

see business travel & meetings

magazine

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TEMA BROJA:

POSAO I ZADOVOLJSTVO

COVER STORY:

BUSINESS AND PLEASURE



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RAJ ZA ORGANIZATORE DOGAĐAJA

NEW PORTAL WWW.KONGRESNITURIZAM.COM:
A PARADISE FOR EVENT ORGANIZERS

ISTRAŽIVANJE:
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NA ZADOVOLJSTVO NA POSLU?**

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I FEEL SLOVENIA

I M P R E S S U M

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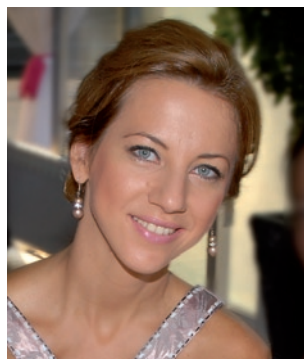
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Kažu, ne treba mešati posao i zadovoljstvo. Razmišljala sam koji su razlozi za to. Potrudila sam se da argumentujem ovu izjavu, ali nije mi puno toga palo na pamet. Zašto ne treba mešati posao i zadovoljstvo?

Možda zato što većina pod time podrazumeva intimniji odnos između zaposlenog i njegovog nadređenog, što kasnije može da rezultira drugačijim rezultatima na poslu. Ok, slažem se.



U svim ostalim slučajevima, pametna kombinacija posla i zadovoljstva nam pomaže da ublažimo stres koji je postao svakodnevica savremenog čoveka. I da se uz to, malo zabavimo.

Ljubav prema poslu koji obavljamo je svakako najvažnija, ali svakodnevno zadovoljstvo uz posao može biti ispijanje dobre jutarnje kafe uz rad na računaru, u pauzama konstruktivan i opuštajući razgovor sa kolegama, masažer za stopala ispod radnog stola ili nešto slično. Mnogi ljudi ovakve stvari ne doživljavaju kao zadovoljstvo, nego kao nešto što se podrazumeva.

Od nas zavisi na koji način doživljavamo ove male rituale.

Na primer, svi itekako primetimo ukoliko je, ujutru kada se probudimo, nestala struja. Namrgođeni smo, nezadovoljni, teško nam je da se spremimo za posao, u kupatilu se ništa ne vidi, mobilni je ostao prazan, toster ne radi. Uvereni smo da je to početak jednog lošeg dana i da to može da se desi samo u zemlji u kojoj živimo. Ko je od vas jutros primetio da IMA struje i pomislio da će ovo biti sjajan dan?

Vraćam se na temu. Svi događaji vezani za posao mogu biti i zadovoljstvo. Promocije, proslave, svečana otvaranja, seminari, konferencije, kongresi, apsolutno sve vezano za kongresni i poslovni turizam može predstavljati izvor zadovoljstva. Zaposleni prisustvom na ovim događajima imaju priliku da vide razne specijalne i ekskluzivne lokacije, hotele i neobične prostore, upoznaju zanimljive ljude, saslušaju eminentne stručnjake, probaju vrhunska vina, razne specijalitete, i mnogo toga za šta možda ne bi imali prilike u privatnom aranžmanu.

Zadovoljstvo i posao nisu nespojivi, samo toga treba biti svestan, opustiti se i iskoristiti mogućnosti koje nam se pružaju.

Budimo svesni svih malih, običnih stvari koje mogu da nas raduju. One su te koje čine život i koje mogu da učine da se nakon napornog dana na poslu ipak vratimo kući nasmejani.

„Pre nego što krenete da tražite sreću, proverite – možda ste već srećni. Sreća je mala, obična i neupadljiva, i mnogi ne umeju da je vide.“

Dušan Radović

Miona Milić,
glavni i odgovorni urednik



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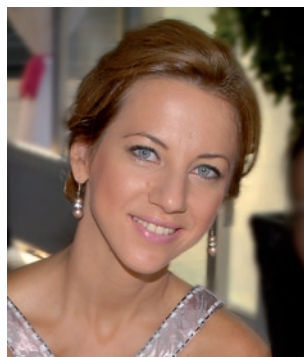
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They say never mix business with pleasure. I was thinking to myself why? I tried to find arguments in favour of the quote, but few things came to my mind. Why not mix business with pleasure?

Maybe because most think it is about a more intimate relationship between an employee and their boss, which may result in different job performance later on. Ok, I agree there.



In all other cases, though, a smart mix of business and pleasure helps us relieve the stress which has become an every-day item for man today. And why not have some fun while we're at it.

Love for the job we do is certainly most important, but a daily pleasure at work may be nothing more than having a delicious morning coffee while working on your PC, or relaxing and constructive chat with co-workers during a break from work, or foot massager under your desk, etc. Many people do not find these things as something special, it is taken for granted. It depends on us how we see these little rituals.

For example, everybody easily notices if there is no power when we wake up in the morning. We frown in discontent and find it hard to get ready for work - the bathroom is too dark to see anything, the mobile's battery is dead, and the toaster is of no use. We are convinced that it is the beginning of a bad day and that it only happens in the country we live in. Is there anyone who has noticed there IS power this morning and thought that this is going to be a great day today?

Back to the topic. All work-related events may be connect to pleasure, too. Promotions, celebrations, official openings, seminars, conferences, congresses - absolutely everything that has anything to do with MICE may be a source of pleasure. By attending these events employees have an opportunity to visit various special and exclusive sites, hotels and unusual venues, meet interesting people, listen to renowned experts, taste premium wines, numerous specialities and a lot more they couldn't probably do on their own.

Business and pleasure are not incompatible. It's only that you ought to be aware of it, relax and take advantage of the opportunities offered.

Let's be aware of all little every-day things that can make us happy. They are the ones life is made of and which can make us come back home smiling after a long day at work.

"Before you start looking for happiness, stop and think - you may already be happy.


Happiness is small, simple and inconspicuous, and many fail to recognise it."

Dusan Radovic

Miona Milic,
Editor-in-Chief



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AIR SERBIA – NOVO IME JAT AIRWAYS-A SA NOVIM LETOVIMA



Nacionalna kompanija Jat Airways je nakon potpisivanja sporazuma sa avio kompanijom Etihad Airways, promenila ime u Air Serbia, a prema najavi kompanije od 27. oktobra 2013. godine sa beogradskog aerodroma Nikola Tesla će redovno leteti ka Abu Dabiju, Banja Luci, Bukureštu, Ljubljani i Pragu. Ka Abu Dabiju letovi će se obavljati četiri puta nedeljno.

Promotivne cene karata ka ovim destinacijama, za putovanja od 27. oktobra, biće u prodaji do 29. marta 2014. godine.

U promotivne cene karata biće uračunate sve pripadajuće takse, sem troškova izdavanja avio karte. Novi red letenja obezbediće bolju povezanost sa glavnim aerodromima na destinacijama ka kojima Air Serbia leti, uključujući vazdušnu luku u Abu Dabiju. Takođe, flota će se povećati za 8 Airbus 319 aviona.

KONGRESNI CENTAR MASTER NOVOSADSKOG SAJMA SPUSTIO CENE ZA 40%

Kongresni centar Master Novosadskog sajma organizatorima događaja pruža mogućnost da svoj događaj od sada organizuju po cenama nižim za 40% od dosadašnjih. Naime, nova strategija poslovanja podrazumeva nove snižene cene, za visoko profesionalno organizovanje kongresa, konferencija, simpozijuma, seminara, promocija, prezentacija, korporativnih svečanosti, modnih revija i sličnih događaja.



Poslovni ljudi na jednom mestu mogu dobiti usluge na nivou evropskih kongresnih centara. Velika i šest manjih savremeno opremljenih kongresnih sala smeštene su na površini od 2.230 m². Male sale se zahvaljujući pokretnim zidovima, koji stvaraju zvučnu izolaciju mogu spojiti u veće prostore koji mogu da prime 100, 200, 400, 600 i 1.000 osoba. Kongresni centar je opremljen i savremenom audio i video opremom neophodnom za održavanje skupova i prezentacija najvišeg kvaliteta.

HOTEL TOWNHOUSE 27 IZ BEOGRADA, POTREĆI PUT NAGRAĐEN OD TRIPADVISOR.COM-A



Treću godinu zaredom, priznanje o besprekornoj ponudi sa 5 krugova - Certificate of Excellence - 5 Circles, dobio je beogradski hotel Townhouse 27. Ovo priznanje dodeljuje svetski poznat portal

Tripadvisor.com, na osnovu najviših ocena gostiju za nivo i kvalitet usluge u određenom smeštajnom objektu. Trenutno, na portalu je registrovano oko 3 miliona objekata iz celog sveta. Prema saopštenju Tripadvisor.com-a, priznanjem za 2013. godinu hotel Townhouse 27 se našao u svega 10% objekata iz celog sveta koji su tri godine zaredom dobili najviše ocene gostiju. Nagrada je utoliko značajnija, jer objekat ocenjuju isključivo gosti koji su boravili u hotelu, tako da kontinuirani rejting tokom tri godine predstavlja vredno priznanje, ali istovremeno i ogroman izazov i ne baš lak zadatak. Najviše komentara odnosi se na nivo usluge, predusretljivo osoblje, ali i na komfor tokom boravka, lokaciju i ukupan utisak.

