene palate. Projektant je bio Pjotr Eropkin, a zdanje je, između ostalog, imalo i ledene topove koji su ispaljivali đulad od leda, kao i ledenog slona koji je cevima bio povezan sa kanalom kroz koji je doticala voda, koja je prskala iz njegove surle.

**Najveća skulptura ikada napravljena nosi naziv „Romantična osećanja“, visoka je 35 metara i dugačka 200 metara.**



Harbin, Kina

U međuvremenu na severu Rusije su sagrađeni kompletni gradovi od leda. Rusi tvrde da je Sankt Peterburg mesto gde su prvobitno nastale skulpture od leda.

### Vrste skulptura od leda

Skulpture od leda prave se u raznim oblicima. Male, pojedinačne statue često se izrađuju za venčanja ili kompanijska okupljanja, gde su izložene

#### Alati za pravljenje skulptura od leda:

- dleto
- malj (drveni čekić)
- motorne testere
- brusilica

kao središnji element proslave. Korporativni logoi često se prave od leda za kompanijske večere ili proslave. Velike ledene skulpture prave se u raznim formama: statue ljudi ili životinja u prirodnoj veličini, reprodukcije dvoraca ili hotela.

U Finskoj, Norveškoj i Švedskoj postoje **hoteli od leda**, u kojima posetioci borave u sobama kompletno napravljenim od leda i spavaju na krevetima isklesanim u ogromnim ledenim blokovima.

Ovi hoteli imaju barove i restorane u kojima se hrana služi za stolovima od leda koji su osvetljeni isklesanim ledenim skulpturama.

**Festival snega u Saporou, jedno od najvećih zimskih dešavanja u Japanu, osnovan je 1950. godine.**



Pravljenje skulptura od leda



Chena Ice hotel, Aljaska

**Prvi veliki zimski karneval u gradu Kvebek održan je 1894. godine.**

Hoteli od leda relativno kraće traju od ostalih ledenih skulptura i obično se svake godine ponovo grade.

### Trajanje skulptura od leda

Trajanje skulptura od leda može biti od nekoliko trenutaka do nekoliko meseci. Skulpture koje ukrašavaju stolove na proslavama u zatvorenom prostoru obično počinju da se tope trenutka kada se iznesu na sto, dok skulpture koje se prave na mestima kao što je Harbin u Kini **traju meseci-ma**. Spoljašnje temperature u Harbinu šest meseci godišnje padaju na nekih 40 stepeni ispod nule, dok je tokom ostatka godine tek neznatno toplije, pa tako skulpture mogu da izdrže duži vremenski period a da se ne otope. Temperatura utiče i na providnost i tvrdoću leda.

Skulpture i građevine u severnim skandinavskim područjima ne samo da traju mesecima, već je u njima moguće smestiti brojne posetioce čija tela emituju toplotu i koji žele da odmor provedu zamotani u krzno, dok spa-

**Zdanje Carice Ane je, između ostalog, imalo i ledene topove koji su ispaljivali đulad od leda, kao i ledenog slona koji je cevima bio povezan sa kanalom kroz koji je doticala voda, koja je prskala iz njegove surle.**

vaju na krevetima od leda. Gosti mogu da se relaksiraju u podzemnim sanama kada im hladnoća dosadi.

### Festivali skulptura od leda

Skulpture od leda popularne su u raznim delovima sveta, kao što su **Belgija, Kanada, Aljaska, Kina, Francuska, Irska, Rusija, Švedska i Japan**.

Najveći festivali ledenog vajarstva održavaju se u zemljama sa najhladnijom zimom. Festivali skulptura od leda se po pravilu održavaju tamo gde je veoma hladno. Na festivalu u japanskom gradu Saporou, na primer, od leda se prave veliki zamkovi i pagode.

**U Finskoj, Norveškoj i Švedskoj postoje hoteli od leda, u kojima posetioци borave u sobama kompletno napravljenim od leda i spavaju na krevetima isklesanim u ogromnim ledenim blokovima.**

**Harbinski ledeni festival osnovan je 1985. godine.**

Na zimskom festivalu na Aljasci svake godine učestvuje više od 100 timova, između ostalog i iz Kine i SAD.

U Švedskoj se svake godine sagradi po jedan hotel od leda, sa sve spavaćim sobama i barom.

### Najpoznatiji festivali:

- Međunarodni festival snega i ledenih skulptura u Brižu, Belgija
- Zimski karneval u Kvebeku, Kanada
- Svetsko prvenstvo u ledenoj umetnosti, Ferbanks, Aljaska
- Harbinski međunarodni festival skulptura od snega i leda, Harbin, Kina
- Festival snega u Saporou, Japan

Opšte je mišljenje da ledene skulpture nisu više samo znak ekstravaganције, već i simbol prolazne lepote.