KORPORATIVNI SPORTSKI VIKENDI U HOTELU SRBIJA LUX****, STARA PAZOVA, SRBIJA

Hotel Srbija Lux**** i Sportski centar Fudbalskog saveza Srbije i u septembru 2013. godine potvrđuju da su odličan izbor za kompanije i organizacije koje žele svojim zaposlenima da prirede sportski vikend. Ovog septembra to su bile kompanije Farmalogist i Henkel Srbija, koje su organizovale sportske igre i tim building aktivnosti na terenima „Kuće fudbala“. Kompanija Farmalogist je za svoje zaposlene, njih 450 organizovala sportski vikend od 28. - 29. septembra 2013. godine, gde im je na raspolaganju bio teren za fudbal. Takođe, kompanija Henkel Srbija je za svojih 150 zaposlenih organizovala takmičenja u fudbalu, košarci i odbojci.



Hotel Srbija Lux**** pored toga što pruža visok nivo usluga korporativnim i drugim organizacijama, organizuje i pripremni boravak za sve domaće i strane sportske selekcije. Inače, Sportski servis obuhvata pet fudbalskih terena sa prirodnom travom i jedan fudbalski teren sa veštačkom travom, mini pitch teren za mali fudbal, veliku sportsku halu, Wellness & Spa centar i teretanu.

CUGRS RADIONICA „SAVA PEROVIĆ“, BEOGRAD, SRBIJA



U periodu od 26. do 28. septembra 2013. godine u Best Western hotelu M u Beogradu, u Srbiji, pod pokroviteljstvom ministarstva zdravlja vlade Srbije, održana je 5. Radionica u rekonstruktivnoj urogenitalnoj hirurgiji kod ljudi u zreloj dobi - CUGRS. Ovaj peti po redu događaj organizovali su fondacija „Sava Perović“ i KBC „Dr Dragiša Mišović-Dedinje“, u čijem su se operacionom bloku, u tri operacione sale istovremeno izvodile najsloženije rekonstruktivne urogenitalne operacije.

Putem TV linka, u direktnoj vezi, operacije je u kongresnoj sali BW Hotela M pratilo i više od 250 eksperata i urologa različitih profila iz čitavog sveta, koji su tokom tri dana imali priliku da vide i nauče komplikovane operacije koje su izvodili srpski i vodeći svetski stručnjaci. Ovaj međunarodni događaj po drugi put je organizovan u Srbiji kao memorijal akademiku Savi Peroviću, u znak sećanja na njegov izuzetan rad i doprinos rekonstruktivnoj urogenitalnoj hirurgiji, i kao inspiracija za nova dostignuća u ovoj komplikovanoj hirurškoj disciplini u kojoj se u javnosti malo zna i retko priča.

AEROBIC & FITNESS CAMP U HOTELU OLYMPIA U VODICAMA, HRVATSKA

Od 06. do 08. septembra 2013. godine održao se Aerobic & Fitness Camp u hotelu Olympia u Vodiciama, u Hrvatskoj u organizaciji udruženja Mojo. Radilo se o sedmom po redu događanju, ali po prvi put održanom u Hrvatskoj. Ciljevi kampa su bili promovisanje zdravog življenja, kao i podsticanje stvaranja brige prema sebi kroz sportsku rekreaciju, ples i zabavu.



Tokom tri dana brojne fitness radionice, seminari, prezentacije i zabave odvijali su se na nekoliko lokacija: u sportskoj dvorani hotela, na bazenu i plaži, u Hookah baru, kao i na glavnom trgu u Vodiciama.

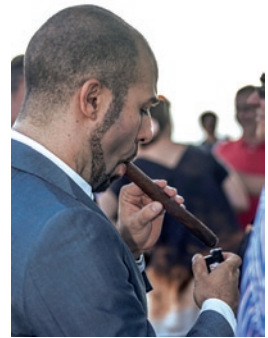
Stotinak učesnika kampa iz Hrvatske i inostranstva poslužilo je lepo vreme i oduševila hotelska usluga i infrastruktura te se organizatori nadaju i sledeće godine vratiti u Vodice.

SVETSKO PRVENSTVO U PUŠENJU CIGARA U HOTELU RADISSON BLU SPLIT, HRVATSKA

Svetsko prvenstvo u pušenju cigara se održalo u hotelu Radisson Blu Split u Hrvatskoj u periodu od 06. do 08. septembra 2013. godine.

Prvenstvo je održano četvrtu godinu zaredom u Splitu u organizaciji kluba Mareva.

Ovo jedinstveno takmičenje osmišljeno je radi promoviisanja kulture uživanja u cigari kao sinonimu za druženje, sklapanje poslovnih kontakata, ali i zaslužnih trenutaka opuštanja od svakodnevnih briga. U prekrasnom ambijentu hotela Radisson Blu Split učesnici su mogli iskusiti dve gala večere, izlet s jahtama u dvorac Martinis Marchi u Maslinici, zatim panoramski let helikopterom, vožnju u luksuznom McLarenovom automobilu, kao i opuštanje na prekrasnom VIP decku hotela.



CROENERGY 2013, HOTEL WELL, TUHELJSKE TOPLICE, HRVATSKA

U periodu od 02. do 04. oktobra 2013. godine hotel Well, u Tuheljskim Toplicama u Hrvatskoj je bio domaćin održavanja Croenergy 2013. Croenergy 2013 je održan pod pokroviteljstvom predse-dnika Republike Hrvatske Ive Josipovića. Središnji deo konferencije pokazao je najbolju evropsku praksu iz područja ESCO načina finansiranja projekata odnosno „Energy Performance Contracting-a“.



Posebna pažnja konferencije bila je usmerena na operativne programe za korišćenje EU fondova vezanih za energiju i zaštitu okoline, inovativne oblike finansiranja projekata, prezentaciju najboljih projekata iz Hrvatske i šire regije, energetske klastere, niskoenergetsku gradnju te mogućnosti korišćenja i razvoja tržišta biomase. U sklopu konferencije održan je i uvek atraktivni Panel župana i gradonačelnika.

DANI HRVATSKOG TURIZMA U FALKENSTEINER HOTEL & SPA IADERA, HRVATSKA

U periodu od 24. do 25. oktobra 2013. godine u Falkensteiner Hotel & Spa Iadera, u Petrčanima u Hrvatskoj održani su Dani hrvatskog turizma.

Dani hrvatskog turizma održani su u zajedničkoj organizaciji Ministarstva turizma, Hrvatske turističke zajednice, Hrvatske gospodarske komore i Hrvatske radiotelevizije, kao završna manifestacija svih turističkih učesnika Hrvatske. Na ovom najvećem skupu hrvatskih turističkih učesnika analizirani su učinci tekuće sezone i najavljene aktivnosti za sledeću turističku godinu. Na nizu stručnih skupova, tematskih sednica i radionica domaći i strani stručnjaci su raspravljali o hrvatskom turizmu.



15. BIOGRAD BOAT SHOW, HRVATSKA



Biograd Boat Show, koji je ove godine obeležio petnaestogodišnjicu održao se u periodu od 24. do 27. oktobra 2013. godine, u Hrvatskoj.

Biograd Boat Show je nakon 14 godina stalnog rasta izrastao u sajam najveće izložbe plovila u Hrvatskoj. Inače, sajam ima snažan ugled u centralnoj Evropi, pa je privukao veliki broj posetilaca iz susednih zemalja.

Na ovogodišnjem sajmu bilo je prisutno oko 250 izlagača i preko 280 izložbenih plovila među kojima je hotelski lanac Ilirija d.d. po prvi put javnosti predstavio svoj brod M/Y Nada, ploveći kongresni centar multifunkcionalne namene.

Takođe, sajam je prepoznatljiv po posebno gostoljubivoj atmosferi Biograda, primorskog grada sa šarmom, prihvatljivim cenama i kvalitetnom infrastrukturom organizatora Ilirije d.d. koja uključuje marinu Kornati, Ilirija hotele, restorane i zabavne sadržaje. Svakog dana zalazak sunca je označavao kraj izlaganja i početak večernjeg programa, koji je nudio vrhunsku hranu i zabavu.

„LCC - GENERAL ASSEMBLY 2013“ U RADISSON BLU RESORT & SPA U DUBROVNIKU, HRVATSKA



Lufthansa City Center, jedna od vodećih mreža luksuznih turističkih agencija održaće svoju godišnju konferenciju „LCC - General Assembly 2013“ od 07. do 10. novembra 2013. godine u Radisson Blu Resort & Spa u Dubrovačkim Vrtovima Sunca, u Hrvatskoj. Ova veoma važna konferencija okupiće više od 500 vlasnika i direktora turističkih agencija, članica Lufthansa City Centre mreže.

Tema ovogodišnje konferencije je razvoj i trendovi globalnog tržišta u turističkoj industriji. Učesnike koji dolaze iz 80 različitih zemalja sveta u Radisson Blu Resort & Spa u Dubrovačkim Vrtovima Sunca očekuje bogat program sa mnoštvom uticajnih govornika, zanimljivih radionica i poseta najvažnijih lokacija u destinaciji.

BCLF 2013, BUDVA, CRNA GORA

Avala Resort & Villas u Budvi, u Crnoj Gori je bila domaćin održavanja 21. Sastanka Balkanske kliničke laboratorijske federacije - BCLF, kao i 1. Crnogorske konferencije kliničke hemije i laboratorijske medicine koji su održani u periodu od 25. do 28. septembra 2013. godine.



Organizatori ovog događaja bili su Crnogorsko udruženje za kliničku hemiju i laboratorijsku medicinu i Balkanska klinička laboratorijska federacija.

Organizatori su se potrudili da ove konferencije pokriju širok spektar tema koje se odnose na ovu oblast, što je uključivalo zanimljiva predavanja i prezentacije.

Takođe, ovi događaji su bili i prilika da se razmene ideje između naučnika, podstaknu nova istraživanja, kao i da se stvore novi kontakti koji će pružiti bolju saradnju kako bi svi mogli da doprinesu razvoju laboratorijske medicine na Balkanu.

REGIONALNA KONFERENCIJA „SPARK.ME“, BEČIĆI, CRNA GORA

Hotel Splendid Conference & Spa Resort u Bečićima, u Crnoj Gori je u periodu od 26. do 27. septembra 2013. godine bio domaćin regionalne Internet konferencije pod nazivom „Spark.me“.

Konferencija je okupila svetske i regionalne internet stručnjake, a bila je posvećena promociji i unapređenju online komunikacije u Crnoj Gori i regiji. Organizator ove konferencije je bila kompanija doMEn d.o.o, a cela konferencija je bila zamišljena kao interaktivna konferencija dizajnirana da podstakne kreativnost posetilaca, omogućiti im učenje od međunarodno priznatih stručnjaka i osmišljavanje originalnih biznis ideja.

Međunarodni stručnjaci su podelili svoje znanje i iskustvo sa učesnicima konferencije, ali su govorili i o načinu na koji su prošli svoju inspiraciju koja ih je dovela do uspeha koji uživaju.



12. MEĐUNARODNI PRIVREDNO-POSLOVNI SIMPOZIJUM, SUNČEV BREG, BUGARSKA

12. Međunarodni privredno-poslovni simpozijum održan je od 01. do 05. septembra 2013. godine, u hotelu Imperial u Sunčevom Bregu, u Bugarskoj.

Glavne teme ovogodišnje konferencije su bile rekonstrukcija svetske privrede, ekonomske teorije poslovne prakse, ekonomija znanja i ekonomija inovacija.

Neki od organizatora 12. međunarodnog simpozijuma su Bugarska akademija nauka, Udruženje naučnika Bugarske, Naučno-prosvetna fondacija, Scientific Information System Ltd, Fakultet organizacije i informatike, Univerzitet u Zagrebu, Varaždin – Hrvatska, Fakultet ekonomskih nauka i poslovnog upravljanja, Univerzitet u Krajovi – Rumunija, Fakultet poslovnog upravljanja, Univerzitet u Bukureštu – Rumunija.



23. ICANN KONFERENCIJA, SOFIJA, BUGARSKA

23. Međunarodna konferencija o veštačkim neuronskim mrežama - ICANN održana je u periodu od 10. do 13. septembra 2013. u Sofiji, u Bugarskoj.

Ideal ICANN konferencije je bio da okupi istraživače iz dva sveta: informacionih tehnologija i neuronauka. Domen je bio širok i protezao se od algoritama mašinskog učenja do modela realnih nervnih sistema.

Cilj konferencije je bio da se potpomogne diskusija i interakcija u nastojanjima da se razviju inteligentniji veštački sistemi i bolje shvatanje neuronskih i kognitivnih procesa u mozgu.

13. FESTIVAL STARE LOZE, MARIBOR, SLOVENIJA

13. Festival stare loze održan je u periodu od 20. do 29. septembra 2013. god. u Mariboru u Sloveniji. Ovaj festival je najveći jesenji turistički događaj sa preko 500 učesnika, a dobra je prilika za susret stručnjaka i ljubitelja, za zabavu i učenje, odrasle i decu, dušu i telo. Festival stare loze je glavni događaj iz ciklusa Od loze do vina, od orezivanja do proslave Sv. Martina, koja se u Mariboru organizuje u čast Stare loze, najstarije loze na svetu. Stara loza je najveća etnografska znamenitost Maribora, koja je simbol bogate vinske kulture Maribora i Štajerske, a istovremeno i polazna i krajnja tačka isprepletanih puteva vina u ovom brdovitom vinogradarskom kraju.



1. MEĐUNARODNI KONGRES PLASTIČNE HIRURGIJE, LJUBLJANA, SLOVENIJA

1. Međunarodni kongres plastične hirurgije – „Fellows in Science“ održan je od 18. do 21. septembra 2013. godine u Kulturno-kongresnom centru Cankarjev Dom u Ljubljani, u Sloveniji.



Kongres „Fellows in Science“ je događaj koji na jednom mestu okuplja specijaliste koji se bave plastičnom, rekonstruktivnom i estetskom hirurgijom, kao i ostale stručnjake u cilju razmene iskustava i stručnih saznanja po pitanju isporuke usluge, istraživanja, obrazovanja i obuke. Na kongresu se okupilo oko 350 delegata.

Prvi međunarodni kongres je organizovalo Hrvatsko društvo za plastičnu, rekonstruktivnu i estetsku hirurgiju, Srpsko udruženje za plastičnu, rekonstruktivnu i estetsku hirurgiju, Slovenačko udruženje za plastičnu, rekonstruktivnu i estetsku hirurgiju i Društvo plastično-rekonstruktivnih i maksilofacijalnih hirurga Bosne i Hercegovine.

21. MEĐUNARODNA KONFERENCIJA O MATERIJALIMA I TEHNOLOGIJAMA, PORTOROŽ, SLOVENIJA

21. Međunarodna konferencija o materijalima i tehnologijama će se održati u periodu od 13. do 15. novembra 2013. godine u Grand Hotel Bernardin u Portorožu, u Sloveniji.



Konferencija predstavlja susret stručnjaka sa naučnih instituta, univerziteta i iz industrije koji su aktivni u oblasti metalnih, neorganskih i polimernih materijala, vakuumske tehnologije i nanomaterijala, a u cilju uspostavljanja veze između bazične i primenjene nauke uz stvaranje najveće dodatne vrednosti.

Glavni cilj konferencije je uspostavljanje dijaloga između potreba industrije i istraživanja u akademskoj sferi i predstavlja platformu za uspešno prenošenje znanja od istraživačkih institucija do industrije.

Teme konferencije će biti: sinteza naprednih metalnih, polimernih, keramičkih i kompozitnih materijala; matematičko modelovanje i računarska simulacija procesa i tehnologija; toplotna obrada i inženjerstvo metalnih površina; nauka i tehnologija vakuuma; korozija i razgradnja materijala; tanki slojevi i površine i nanonauka i nanotehnologija.

IASGO 2013, BUKUREŠT, RUMUNIJA

U periodu od 18. do 21. septembra 2013. god. održan je 23. svetski kongres Međunarodnog udruženja hirurga, gastroenterologa i onkologa – IASGO u zgradi Parlamenta u Bukureštu, u Rumuniji.



Na ovogodišnjem kongresu su predstavljeni svi novi razvojni pravci u oblasti hirurške onkologije, endoskopije, minimalno invazivne hirurgije, laparoskopske hirurgije i robotičke hirurgije, koje je pratila diskusija i analiza.

Pored toga su održani i posebni skupovi o izazovima u lečenju kliničkih slučajeva, praćeni interaktivnim diskusijama između govornika, panelista i publike.

Organizatori su uveli i poseban skup sa video-demonstracijom, na kome su predstavljeni sami vrhunski hirurški postupci i dostignuća u oblasti hirurgije.