One su, na neki način i slavljenje lepote zime i hladnoće, koje su postale opšte prihvaćene u mestima gde je klima pogodna za pravljenje skulptura na otvorenom, u duhu prirode i zime.

M. J.



Festival snega u Saporou, Japan



Hotel de Glace Quebec, Kanada

Winter Magic

# ICE SCULPTURES – BREATHTAKING MASTERPIECES

Ice sculptures are beautiful, delicate carvings made entirely of ice and usually created by skilled artists who spend several years perfecting their craft. The beauty of ice sculptures is more powerful because of the fleeting existence of the material from which they were made.

## History of Ice Sculptures

The beginnings of ice sculpture are credited to both **China** and **Russia**, and go back centuries.

In the **1600s**, native hunters and fishermen of the Chinese province of Heilongjiang, on the border of Russia, designed ice lanterns for dark winter nights. They filled buckets with water to make ice, then slid it out, dug a hole in it and put a candle in the hole to make a lantern.

Shortly the trend of making ice lanterns spread and people started hanging decorated lanterns from homes and parading them in carnivals.

On the other hand in Russia in 1740, the first monumental scale ice palace was commissioned by the Empress Anna in Russia.

Designed by Piotr Eropkin, this palace featured, among other things, ice cannons that fired ice cannon balls, and an ice elephant linked to a canal



Creating Ice Sculptures

through pipes that sprayed water out of its trunk. Since then, complete ice towns have been built in the northern cities of Russia.

Russians claim that St. Petersburg was the place where ice sculpture began.

### Tools for Creating Ice Sculptures:

- chisel
- mallet
- chainsaws
- grinders

## Types of Ice Sculptures

Ice sculptures are created in a number of different varieties. Smaller, individual statues are often created for

weddings and corporate events, often as a centerpiece to the event.

Corporate logos are often created in ice for company dinners to parties.

Large - scale ice sculptures can consist of anything from life-size statues of people and animals to reproductions of castles and working hotels.

Finland, Norway and Sweden each have ice hotels, where visitors can stay in rooms made entirely of ice and sleep on beds chiseled from huge blocks of ice. These hotels even have bars and restaurants where food is served on tables of ice, and are illuminated by carved ice sculptures. These hotels have the relatively short lifespan asso-

The largest snow sculpture ever created is "Romantic Feelings" 35 meters high and 200 meters long.



Harbin International Festival, China

The Sapporo Snow Festival, one of Japan's largest winter events began in 1950.



The first large winter Carnival in Québec City took place in 1894.

ciated with other ice sculptures, and are rebuilt on a yearly basis.

### The Duration of the Ice Sculptures

Ice sculptures can last anywhere from a matter of moments to months. Those found on the tables at indoor celebrations usually begin melting from the moment they are brought out and put on display, but the sculptures created in areas such as Harbin, China, **can last for months**. The outdoor temperatures in Harbin dip to 40 degrees F below freezing for half of the year and only slightly warmer for the rest of the year, and can sustain the sculptures for some time. The temperature also has an effect on the clarity and hardness of the ice. Sculptures and buildings created in northern Scandinavian climates not only last for months, but can accommodate the body heat of visitors wanting to spend their vacation wrapped in furs while sleeping on beds of ice. Guests can take a break in underground saunas when the cold gets to be too much.

### Ice Festivals

Ice sculpture has found a home in many different parts of the world

Empress Anna's palace featured, among other things, ice cannons that fired ice cannon balls, and an ice elephant linked to a canal through pipes that sprayed water out of its trunk.

such as **Belgium, Canada, Alaska, China, France, Ireland, Russia, Sweden and Japan**. Countries that have the coldest winters are home to the largest ice sculpting events and festivals. Ice festivals are typically seen in places that get very cold. Festivals in Sapporo, Japan, for instance, feature sculpture on an architectural scale such as ice castles and pagodas. The winter carnival in Alaska has participants from over 100 teams annually, including teams from countries

Finland, Norway and Sweden each have ice hotels, where visitors can stay in rooms made entirely of ice and sleep on beds chiseled from huge blocks of ice.

Harbin Ice Festival was established in 1985.

such as China and the United States. In Sweden an ice hotel complete with bedrooms and a bar is built every year.

The most famous festivals:

- International Snow & Ice Sculpture Festival, Bruges, Belgium
- Quebec City Winter Carnival, Quebec, Canada
- World Ice Art Championships, Fairbanks, Alaska
- Harbin International Ice And Snow Sculpture Festival, Harbin, China
- Sapporo Snow Festival, Sapporo, Japan

We can all agree that the ice sculptures have become a sign not only of extravagance, but also of fleeting beauty. In certain ways ice sculptures are also a celebration of the beauty of winter and of the cold, especially embraced in areas with a climate well suited for creating outdoor sculptures in the spirit of nature and the winter.

M. J.



An Ice Sculpture of Fish

**CIC**

**Convention Industry Council – Savet Kongresne industrije** je neprofitna strukovna organizacija za ljude koji su uključeni u promociju kongresa. Osnovana u Njujorku 1949. godine, organizacija danas broji 31-nog člana. Ona uključuje obrazovanje, upravljanje i filantropiju, koji su uključeni u CMP (Certified Management Professional) program. CMP je program koji za cilj ima usavršavanje znanja i učinka stručnjaka u kongresnom turizmu. [www.conventionindustry.org](http://www.conventionindustry.org)

**DMAI**

**Destination Marketing Association International** je svetski najveći i najpouzdaniji resurs za zvanične organizacije za destinacijski marketing (DMOs). DMAI je posvećen poboljšanju efikasnosti, sa preko 4.100 stručnjaka iz skoro 600 organizacija za destinacijski marketing u preko 15 zemalja. Svojim članovima (stručnjacima, partnerima iz industrije, studentima i predavačima) asocijacija pruža najsavremenije obrazovne resurse, mogućnosti umrežavanja i marketinške prednosti dostupne širom sveta. [www.destinationmarketing.org](http://www.destinationmarketing.org)

**PCMA**

**Professional Convention Management Association** je vodeća organizacija za sastanke i profesionalne događaje. PCMA je sa svojim radom počela 1956. godine sa svojim prvim Godišnjim Kongresom održanim u Filadelfiji. 1985. godine PCMA je osnovala PCMA Edukacionu fondaciju čija je uloga podržavanje edukacionih programa, kako bi se poboljšali profesionalizam u poslovnoj industriji i kako bi se obezbedio univerzitetski nivo nastavnog plana i programa upravljanja događajima kroz prikupljanje finansijskih sredstava i davanje donacija. [www.pdma.org](http://www.pdma.org)

**POSLOVNI TRENER**

**Poslovni trener** je osoba zadužena za edukaciju zaposlenih u kompanijama, a vezano za specifične teme koje su od velikog značaja za radno mesto. Poslovni trener često radi u okviru odeljenja ljudskih resursa, i zadužen je za ostvarivanje unutrašnje potrebe za edukaciju radnika, kao i za menadžment u kompaniji.

**„SOFT SKILL“ SEMINAR**

Seminar je oblik akademske nastave, čija je funkcija okupljanje male grupe za periodične sastanke, fokusirajući se svaki put na neku određenu temu, gde je potrebno da svi aktivno učestvuju.

„Soft Skill“ seminari mogu biti veoma korisni i efikasni, jer učesnicima pokazuju kako tačno da poboljšaju i izgrade leaderske veštine, komunikaciju, samopuzdanje i veštine potrebne za javni nastup. „Soft skill“ seminar za poslovne ljude može biti od velike važnosti jer im može pomoći da dostignu svoj maksimalni potencijal kao samouvereni i samo-motivisani lideri, odlični sagovornici i izuzetni javni govornici.

**POSLOVNO UMREŽAVANJE**

**Poslovno umrežavanje** je proces uspostavljanja međusobno korisnih odnosa sa drugim poslovnim ljudima i potencijalnim klijentima, odnosno kupcima. Ono što je od ključne važnosti za pravo poslovno umrežavanje jeste uspostavljanje međusobno korisnog odnosa, a to je ono što je prava retkost kod standardnog rukovanja i razmene vizit-karata, a koje se posebno ističe kao šansa za poslovno umrežavanje. Najvažnija veština za efektivno poslovno umrežavanje je sposobnost slušanja, a usredsređivanje na to kako se može pomoći osobi koju slušate pre nego na to kako on ili ona može pomoći vama predstavlja prvi korak za uspostavljanje međusobno korisnog odnosa.

**„PECHA KUČA“ PREZENTACIJE**

„Pecha Kucha“ prezentacije predstavljaju Power Point prezentacije koje su osmišljene sa ciljem da unaprede prezentacijske veštine, a izlaganja učine kraćim, dinamičnijim i zanimljivijim. Ključne stavke ovih prezentacija su ograničeni broj slajdova, kao i broj minuta koje izlagač ima na raspolaganju.

**AVANTURISTIČKE TRKE**

**Avanturističke trke** predstavljaju sportsko-rekreativne manifestacije u kojoj se kombinuju dva ili više ekstremnih sportova sa orijentacijom u prirodi, trekingom, planinskim biciklizmom, penjanjem i ostalim veštinama i sportovima vezanim za vertikalne aktivnosti na užetu i prirodi. Mogu trajati nekoliko sati, jedan ili više dana, ili se mogu organizovati kao desetodnevni ekspedicijski programi.