Kongres je po drugi put organizovan u Bukureštu, a pre toga su domaćini bili Bangkok, Tokio, Kairo, Peking, Istanbul, itd.

ICCCI 2013, KRAJOVA, RUMUNIJA



ICCCI 2013 je međunarodna naučna konferencija o istraživanjima u oblasti računске kolektivne inteligencije (CCI), održana u periodu od 11. do 13. septembra 2013. godine u Krajoju, u Rumuniji.

Cilj ove konferencije bio je da ponudi međunarodno respektabilan forum za naučna istraživanja metoda zasnovanih na računarskoj tehnologiji za kolektivnu inteligenciju i primenu istih na oblasti poput kolektivnog odlučivanja, izračunavanja konsenzusa, integracije znanja, semantičke mreže, društvenih mreža i sistema na bazi agenata.

Domen konferencije obuhvata metodološke, teorijske i praktične aspekte računске kolektivne inteligencije i primenu raznovrsnih tehnologija računске inteligencije kao što su „fuzzy“ sistemi, evolucijsko računanje, neuronski sistemi, teorija konsenzusa, itd.

AIR SERBIA – NEW NAME OF JAT AIRWAYS WITH NEW FLIGHTS



After signing the agreement with Etihad Airways, the national airline, Jat Airways, was renamed as Air Serbia. According to the airline, 27th October 2013 is the date when it starts its scheduled flights from the Belgrade Airport Nikola Tesla to Abu Dhabi, Banja Luka, Bucharest, Ljubljana and Prague. Flights to Abu Dhabi are scheduled four times a week. A special airfare price for these destinations as of 27th October will be available until 29th March 2014. This special offer will include all related taxes, except the costs of issuing the ticket. The new flight schedule will provide a better connection with the major airports at Air Serbia's destinations, including the airport in Abu Dhabi. The fleet will also increase by 8 Airbus 319 aircrafts.

HOTEL TOWNHOUSE 27 FROM BELGRADE, AWARDED FOR THE 3RD TIME BY TRIPADVISOR.COM



For the third consecutive year, Certificate of Excellence – 5 Circles, was given to Belgrade's hotel Townhouse 27. This award is given by world known travel portal Tripadvisor.com, based on the highest rates given by guests for the quality of service at hotel. At the moment, there are 3 million venues from around the world registered at Tripadvisor.com.

According to the portal, this prestigious award places Townhouse 27 in the top-performing 10% of all businesses worldwide on TripAdvisor.com that have earned highest ratings continuously, during three years period. The fact that the award is given based solely on the comments left by the guests, makes it even more important, but, at same time, represents enormous challenge and not an easy task for the future. Majority of the reviews are about high level of service and professional staff, but also, about comfort, location and general atmosphere.

CONGRESS CENTRE MASTER OF NOVI SAD FAIR CUT PRICES BY 40%

Congress Centre Master of the Novi Sad Fair offers event organizers an opportunity to have their events organized at a 40% lower price than before. Namely, this new business strategy includes new price cuts for highly professional organization of congresses, conferences, symposiums, seminars, promotions, presentations, corporate events, fashion shows and similar events. Business people may get the services that are on the same level as those provided by the European congress centres, all in one place. One large and six small hi-tech equipped congress halls cover 2,230 square meters.



The small halls, owing to moving walls creating sound insulation, may be joined together into larger halls which may host 100, 200, 400, 600 and 1,000 people. The congress centre is also equipped with state-of-art audio and visual technology required for holding high quality meetings and presentations.

CORPORATE SPORTS WEEKENDS IN HOTEL SRBIJA LUX****, STARA PAZOVA, SERBIA

In September 2013, Hotel Srbija Lux**** and Sports Centre of Serbian Football Association proved once more to be an excellent choice for the companies and organizations intending to organize a sports weekend for their employees.



This September such companies were Farmalogist and Henkel Serbia, which arranged sports competitions and team building activities on the fields of "Home of Football". Farmalogist prepared for their employees, 450 of them, a sports weekend on 28th and 29th September 2013, with a football field at their disposal. Also, Henkel Serbia organised football, basketball and volleyball competitions for 150 employees. In addition to high-class services offered to corporate and other organizations, Hotel Srbija Lux**** organizes preparation arrangements for all local and foreign national teams. Further, Sports Services include five football fields with natural grass and one football field with synthetic turf, a mini pitch for futsal, large sports hall, Wellness & Spa centre and gym.



WORKSHOP OF CUGRS "SAVA PEROVIC", BELGRADE, SERBIA

From 26th to 28th September 2013, 5th Workshop of Complex Uro-Genital Reconstructive Surgery in Adulthood - CUGRS was held under the auspices of the Serbian Ministry of Health at Best Western Hotel M in Belgrade, Serbia. This fifth in a row event was organized by "Sava Perovic" Foundation and KBC "Dr Dragisa Misovic-Dedinje", where the most complex reconstructive urogenital surgeries took place in the surgical block in three separate surgery rooms at the same time.

Via TV link, the surgeries were followed live in the congress hall by more than 250 specialists and urologists of different profiles from the world. In three days, they had a chance to witness and learn complex procedures performed by the Serbian and leading international specialists. This international event was organized for the second time in Serbia in memory of Sava Perovic, an academician, as a tribute to his extraordinary work and contribution to urogenital reconstructive surgery and as inspiration for new achievements in this demanding surgical discipline little known to and seldom shared with the public.

AEROBIC & FITNESS CAMP AT HOTEL OLYMPIA IN VODICE, CROATIA

From 6th to 8th September 2013, the Aerobic & Fitness Camp organized by Mojo Association took place in hotel Olympia in Vodice, Croatia.

It was the seventh event so far, but held in Croatia for the first time.

The objectives of the Camp were promoting a healthy lifestyle and encouraging self-care through sports recreation, dance and fun. During three days numerous fitness workshops, seminars, presentations and parties were held in several locations: in the hotel sports hall, by the pool and on the beach, in Hookah bar and on Vodice main square.

Around 100 camp participants from Croatia and abroad enjoyed lovely weather and were thrilled by hotel services and infrastructure so the organizers hope to come back to Vodice next year.



CIGAR SMOKING WORLD CHAMPIONSHIP AT HOTEL RADISSON BLU SPLIT, CROATIA

Cigar Smoking World Championship was held at hotel Radisson Blu Split in Croatia in period from 6th till 8th September 2013. The Championship was organized by club Mareva and held for the fourth year in a row at Split.

This unique competition is designed to promote the culture of enjoying a cigar as a synonym for hanging, folding network of business contacts, but also deserved moments of relaxation from everyday worries.

In the beautiful surroundings of the hotel Radisson Blu Split participants were able to experience two gala dinners, trips to the yachts in the castle Martinis Marchii in Maslinica, panoramic helicopter flight, a ride in a luxury car McLaren, and relax on the beautiful VIP deck in hotel.



CROENERGY 2013, HOTEL WELL, TUHELJSKE TOPLICE, CROATIA

In period from 2nd to 4th October 2013, at hotel Well in Tuheljske Toplice, Croatia was held Croenergy 2013.

This year conference was held under the auspices of the Croatian President Ivo Josipovic.

The centerpiece of the conference demonstrated the best European practices in the field of ESCO funding projects or Energy Performance Contracting.

Special attention at the conference was focused on operational programs for the use of EU funds related to energy and environmental protection, innovative forms of financing projects, presentation of the best projects in the Croatian and the wider region, energy clusters, low-energy building and the ability to use and market development of biomass. At the conference was held, always attractive panel prefects and mayors.



CROATIAN TOURISM DAYS IN FALKENSTEINER HOTEL & SPA IADERA, CROATIA

In period from 24th till 25th October 2013 in the Falkensteiner Hotel & Spa Iadera, in Petrcani, Croatia was held Croatian Tourism Days.

Croatian Tourism Days was held jointly organized by the Ministry of Tourism, the Croatian National Tourist Board, Croatian Chamber of Economy and the Croatian Radio and Television, as the final event of Croatian tourist workers.

At the largest gathering of Croatian tourist workers analyzed the effects of the current season and announced activities for the upcoming year. National and international experts were able to discuss regarding Croatian tourism at a series of conferences, thematic sessions and workshops.



15TH BIOGRAD BOAT SHOW, CROATIA



Biograd Boat Show which celebrated the 15th anniversary was held in period from 24th to 27th October 2013 in Croatia. After 14 years of continuous growth it became the largest exhibition of boats in Croatia. Also, this show has developed a strong reputation throughout Central Europe which attracted many visitors from all neighboring countries. At this year fair there were around 250 exhibitors and more than 800 boats on display. For the first time hotel chain Ilirija d.d. presented its new boat M/Y Nada, floating convention center with multifunctional purposes.

The show is known for the special, intimate atmosphere of the resort town of Biograd, as well as the impressive facilities of Ilirija d.d., which include Marina Kornati, Ilirija hotels, restaurants, and entertainment facilities.

Special pricing for all services adds to the atmosphere. Each day the sunset marked the end of the exhibits, and the beginning of an on-site evening program which offered great food and entertainment.

**“LCC - GENERAL ASSEMBLY 2013”
RADISSON BLU RESORT & SPA
AT DUBROVNIK, CROATIA**

Lufthansa City Center is one of the world’s leading networks of luxury travel agencies.

Their annual conference “LCC - General Assembly 2013” will be held at the Radisson Blu Resort & Spa at Dubrovnik Sun Gardens, in Croatia from 7th to 10th November 2013.

This extremely important conference will bring together more than 500 travel agency owners and directors, who are members of the Lufthansa City Centre network.

The theme of this year’s conference will be the development and trends of the global market in the tourism industry.

Participants that will be coming to the Radisson Blu Resort & Spa at Dubrovnik Sun Gardens from 80 different countries will find a rich program with a number of influential speakers, interesting workshops and visits to the most important locations in the destination.



**BCLF 2013,
BUDVA, MONTENEGRO**

21st Meeting of Balkan Clinical Laboratory Federation - BCLF and 1st Montenegrin Conference of Clinical Chemistry and Laboratory Medicine were held in period from 25th to 28th September 2013 at Avala Resort and Villas in Budva, Montenegro.

Organizers of this event were Montenegrin Association of Clinical Chemistry and Laboratory Medicine and Balkan Clinical Laboratory Federation.

They made an effort to provide a broad range of topics with interesting lectures and presentations, opportunity for exchanging scientific ideas, inspire new researches and to make new contacts for closer cooperation, which will provide better cooperation so that everybody could contribute to the development of laboratory medicine in Balkan region.



**REGIONAL CONFERENCE
“SPARK.ME”, BECICI, MONTENEGRO**

Hotel Splendid Conference & Spa Resort in Becici, Montenegro was the host of the regional internet conference “Spark.me” in period from 26th till 27th September 2013.

The conference brought together international and regional web professionals, and was dedicated to the promotion and advancement of online communication in Montenegro and the region.

The organizer of the conference was company doMen d.o.o, and the entire conference was designed as an interactive conference intended to encourage creativity of visitors, enable them to learn from internationally recognized experts and how to create original business ideas.

International experts shared their knowledge and experience with the participants of the conference, and talked about how they found their inspiration which led them to success that they enjoy.



**12TH INTERNATIONAL SYMPOSIUM
ECONOMY & BUSINESS,
SUNNY BEACH, BULGARIA**

12th International Symposium Economy & Business was held in period from 1st till 5th September 2013, at hotel Imperial at Sunny Beach, Bulgaria.

Main topics at this year conference were Reconstructing the World Economy, Economic Theories and Business Practices, Knowledge Economy and Innovation Economy.

Some of organizers of 12th International Symposium were Bulgarian Academy of Sciences, Union of Scientists in Bulgaria, Science & Education Foundation, Scientific Information System Ltd, Faculty of Organization and Informatics, University of Zagreb, Varazdin, Croatia, Faculty of Economy and Business Administration, University of Craiova, Romania, Faculty of Administration and Business University of Bucharest, Romania.



**23RD ICANN CONFERENCE,
SOFIA, BULGARIA**

23rd International Conference on Artificial Neural Networks - ICANN was held in period from 10th to 13th September 2013 in Sofia, Bulgaria.

The ideal of ICANN was to bring together researchers from two worlds: information sciences and neurosciences. The scope was wide, ranging from machine learning algorithms to models of real nervous systems.

The aim was to facilitate discussions and interactions in the effort towards developing more intelligent artificial systems and increasing understanding on neural and cognitive processes in the brain.

13TH OLD VINE FESTIVAL, MARIBOR, SLOVENIA

13th Old Vine Festival was held in period from 20th till 29th September 2013 in Maribor, Slovenia. This Festival is the biggest tourist event in autumn with over 500 participants, for



experts and amateurs, entertainment and learning, adults and children, body and soul. The Old Vine Festival is the main happening in the cycle of events From Vine to Wine, from pruning to St Martin's Day celebrations, which in Maribor is prepared in the honor of the Old Vine, the oldest vine in the world.

The Old Vine is Maribor's greatest ethnographic sight, which symbolizes the rich wine culture of Maribor and Stajerska and is at the same time a starting point and finishing point wine roads, which intertwine the hilly town wine growing district.

21ST INTERNATIONAL CONFERENCE ON MATERIALS AND TECHNOLOGY, PORTOROZ, SLOVENIA

21st International Conference on Materials and Technology will be held in period from 13th to 15th November 2013 at Grand Hotel Bernardin in Portoroz, Slovenia. Conference is meeting of professionals from science institutes, universities and industry that are active in the fields of metallic, inorganic and polymer materials, vacuum technique and nanomaterials, with purpose to achieve correlation between basic and applied science with highest added value.



The main goal of the Conference is to establish a dialogue between the needs of industry and the research of academic sphere, and it represents a platform for efficient transfer of knowledge from research institutions to industry.

Conference topics will be: Synthesis of advanced metallic, polymeric, ceramic and composite materials, Mathematical modeling and computer simulation of processes and technologies, Heat treatment and surface engineering of metals, Vacuum science and technology, Corrosion and degradation of materials, Thin films and surfaces, Nanosciences and nanotechnologies.

1ST INTERNATIONAL CONGRESS OF PLASTIC SURGERY, LJUBLJANA, SLOVENIA

1st International Congress of Plastic Surgery – "Fellows in Science" was held in period from 18th to 21st September 2013 at Cultural and Congress Centre Cankarjev Dom in Ljubljana, Slovenia.



The "Fellows in Science" congress was an event that brought together professionals engaged in plastic, reconstructive and aesthetic surgery as well as other specialists to share their experience and expertise in service delivery, research, education, and training.

The congress brought together about 350 delegates. This first international congress was organized by Croatian Society of Plastic, Reconstructive and Aesthetic Surgery, Serbian Society of Plastic, Reconstructive and Aesthetic Surgery, Slovenian Association of Plastic Surgery, Reconstructive and Aesthetic Surgery and Society of Plastic, Reconstructive and Maxillofacial Surgeons of Bosnia and Herzegovina.

IASGO 2013, BUCHAREST, ROMANIA

In period from 18th till 21st September 2013 was held the 23rd World Congress of the International Association of Surgeons, Gastroenterologists and Oncologists – IASGO at the Palace of Parliament in Bucharest, Romania.



At this year congress was presented every new development in the fields of Surgical Oncology, Endoscopy, Minimally Invasive Surgery, Laparoscopic Surgery and Robotic Surgery, and evaluated and discussed. Also, special sessions regarding challenging clinical cases with interactive discussion between the presenters, panelists and audience were held.

Organisers also introduced a special session with video demonstrations, where the "crème de la crème" of surgical techniques and advances in surgery was presented and shared. Congress was organized in Bucharest for the second time, and before that it was organized in Bangkok, Tokyo, Cairo, Beijing, Istanbul, etc.

ICCCI 2013, CRAIOVA, ROMANIA



ICCCI 2013 was an international scientific conference for research in the field of Computational Collective Intelligence (CCI), held in period from 11th till 13th September 2013 in Craiova, Romania.

The aim of this conference was to provide an internationally respected forum for scientific research in the computer-based methods of collective intelligence and their applications in fields as group decision making, consensus computing, knowledge integration, semantic web, social networks and multi-agent systems. The scope of the conference included methodological, theoretical and practical aspects of computational collective intelligence and the application of multiple computational intelligence technologies such as fuzzy systems, evolutionary computation, neural systems, consensus theory, etc.



KONFERENCIJE NA VAŠ NAČIN



Novim konferencijskim salama, hotel LifeDESIGN 4****, postavlja nove standarde kvaliteta u kongresnom turizmu.

Svojim novim kapacitetima i najsavremenijom tehničkom opremom, pružamo klijentima komfor i profesionalizam uz ugodnu atmosferu.

Naša jedinstvena ponuda banket posluživanja, uvek će Vas iznova vratiti nama.

Uživajte u našoj ponudi svim svojim čulima.
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Hotel Holiday Inn Beograd ulazi u novu sezonu sa novim idejama i konceptima

Holiday Inn Beograd ove jeseni predstavio je novi ambijent restorana „Singidunum“ i novu uslugu za svoje goste „Go Green with Holiday Inn“.

U nedavno renoviranim restoranskim kapacitetima i prijatnom ambijentu savremenih dizajnerskih nota, gosti mogu uživati u svom omiljenom obroku.