**KARNEVAL**

**Karneval** je deo sezonskih proslava koji uključuje javnu proslavu ili paradu, kombinujući neke elemente cirkusa, maske i javne ulične proslave. Maskiranje, koje je uobičajeno za karnevale, predstavlja beg od svakodnevnog života. Najveći, a svakako i najpoznatiji karneval na svet je Karneval u Riju, koji se svake godine održava u Rio de Žaneiru u Brazilu.

**CIC**

**Convention Industry Council** is non-profit professional organization for people involved in the promotion of conventions. Founded in New York, 1949, now the organization has grown to include 31 member organizations. It includes education, governance and philanthropy, which are included in the CMP (Certified Management Professional) program. CMP is program with aim to enhance the knowledge and performance of meeting professionals. [www.conventionindustry.org](http://www.conventionindustry.org)

**DMAI**

**Destination Marketing Association International** is the world's largest and most reliable resource for official destination marketing organizations (DMOs), which is dedicated to improve the effectiveness of over 4,100 professionals from nearly 600 destination marketing organizations in over 15 countries. Destination Marketing Association International to its members (professionals, industry partners, students and educators) provides the most cutting-edge educational resources, networking opportunities, and marketing benefits available worldwide. [www.destinationmarketing.org](http://www.destinationmarketing.org)

**PCMA**

**Professional Convention Management Association** is the leading organization for meeting and event professionals. The Professional Convention Management Association (PCMA) began in 1956 with its first Annual Meeting held in Philadelphia. In 1985, PCMA established the PCMA Education Foundation whose role is to support educational programs to improve professionalism in the meetings industry and to provide university-level meeting management curriculum through fundraising and grant giving. [www.pcma.org](http://www.pcma.org)

**BUSINESS TRAINER**

**Business Trainer** is a person who is mainly in charged for educating employees of companies on specific topics of workplace importance. Business Trainer often works within the Human Resources department of a company, fulfilling the most frequent internal needs for education of the workers and management in a company.

**SOFT SKILL SEMINAR**

Seminar is a form of academic instruction which has the function of bringing together small groups for recurring meetings, focusing each time on some particular subject, in which everyone present is requested to actively participate.

**Soft skill seminar** can be very useful and effective because it shows those in attendance exactly how to improve and build leadership skills, communication, self-confidence, and public speaking abilities. A soft skills seminar can be extremely valuable by assisting business people to reach their full potential as self-confident and self-motivated leaders, excellent communicators and outstanding public speakers.

**BUSINESS NETWORKING**

**Business networking** is the process of establishing a mutually beneficial relationship with other business people and potential clients and/or customers. The key to true business networking is the establishment of a mutually beneficial relationship, and that's an incredibly rare event at the standard shake-hands-and-exchange-your-business-card events that are touted as business opportunities. The most important skill for effective business networking is listening; focusing of how you can help the person you are listening to rather than on how he or she can help you is the first step to establishing a mutually beneficial relationship.

**"PECHA KUCHA" PRESENTATIONS**

**"Pecha Kucha" presentations** are Power Point presentations that are designed to improve presentation skills, and to make presentations shorter, more dynamic and interesting. The key points of these presentations are a limited number of slides, and the number of minutes that the exhibitor has available.

**ADVENTURE RACES**

**Adventure Races** are sports and recreational events, combining two or more extreme sports with orienteering in nature, tracking, mountain biking, climbing, and other skills and sports involving vertical rope activities outdoors. They can last a few hours, a day or more, and are organized as a ten-day expedition programs.

**CARNIVAL**

**Carnival** is a festive season which involves a public celebration or parade combining some elements of a circus, mask and public street party. People often dress up or masquerade during the celebrations, which mark an overturning of daily life. The largest, and certainly the most famous carnival in the world is Rio Carnival, which is held every year in Rio de Janeiro, Brazil.

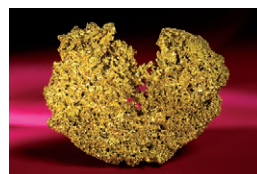
## AVION NIJE POLETEO, ZBOG PREVIŠE MUŠKARACA



Predstavnici aviokompanije „Izdžet“ zamolili su četvoricu muškaraca da se iskrcaju kako bi avion, u kojem je bilo previše muških putnika, mogao da poleti. Avion koji je trebao da poleti za Ženevu iz Liverpoola, je bio pretežak zbog većeg broja muških nego ženskih putnika, pa shodno tome nije mogao da uzleti. Inače, aviokompanije za teret samih putnika računaju 88 kg po muškarcu, 70 kg po ženi i 35 kg po detetu. U ovom slučaju, situacija je bila neuobičajena s obzirom da je u avionu bilo 135 muškaraca a samo 19 žena. Putnici koji su se iskricali su na kraju na ime odštete dobili po 120 evra.