Terasa restorana je takođe renovirana i prilagođena organizaciji različitih vrsta događaja.

Vizuelne promene prati i novo A la Carte poslužnje ručka ili večere, zatim Daily business set menu, koji gostu pruža mogućnost da sam kreira svoj jelovnik. U ponudi je i novi Snack menu Lobby Buzz bara, za goste kojima obaveze dozvoljavaju manje formalna okupljanja sa prijateljima i poslovnim partnerima. U skladu sa filozofijom InterContinental Hotels Group, zaštita životne sredine predstavlja imperativ u današnjem poslovanju.

Holiday Inn sledi misiju grupacije. Naime, orijentisan ka društveno odgovornom i green poslovanju, kroz ekološke programe, od skora je Holiday Inn Beograd u svoju ponudu uvrstio uslugu Rent a bike. Pod sloganom „Go Green with Holiday Inn“, usluga iznajmljivanja bicikla direktno na recepciji ima za cilj da omogući gostima hotela istraživanje prestonice, na zdrav i zabavan način.

IN Hotel Beograd proslavio sedmi rođendan

IN Hotel Beograd je leta 2013. godine proslavio sedam godina uspešnog poslovanja. Kako bi novu poslovnu sezonu dočekali spremni za nove izazove, sobe su okrećene i osvežene tonovima pastelnih boja, stari televizori zamenjeni modernijim i većim a hodnici su dobili novi atraktivniji izgled.

Za IN Hotel je imperativ da nastavi i održava u kontinuitetu visoke standarde koji zadovoljavaju i najstrožije kriterijume poslovnih gostiju.

IN Hotel Beograd je mesto u kome će gosti osetiti iskreno gostoprimstvo, sigurnost i profesionalnu uslugu vrednu pamćenja.



Hoteli Slavija, Beograd – godina renoviranja

Hotel Slavija Lux 4* i hotel Slavija 2*, koju su godinama imali vodeću ulogu u hotelijerstvu srpske prestonice su zbog sve veće tržišne konkurencije započeli sa renoviranjem smeštajnih jedinica.

Većina hotelskih soba je renovirana, a zbog velikih kapaciteta kojim hoteli raspolažu, kontinuirani rad na poboljšanju hotelskog proizvoda još je u toku, i trajaće do kraja 2013. godine. Posebna pažnja se ne poklanja samo izgledu soba, već i unapređenju celokupne usluge, kao i kontinuiranoj edukaciji zaposlenog osoblja.

Takođe, menadžment hotela očekuje da će 2014. godina rezultirati mnogim inovacijama u cilju zadovoljstva svakog gosta.

Hotel N u Beogradu sa renoviranom konferencijskom salom

Konferencijska sala Akademija, koja se nalazi u sklopu konferencijskog centra Forum u hotelu N iz Beograda, nedavno je renovirana i sada je na raspolaganju za organizovanje događaja od 50 do 150 učesnika.

Sala je površine 170 kvadrata i veoma je prostrana i svetla, a nalazi se u prizemlju hotela i vrlo je pristupačna ali i izolovana za seminare zatvorenog tipa. Do same sale se nalazi i kabinet za simultano prevođenje. Opremljena je konferencijskim stolicama sa radnom pločom na preklap, radnim stolom za predavača, projektnim platnom, flipchart-om, LCD projektorom, WiFi. Pored sale Akademija, u okviru konferencijskog centra Forum se nalaze još 4 sale različitog kapaciteta. Pored renoviranja sale, promenjen je i izgled lobija, i urađena je i terasa koja se nalazi desno od samog ulaza u hotel, i koja predstavlja idealno mesto za opuštanje.



Hotel Kragujevac u Srbiji sa novim kongresnim kapacitetima

Hotel Kragujevac je završio sa renoviranjem kongresnih kapaciteta i sada raspolaže sa 3 kongresne sale i u mogućnosti je da isprati sve vrste dešavanja kao što su predavanja, prezentacije, seminari i kongresi. Sale su kompletno tehnički opremljene, a na raspolaganju su WiFi, projektor, slajder, platno, laser pokazivač, oprema za video konferenciju, pojačalo zvuka, bežični mikrofoni, govornica, flipchart. Takođe, za potrebe događaja hotel može obezbediti i opremu za simultano prevođenje.

Kongresne sale hotela Kragujevac su različitog kapaciteta, a najveća sala može da primi do 560 osoba u bioskopskoj postavci.

U sklopu hotela se nalaze restoran i aperitiv bar, gde se služe razne vrste jela i pića.



Hotel Villa Breg u Vršcu sa novim sadržajima

Hotel Villa Breg, smešten na obroncima Vršackih planina, pored komfornih i elegantno opremljenih soba i apartmana, restorana i prelepe terase, poslovnog dela pogodnog za razvoj kongresnog turizma, SPA centra urađenog po uzoru na svetske SPA centre, sa ponosom može da predstavi i novi sadržaj - sportski teren.

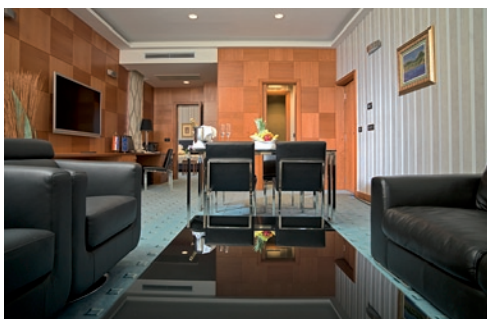
U okviru hotela, na 170 m nadmorske visine, otvoren je sportski teren, sa kojeg se pruža predivan pogled na grad. Teren na 665 m², koji poseduje ITF (International Tennis Federation) sertifikat, pogodan je za različite sportove: tenis, odbojku, košarku, uz mogućnost rekreativnog igranja malog fudbala.

Hotel Dubrovnik u Zagrebu u potpuno novom izdanju

Hotel Dubrovnik, izgrađen 1929. godine, jedan je od simbola Hrvatske tradicije poznat po besprekornom kvalitetu usluge i vrhunskim hotelijerskim standardima. Od juna 2013. godine hotel je u potpunosti renoviran te je zasijao modernim i svežim izgledom, stvarajući dobrodošlicu i opušten ambijent od samog ulaska u hotel.

Takođe, unutrašnjost ovog jedinstvenog spomenika kulture je u potpunosti obnovljena. Posebno vredan spominjanja je „Dubrovnik Crown Suite“ sa svojom jedinstvenom terasom sa koje se pruža pogled na ceo Zagreb.

Posebnost Hotela Dubrovnik čini i jedinstven položaj u samom srcu grada, uz živopisni Trg bana Josipa Jelačića.



Hotel Osijek u Hrvatskoj obogaćen impresivnim lobby barom



U hotelu Osijek temeljno je obnovljen i redizajniran enterijer hotelskog bara. Promene su promišljene i kreirane kao rezultat kompletne reorganizacije prostora kojem je osnovni cilj postići ugodaj gradskog dnevnog boravka, a svoju ambiciju temelji na vizuelno atraktivnom otvorenom pogledu na reku Dravu i Zimsku luku.

Novi, raskošniji „Lobby bar“ opremljen je dizajnerskim nameštajem i multifunkcionalnim sistemom rasvete.

Sve kreativne promene fokusirane su na stvaranje dodatnog komfora za goste, a

potpuni uspeh u toj misiji garantuju garniture za kvalitetno sedenje i efektno ambijentalno osvetljenje. „Lobby bar“ idealno je mesto za opuštanje uz čašu baranjskog vina i možda omiljeni kolač, za impresivan početak dana.

Tematski događaji „Game of Thrones“ u organizaciji agencije DT Croatia

Globalno popularna HBO serija, „Game of Thrones“ koja se po treću uzastopnu godinu zaredom snima u Dubrovniku u Hrvatskoj, poslužila je kao inspiracija za kreiranje tematskih događaja u organizaciji agencije Dubrovnik Travel Croatia.

Agencija za svoje klijente može organizovati tematske događaje na različitim lokacijama na kojima je serija i snimana, kao što su Dubrovnik i okolina, ostrvo Lokrum, tvrđave Lovrijenac i Revelin, Dubrovačke gradske zidine i Arboretum Trsteno iz 15. veka.

Organizovanjem događaja na ovakvim lokacijama klijentima bi bila dočarana autentična atmosfera, praćena odgovarajućim kostimima, dekoracijom i muzikom kao i vrhunskom hranom iz tog perioda.



Prvi Hampton by Hilton hotel u Kluž-Napoki u Rumuniji

Prvi hotel Hampton by Hilton hotel otvoren je u Kluž-Napoki u Rumuniji u junu 2013. godine. Hotel je udaljen samo 2 minuta od centra grada, a 7 kilometara od aerodroma Kluž-Napoka. Hampton by Hilton Kluž-Napoka pravi je izbor hotela kako za one željne odmora, tako i za poslovne putnike.

Gostima je na raspolaganju 109 udobnih i prostranih soba sa HD TV, restoran, poslovni centar, sala za sastanke koja može da primi 35 osoba u bioskopskoj postavci, besplatan pristup internetu, itd.



Hotel Holiday Inn Belgrade in New Season Comes with New Ideas and Concepts

This fall Holiday Inn Belgrade represented a new interior of restaurant "Singidunum" and a new service for its guests - "Go Green with Holiday Inn".

In recently renovated restaurant capacities and a pleasant atmosphere created with contemporary design touch, guests can enjoy their favorite meal. The restaurant terrace is also renovated and adapted for the organization of different types of events.

Visual changes are accompanied by new A la Carte served lunch or dinner, along with Daily Business set menu, that offers the possibility to create your own menu.

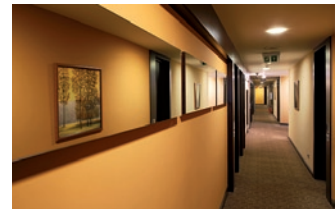
There is also a new snack menu in Lobby Buzz bar for guests whose job responsibilities allow less formal meetings with friends and business partners. According to the philosophy of InterContinental Hotels Group, the environment is imperative in today's business.

Holiday Inn follows the mission of the group. In fact, oriented towards socially responsible and green business through environmental programs, Holiday Inn Belgrade recently added a new offer - Rent a bike service. Under the slogan "Go Green with Holiday Inn", by offering bike rental service directly at the reception desk, the main goal is to make it possible for guests to explore the capital, in a healthy and funny way.

IN Hotel Belgrade Celebrated 7th Birthday

At summer 2013, IN Hotel Belgrade celebrated seven successful years in business. Getting ready for new business season full of challenges, IN Hotel painted and refreshed it's rooms, old TVs replaced with bigger ones in better technology and corridors received new, more attractive look.

For IN Hotel Belgrade, prime mission is to continuously maintain high standards and satisfy the most severe criteria of it's business clients. IN Hotel Belgrade is the place where guests shall experience sincere hospitality, dependability and a service worth remembering.



Hotels Slavija, Belgrade – Year for Innovations

Prompted by growing market competition, Hotel Slavija Lux 4* and Hotel Slavija 2*, formerly prime examples of the Serbian capital's hotel industry have begun refurbishing their accommodation facilities.

Most of the hotel rooms have been redone and, as a result of the hotel's large capacity, the work on improving the hotel product is still in progress and will last until the end of 2013. Attention is focused not only on the appearance of the rooms but on enhancing the hotel's entire service, as well as on the continued staff training.

The hotel management expects 2014 to be a year of innovations aimed toward satisfying every customer demand.

Hotel N in Belgrade with Renovated Conference Room

The Academia conference room, part of the Forum conference center in Hotel N in Belgrade was recently renovated and is now ready to accommodate events with 50 to 150 participants. The spacious, bright conference room covers an area of 170 sqm on the ground floor of the hotel and, while easily accessible, can be isolated for closed type seminars. Immediately adjacent to it is the booth for simultaneous translation.

The conference room is equipped with chairs with foldaway writing tablets, a lecturer's table, project screen, flipchart, LCD projector, and WiFi. Besides Academia, the Forum conference center comprises four more rooms of different sizes. In addition to the renovated conference room, the hotel now has a new lobby, and a redecorated terrace to the right of the hotel entrance, an ideal place to relax.



Hotel Kragujevac in Serbia with New Congress Capacities

Hotel Kragujevac has finished renovating its congress capacities and now has 3 congress halls and the capacity to accommodate all types of events, including lectures, presentations, seminars, and congresses. The congress halls are fully equipped with technical equipment, such as WiFi, projector, slide-projector, screen, laser indicator, video conference equipment, sound amplifier, wireless microphone, lecturer's stand, and flipchart. For larger events, the hotel can also provide equipment for simultaneous translation.

The congress halls of Hotel Kragujevac are of different capacity, the largest seating up to 560 in theater style. The hotel also has a restaurant and aperitif bar, which serves various dishes and drinks.



Hotel Villa Breg in Vrsac with New Facility

Hotel Villa Breg, located in Vrsac's hills, besides comfortable and elegant rooms and suites, restaurant with terrace, business area suitable for development of meetings industry, SPA center made according to world famous SPA centres is proud to present the new facility - sport field. Within the hotel, at 170 m above sea level, sport field with a beautiful view of the city, has been opened. Field of 665 sqm, which owns the ITF (International Tennis Federation) certificate, is suitable for different sports: tennis, volleyball, basketball, with the possibility of playing recreational mini soccer.

Hotel Dubrovnik in Zagreb in Brand New Edition

Hotel Dubrovnik is a renowned hotel with a prime location, on Zagreb's main city square, and history dating back to 1929. As of June 2013 the hotel has been completely renovated and taken on a modern, light and crisp appearance creating a welcoming and relaxed ambiance from the moment the doors open. The interior and rooms of this unique landmark have been completely rejuvenated. Especially worth mentioning is the completely renovated "Dubrovnik Crown Suite" with its unique terrace with a view of the entire city. Hotel Dubrovnik is an ideal choice for experiencing the liveliness of the city and enjoying the views across the picturesque city center.



Hotel Osijek in Croatia with a New, Impressive Lobby Bar



Hotel Osijek now has a completely refurbished lobby bar. The change of the lobby bar's appearance and design is part of a complete reorganization of its interior aimed at achieving the effect of an urban living room with an attractive wide view of the Drava River and the Winter Port. The new, luxurious lobby bar is decked out in designer furniture and a multifunctional lighting system.

All the changes in design are focused on ensuring additional comfort for the guests and the ultimate success of this idea is guaranteed by the comfortable, high quality furniture and effective lighting. The lobby bar is the ideal place to relax with a glass of Baranja wine and an assorted cake, for a truly impressive start of the day.

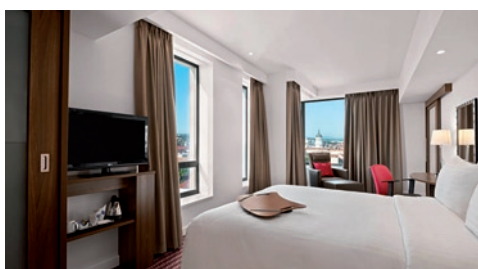
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"Game of Thrones" Theme Events Organized by DT Croatia Agency



The globally popular HBO series "Game of Thrones", filmed for the third year in a row in Dubrovnik, Croatia has inspired the creation of theme events organized by Dubrovnik Travel Croatia Agency.

The agency can organize theme events for its clients at various locations where the series were filmed, such as Dubrovnik and its surrounding area, Lokrum Island, the fortresses Lovrijenac and Revelin, the Dubrovnik city walls, and Arboretum Trsteno from the 15th century. Organizing events at this type of location would allow visitors to experience the authentic atmosphere, made complete with appropriate costumes, decoration, and music, as well with excellent dishes from that period.



First Hampton by Hilton Hotel in Cluj-Napoca, Romania

The first Hampton by Hilton Hotel was opened in June 2013 in Cluj-Napoca, Romania. Hotel is located just two minutes from the city center and 7 kilometers from the Cluj-Napoca airport and within walking distance of businesses centers. Hampton by Hilton Cluj-Napoca is a great choice for leisure and for business travelers. At guest disposal there are 109 comfortable and spacious rooms with HD TV, restaurant, business center, meeting room with a capacity of 35 seats in theater style, free internet access, etc.

Najveći košarkaški događaj u Evropi

EUROBASKET 2013

Evropsko prvenstvo EuroBasket 2013 održano je od 4. do 22. septembra 2013. godine u Sloveniji. Gradovi-domaćini prvenstva bili su glavni grad Ljubljana, kao i gradovi Celje, Jasenice i Koper. Reprezentacije, njih 24, nadmetale su se za trofej Nikolaj Semaško i titulu evropskog šampiona.



Aleš Križnar

Šampioni prvenstva EuroBasket 2013 deseti su tim koji je osvojio kup, a od 1995. godine ovaj trofej dizali su u visinu košarkaški asovi kao što su Vlade Divac, Aleksandar Đorđević, Gregor Fuka, Dejan Bodiroga, Šarunas Jasikevičius, Teodoros Papalukas, Andrej Kirilenko, Pau Gasol, Huan Karlos Navarro itd.

Kako bismo saznali nešto više o prvenstvu, imali smo čast da razgovaramo sa direktorom EuroBasketa 2013, **Alešom Križnarom**.