## AUSTRALIJANAC ISKOPAO 5,5 KILOGRAMA ZLATA

U australskog državi Viktorija, u blizini grada Balarata, jedan amaterski tragač za zlatom iskopao je grumen zlata težak pet i po kilograma. Amaterski tragač je zlato tražio detektorom za metal, a grumen, kakav nikada do sada nije iskopan na tom području, ležao je svega 60 centimetara ispod površine zemlje. Inače, prema rečima jednog od otkupljivača zlata do sada na ovoj teritoriji nikada nije iskopan grumen zlata koji je teži od 3 kilograma. Prema trenutnim berzanskim cenama, iskopani grumen zlata vredi oko 315.000 američkih dolara.



## CRNO-BELI TELEVIZORI U BRITANJI



Više od 13.000 Britanaca još uvek koristi crno-bele televizore, a prema pisanju medija, razlozi za to nisu nostalgične, već ekonomske prirode. Iako je savremena tehnologija napredovala, u Velikoj Britaniji veliki broj domaćinstava koristi crno-bele televizore, jer je televizijska pretplata za njih na godišnjem nivou niža za 100 funti nego za kolor televizore. Godišnja pretplata za crno-bele prijemnike u toj zemlji košta 49 funti. Unuk pronalazača televizora Džona Lodžija Berdija, koji je i zamenik kustosa Muzeja medija u Bredfordu, smatra da je televizor značajno mesto porodičnog okupljanja tako da stari televizori mogu imati veoma duboko značenje na sentimentalnom planu i da je nekima veoma teško da ga se odreknu.

## ČOKOLADNI VOZ DUŽINE 34 METRA

Novi svetski rekord je postignut, kada je napravljen voz od tamne čokolade, dužine 34,05 metara, a za čiju su izradu bila potrebna 784 sata. Težina čokoladnog voza je 1.285 kilograma, a zvaničnici Ginisove knjige rekorda označili su čokoladni voz kao rekordera. Prema rečima tvorca Endrju Faruđa sa Malte, voz je trebao biti mnogo manji, ali je on davao jedan po jedan vagon, i na kraju je nastao voz dužine 34,05 metara. Ovaj čokoladni voz je izložen u Briselu.



## KREDITNA KARTICA OD ZLATA I DIJAMANATA



Ruska Sberbanka odnedavno u ponudi ima najvredniju karticu na svetu, koja je napravljena od zlata, optočena sedefom i sa 26 dijamantata. Svakog vlasnika kartice banka „nagrađuje“ sa 35.000 dolara na računu. Da biste postali vlasnik ove kartice, potrebno je da na račun banke uplatite 100.000 dolara, ali stvarna cena izrade je 65.000, jer banka „nagrađuje“ svakog vlasnika kartice sa 35.000 dolara na računu. Kako mediji prenose, godišnja naknada za karticu iznosi 2.000 dolara, a svaki od vlasnika kartice će na poklon dobiti i novi iPhone 5.

## HOBITOVA KUĆA - NOVA ATRAKCIJA ZELANDA

Džeksonov film „Hobit“ zasnovan na istoimenoj Tolkinovoj knjizi donosi Novom Zelandu horde turista koji obilaze lokacije na kojima je film sniman, a poslednja atrakcija u nizu je „Hobitova kuća“. Kameno zdanje obraslo travom i niskim rastinjem ispunjeno je originalnim predmetima koje su poklonili Tolkinovi fanovi iz celog sveta, ali i ličnim stvarima ovog pisca, poznatog po trilogiji „Gospodar prstenova“. Tople drvene grede koje se nadvijaju iznad masivnog kamina dominiraju kućom, baš kao što je Tolkin pisao u svojim knjigama. Čak se i deo originalnih rukopisa pisca čuva u ovoj malenoj kući. Kako sve veći broj Tolkinovih, ali i Džeksonovih fanova posećuje Novi Zeland, Džekson je odlučio da kuću pretvori u muzej, pa je tako „Hobitova kuća“ postala još jedna važna stavka u turističkim vodičima.



## NAJSNEŽNIJI MORSKI GRAD NA SVETU



Jedan od gradova u kome snega ne manjka je Valdez na Aljasci. Ne samo da ga ne manjka, već je Valdez i najsnježniji grad sveta smešten na visini mora.

Prosečna količina snega koja godišnje padne u tom gradu iznosi 812,8 cm. Obilje snega i ne preniske temperature predstavljaju raj za ljubitelje zimskih sportova i aktivnosti na otvorenom.

Osim onih uobičajenih aktivnosti, posetioци se mogu penjati po zaleđenim vodopadima i glečerima, a za uživanje na snegu posetioцима ovog snežnog raja na raspolaganju su bezbrojni snežni vrhovi, doline i glečeri.

## BIZARNI HOTEL U OBLIKU LJUDSKOG CREVA

Umetnička instalacija koja izgleda kao deo džinovskog ljudskog creva, „CasAnus“ smešten je na malom ostrvu između Antverpa i Genta u Belgiji. Ova umetnička instalacija je delo holandskog dizajnera Joepa Van Lishauta i deo je umetničkog parka Verbeke Fondacije, najkontroverznije izložbe na svetu. Kako biste proveli noć u ovom „hotelu“ potrebno je da izdvojite 120 evra, a od ponuđenih sadržaja imaćete na raspolaganju francuski krevet, tuševе i grejanje.

Inače, park Verbeke fondacije svake godine poseti 20.000 turista, a jedan od najpoznatijih eksponata je svakako „CasAnus“. Prema rečima jednog gosta, to je tiho i tamno mesto gde Vam je svakako potrebna baterijska lampa, ukoliko ne želite da lutate po mraku, a prema Verbeke sajtu, „gostima se zaista sviđa da spavaju na mirnom mestu okruženi prirodom. Mogu gledati crne labudove i otkrivati zvezde na noćnom nebu, kao i posećivati druge izložbe“.



## HOTEL MEĐU KROŠNJAMA U BANKOKU



Ako niste ljubitelj saobraćajnih gužvi, po kojima je Bangkok čuven, možete da pobegnute - na drvo! Novi hotel Bangkok Tree House smešten u krošnjama je samo nekoliko kilometara udaljen od centra tajlandske prestonice i nudi nesvakidašnji ugođaj. Da biste došli do ovog butik hotela koji ima 12 soba, potrebno je da uzmete brodić preko Čao Praja reke, u čijoj se blizini nalaze močvara, plantaže voća i ribarske kućice.

Kada prođete voćnjake od papaje i kokosa, nailazite na sobe izgrađene od bambusa, čelika i stakla. One su povezane drvenom stazom sa restoranom i bazenom. Jedna „soba“ je bez zidova i tavanice i

gosti mogu da spavaju pod zvezdama. Za doručak dobijate sveže ceđeni sok od kokosa, čaj, tost, jaja i sedam vrsti tropskog voća, a od sledeće godine svaki gost koji dođe biciklom dobija 15% popusta.

## U SINGAPURU OTVOREN NAJVEĆI AKVARIJUM NA SVETU

S.E.A. Aquarium, najveći na svetu, sa više od 100.000 morskih životinja u 45 miliona litara vode otvoren je u Singapuru. Akvarijum i tematski park stanište su raža, ajkula čekićara i indopacifičkih delfina. U akvarijumu se nalazi 49 zona koje imitiraju različite prirodne uslove jugoistoka Azije. Open Ocean ima najveći stakleni zid akvarijuma na svetu (36 metara širok i 8,3 metra visok), a u blizini se nalazi i restoran s pogledom na morske životinje. Marina Life Park u sklopu koga se nalazi akvarijum ima i hidromagnetni koster Riptide Rocket – tobogan koji nudi „ludu“ vožnju, a tu je i 620 metara duga reka koja protiče kroz veštačku tropsku džunglu. Posetioци mogu roniti sa ribama kod Duginog grebena i čak hraniti raže, dok će od sledeće godine biti organizovano plivanje sa ajkulama i delfinima.



## SAT ZGRADA U ŠVAJCARSKOJ



U švajcarskom gradu Nojšatelju predstavljen je novi arhitektonski projekat koji predviđa izgradnju zgrade u obliku džinovskog sata, vidljivog sa visine od 10.000 metara.

Osmišljena kao omaž švajcarskim časovničarima, neobična građevina trebalo bi da bude podignuta na obali jezera Nojšatel. Dimenzije novog zdanja, nazvanog „Swiss Watch Arena“, prilično su megalomanske za jedan mali grad od svega 33.000 stanovnika. Zgrada bi trebalo da ima 95 metara u prečniku, a sam brojčanik bi imao 70 metara.

Predviđeno je da u zgradi budu „muzej vremena“, kao i nekoliko izložbenih, kongresnih i koncertnih sala. Izgradnja „Swiss Watch Arene“ trebalo bi da košta 350 miliona švajcarskih franaka (290 miliona evra), a promoteri ovog faraonskog projekta tvrde da će biti snažan podstrek za razvoj turizma u Nojšatelju.

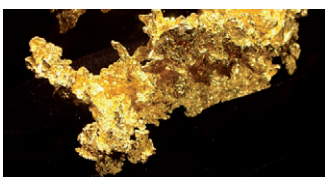


**TOO MANY MEN FOR AIRPLANE TO TAKE-OFF**

The staff of "EasyJet" had to ask four men to leave the airplane, which couldn't take off because there were too many male passengers on it. The airplane, scheduled to depart from Liverpool to Geneva, was too heavy because it was carrying more male than female passengers. The airline calculates passenger load according to an average weight of 88 kg for men, 70 kg for women and 35 kg for children. This was an unusual situation because there were 135 men onboard and only 19 women passengers. Passengers who were offloaded at the name of compensation received € 120 each.



**AN AUSTRALIAN DIGS UP 5.5 KG OF GOLD**



An amateur gold digger found a gold nugget weighing 5.5 kg in the vicinity of Ballarat, in the Australian state of Victoria. The amateur digger was looking for gold with the help of a metal detector and the nugget, the first of its kind to ever be found in that area, was only 60 centimeters underground. One of the local dealers says that a nugget weighing over 3 kg has never been found on this territory. According to current market rates, this gold nugget is worth about USD 315,000.

**BLACK-AND-WHITE TV IN BRITAIN**

According to media reports, more than 13,000 British across the UK are still using black-and-white television sets and the reasons are economic rather than sentimental. Despite advanced modern technology, many households in Great Britain still use black-and-white television sets because subscription for them costs £100 less than for the color televisions. The subscription for a black-and-white TV costs £49. The grandson of television inventor John Logie Baird, deputy curator at the Media Museum in Bradford, thinks that television has a central place in family life and old television sets have deep sentimental value, making it difficult for many families to replace them.



**A 34 METERS LONG CHOCOLATE TRAIN**



A new world record was set when a 34.05 m train was made of dark chocolate, whose production required 784 hours of work. The chocolate train weighs 1,285 kg and the Guinness Book of Records officials marked the chocolate train as a recorder. The man who made the train, Andrew Farrugia from Malta, says the train was meant to be much smaller but he kept adding wagon after wagon and finally made a train 34.05 m long. This chocolate train is displayed in Brussels.

**A CREDIT CARD MADE FROM GOLD AND DIAMONDS**

The Russian Sherbank has recently extended its offer to include the world's most valuable credit card made of gold, decorated with mother of pearl, and set with 26 diamonds. The bank rewards every card holder with a USD 35,000 deposit on their account. To become the owner of this card you have to pay USD 100,000, but the actual cost is USD 65,000 which goes to its production, and the bank rewards every card holder with a USD 35,000 deposit on their account. According to the media report the annual card fee is USD 2,000 and each card holder will also receive a iPhone 5 as a gift.



**THE HOBBIT HOUSE - ZEALAND'S NEW ATTRACTION**



Jackson's movie "The Hobbit", based on Tolkien's book, is bringing hordes of tourists to New Zealand eager to see the sites where the movie was filmed and the latest attraction here is "Hobbit House". The rock house set amidst grass and low shrubs is filled with original items donated by Tolkien fans from around the world but also with the personal possessions of the author of the "Lord of the Rings" trilogy. The warm wooden beams arched over the massive fireplace dominate the house interior just like Tolkien described in his books. Even a part of the author's original manuscript is kept in this tiny abode. Since more and more Tolkien's and Jackson's fans are coming to New Zealand, Jackson has decided to turn the house into a museum, so "Hobbit House" has become an important feature in tourist guides.

### THE SNOWIEST SEASIDE TOWN IN THE WORLD

One of the towns where there is never a shortage of snow is Valdez in Alaska. Not only is snow not lacking, but Valdez is the snowiest town in the world located at sea level. The average annual snowfall in this town is 812.8 cm.

The abundance of snow and the moderate temperature have made this place a favorite destination for winter sports and outdoor activity lovers.

Besides the usual activities, visitors can also climb up frozen waterfalls and glaciers and those who enjoy snow sports can choose from a variety of snow tops, valleys and glaciers.



### BIZARRE HOTEL IN A SHAPE OF HUMAN COLON



The artistic creation that looks like a giant part of the human colon, "CasAnus", is located on a small island between Antwerp and Ghent in Belgium. This artistic creation is the work of Dutch designer Joep van Lieshout and is a part of the Verbeke Foundation art park, the world's most controversial exhibition. Those wishing to spend a night in this "hotel" will have to set apart €120 and the amenities include a French bed, showers, and heating.

Each year the Verbeke Foundation art part is visited by 20,000 tourists and one of its best known exhibits is certainly "CasAnus". According to one of the guests, it's a quiet and dark place where

you definitely need a flashlight unless you want to stumble around in the dark, while the Verbeke websites says "guests really enjoy sleeping in a quiet place surrounded by nature. They can look at black swans and stars in the night sky and visit other exhibitions".

### TREE HOUSE HOTEL IN BANGKOK

If you are not a lover of traffic jams, a common feature of Bangkok, you can escape – up a tree! The new Tree House Hotel in Bangkok is set among tree branches. This unusual hotel is located only a few kilometers away from the capital of Thailand and offers an extraordinary service.

To reach this 12-room boutique hotel you have to travel by boat cross the Chao Phraya River, amidst swamps, fruit plantations and fishermen's houses. When you pass the papaya and coconut orchards, you will reach rooms made of bamboo, steel and glass. They are linked by a wooden path with a restaurant and pool. One of the "rooms" has neither walls nor ceiling and guests can sleep right underneath the stars. For breakfast you get coconut juice, tea, toast, eggs, and seven types of tropical fruits and as of next year every guest arriving by bike will get a 15% discount.



### THE WORLD'S LARGEST AQUARIUM OPENED IN SINGAPORE



S.E.A. Aquarium, the largest in the world, with over 100,000 sea animals in 45 million liters of water has opened in Singapore. The aquarium and thematic part are the habitat of rays, hammer sharks and bottlenose dolphins. The aquarium has 49 zones that simulate various natural conditions typical of Southeast Asia. The Open Ocean has the largest aquarium glass wall in the world (36 m wide and 8.3 m high) with an adjacent restaurant offering a view of the sea animals.

Marine Life Park in which the aquarium is located has a hydro-magnetic coaster, Riptide Rocket – a water slide offering a fantastic ride and there is a 620 m long river running through an artificial tropical jungle. Visitors can dive with the fish and the Dugong reef and can even feed the rays, and next year they will be able to swim with sharks and dolphins.

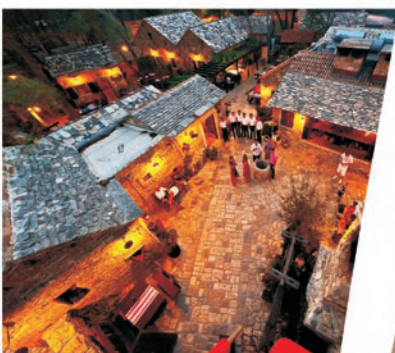
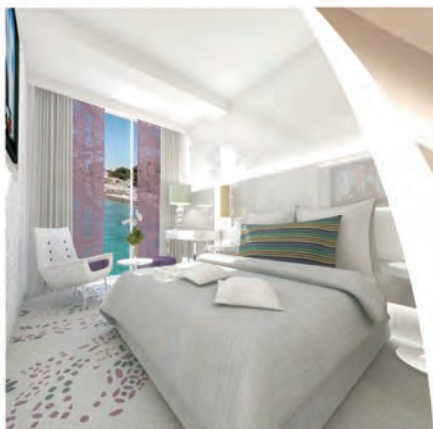
### THE CLOCK BUILDING IN SWITZERLAND

In the Swiss town of Neuchatel a new architectural project has been presented featuring the construction of a building in the shape of a gigantic watch, visible from an altitude of 10,000 meters. This unusual edifice, intended as a homage to Swiss watchmakers, is to be built on the banks of the Neuchatel lake.

The dimensions of the new building, called "Swiss Watch Arena", are rather excessive for a town with only 33,000 inhabitants. The building should have 95 m in diameter, with a 70 m dial plate.

The building will hold a "time museum" and several exhibition, congress, and concert halls. The construction of the "Swiss Watch Arena" will cost 350 million Swiss francs (290 million euro), and the promoters of this Pharaonic project claim it will boost tourism in Neuchatel.





**NOVO/NEW 2013**

Hotel Ivan\*\*\*\*

Kongresne dvorane i oprema/Congress Facilities

Wellness & Spa

Aquapark

## Great Resort for a Great Event

S odličnom lokacijom samo 6 km udaljenom od povijesnog grada Šibenika te blizini autoceste i zračnim lukama Zadra i Splita, Solaris je idealna destinacija za organizaciju kongresa, konferencija, sastanaka, evenata i teambuildinga. Jedinstveni je turistički kompleks te zahvaljujući tematskim hotelima, prekrasnim plažama i bogatim sadržajima primamljiva MICE destinacija. Uz postojeće kapacitete, izdvajamo potpuno preuređeni, luksuzno opremljeni dizajn hotel "Ivan". Nove sobe, lobby bar, Wine bar te novi kongresni kapaciteti, učinit će Vaš poslovni sastanak pravim zadovoljstvom. Za potrebe klijenata i još bolju poslovnu suradnju, ističemo i posebno osmišljene tematske pakete teambuilding programa. U Dalmatinskom etno selu iskusit ćete iskonsku Dalmaciju s autohtonim specijalitetima u jedinstvenom ozračju.

With its great location only 6 km away from the old historical town of Šibenik and the vicinity to the highway and both Zadar and Split airports, Solaris is an ideal destination for congresses, conferences, meetings, events and teambuilding organization. It is a unique tourist complex and an attractive MICE destination due to its thematic hotels, beautiful beaches and numerous facilities. Along the existing capacities, we single out the completely renovated and luxuriously equipped design hotel „Ivan”. New rooms, lobby bar, Wine bar and new congress facilities will make your business meeting exceptionally enjoyable. For customer needs and even better business collaboration, we highlight our specially designed thematic team building packages. In Dalmatian Ethno village you can experience the real Dalmatia with autochthonous specialties in its unique environment.