1. Možete li nam predstaviti EuroBasket u par rečenica?

EuroBasket je najveće evropsko košarkaško prvenstvo koje okuplja najveće evropske zvezde i brojne ljubitelje košarke iz svih delova Evrope u zemlju domaćina i medijski je pokriveno širom sveta.

Ovogodišnje prvenstvo najveći je sportski događaj koji je održan u Sloveniji od njenog sticanja nezavisnosti i stoga smo izuzetno ponosni što smo baš mi bili domaćini ove godine.

2. Ovo je prvi put da Slovenija bude domaćin EuroBasketa. Možete li nam reći šta je presudilo prilikom izbora zemlje domaćina?

Iako mala, Slovenija je poznata po svojoj izuzetnoj košarkaškoj tradiciji. Naša reprezentacija među najjačim je u Evropi od sticanja slovenačke nezavisnosti, a naši navijači spadaju među najbolje, ne samo u regionu već u celoj Evropi. Kao nacija volimo i živimo za košarku. Pored ovog sportskog aspekta, tu su i drugi razlozi, kao što

je geografski položaj naše zemlje u centru Evrope i uspešna organizacija raznih prvenstava FIBA Evrope koje je FIBA Evropa prepoznala i koji su je uverili da zaslužujemo da budemo domaćini ovog kupa.

3. Koliko vremena i ljudi je bilo potrebno za organizaciju prvenstva?

Pošto smo zaista želeli da spremno dočekamo prvenstvo, sa pripremama smo počeli čim nam je ukazana čast da budemo domaćini.

Tako da su pripreme trajale gotovo tri godine i njihova organizacija je bila odlična tako da je samo prvenstvo proteklo bez ijednog propusta. Preko 5.000 ljudi bilo je uključeno u orga-



nizaciju prvenstva, računajući Nacionalni organizacioni komitet (LOC) i njegove pomoćnike, obezbeđenje, policajce, volontere, pomoćno osoblje itd.

4. Hoće li ovo prvenstvo doneti koristi Sloveniji i njenom turizmu?

EuroBasket će, kao i svaka velika sportska manifestacija, podići nivo znanja o Sloveniji i pozicionirati je na mapi Evrope. Tokom EuroBasketa ugostili smo mnoge ljubitelje košarke iz raznih zemalja, ne samo onih iz neposrednog okruženja već čak i iz Skandinavije. Ubeđen sam da su bili oduševljeni slovenačkim gostoprimstvom i lepotom naše male zemlje, koja ima mnogo da ponudi posetiocima, i da su poneli lepe utiske o Sloveniji u svet a jednog dana će se možda i vratiti.

5. Kakvi su Vaši prvi utisci nakon događaja?

Čak i nakon završetka događaja teško možemo shvatiti koliko je veliki uspeh postigao ovaj događaj. 330.000 navijača koji su pratili igre, više od 182.000 prodatih ulaznica, više od 55.000 stranih gostiju i TV izveštavanja u čak 167 zemalja sveta su samo neke činjenice koje ističu značaj do-



gađaja. Međutim, najveća satisfakcija nam je radost mnogobrojnih navijača koji su pokazali svoju podršku Sloveniji na putu ka petom mestu na turniru, što i pokazuje da smo uradili veliki posao na popularizaciji košarke u Sloveniji. To je zapravo bio jedan od naših glavnih ciljeva kada smo odlučili da se kandidujemo za organizuju ovog događaja.

6. Koja su bila najveća iznenađenja na terenu?

Bilo je dosta iznenađenja koja potvrđuju da se košarka stalno razvija širom

Evrope. EuroBasket je s toga događaj gde ste mogli videti gigante poput Rusije i Turske da završe svoje učestvovanje već u prvom krugu takmičenja, ili na primer Grčku, čiji su mnogi igrači članovi evroligaškog šampiona Olimpijaka, da se ne probije u četvrtfinale.

S druge strane, Ukrajina je prijatno iznenađenje sa šestim mestom i dokazuje da mogu biti važan igrač na sledećem Evropskom prvenstvu 2015. godine, čiji će biti domaćin.

S. G.



The Biggest European Basketball Event

EUROBASKET 2013

EuroBasket 2013 was held from 4th till 22nd September 2013 in Slovenia. Hosted cities of the championship were the capital Ljubljana and also cities Celje, Jasenice and Koper. National teams, then 24, were competing for The Nikolai Semashko Trophy and title of the Champions of Europe.



In order to discover something more about the Championship, we had the honor to speak with Director of EuroBasket 2013, **Aleš Kriznar**.

1. Can you present EuroBasket in few sentences?

EuroBasket is the biggest European basketball event, which attracts the biggest European basketball stars and lots of fans from every corner of Europe to the host country and has great media coverage in almost every corner of the world.

This year's event is also the biggest sporting event in Slovenia since it's independence and that is also why we are so proud to have an opportunity to host it this year.

2. This is the first time that Slovenia hosts EuroBasket. Could you tell us the main reasons for choosing this country?

Despite being a small country, Slovenia is known for its outstanding basketball tradition. Our national team has been amongst the strongest in Europe since our independence and our fans are known as one of the best, not only in our region, but the whole Europe. As a nation we love and live basketball. Besides this sporting view, there are also other reasons, such as the central European location of our country and successful organization of various FIBA Europe events, that FIBA Europe recognized and that gave them a feeling that we deserve to be the hosts of this event.

3. How much time and people were needed for organization of this event?

Since we really wanted to be ready for this big event, our preparations began immediately after we received

The 2013 EuroBasket Champions were the 10th team holding the cup and since 1995 the trophy was lifted in the air by basketball greats like Vlade Divac, Aleksander Djordjevic, Gregor Fucka, Dejan Bodiroga, Sarunas Jasikevicius, Theodoros Papaloukas, Andrei Kirilenko, Pau Gasol, Juan Carlos Navarro etc.



the honor to organize the event. So the preparations have been going on for almost three years and we prepared excellently for the event, which was successful in every aspect. There are more than 5,000 people involved in the organisation of the event, having calculated LOC, its assistants, security guards, policemen, volunteers, side events personnel etc.

4. How this championship can contribute to Slovenia and its tourism?

EuroBasket will, the same as every other big sporting event, raise the level of knowledge of the people about Slovenia and place it on European map. During the EuroBasket we hosted many fans from various countries, not only those nearby, but even from Scandinavia. I am convinced that they were thrilled about the hospitality of Slovenian people and the beauty of our small country, that has a lot to offer to the visitors and that they will take a nice picture of Slovenia into the world and return someday even themselves.

5. What are your first impressions after the event?

Even after the end of the event we can hardly realise how big success this event was. 330,000 fans, that visited



the games, more than 182,000 tickets sold, more than 55,000 foreign guests and tv coverage in as many as 167 countries of the world are just a few fact that emphasize the importance of the event. However, the biggest satisfaction to us is the joy of a large crowd of basketball fans which showed their support to Slovenian basketball after claiming the fifth place at the tournament, which is showing that we did a huge job for the popularization of basketball in Slovenia, which actually was one of our main goals, when we decided to candidate to organize this event.

6. What was the most surprising on court?

There were many surprises which confirm that basketball keeps developing all over Europe.

EuroBasket was therefore an event where you could see powerhouses like Russia or Turkey to conclude their appearance already in the first round of the competition or for instance Greece, where many players are members of back-to-back Euroleague champions Olympiacos, not making their way into the quarter finals.

On the other hand, Ukraine made a pleasant surprise claiming the sixth place and proving that they can be an important player at the following EuroBasket 2015 at home.

S. G.



Falkensteiner Hotel Belgrade****s

KONGRESNI TURIZAM ADUT FALKENSTEINER HOTELA BELGRADE

Falkensteiner Hotel Belgrade****s oduševljava modernim i dinamičnim dizajnom a projektovao ga je svetski priznati arhitekta Boris Podrecca. Maksimalna udobnost, izvrsna usluga, kao i visok stepen funkcionalnosti konferencijskih sadržaja izvrstan su izbor za unapređenje vašeg poslovanja! Hotel raspolaže sa 170 soba i apartmana i sjajnim konferencijskim prostorom. Za opuštanje je rezerviran a la carte restoran sa Cigar lounge-om, City SPA sa saunama, prostorijama za masažu i fitness područjem kao i moderan Business Lounge sa panoramskim pogledom na grad. O našem najboljem doručku u gradu već se zna – idealno za započeti dan prepun izazova.

Hotel poseduje prvoklasne sadržaje za konferencije i bankete raspoređene na dva sprata, impresivne površine čak 700 m² sa 6 konferencijskih i jednom banquet salom, kapaciteta od 20 do 360 osoba u teatar stilu sedenja i 450 osoba u koktel stilu. Svim korisnicima na raspolaganju su četiri konferencijske dvorane 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 dvorana opremljena je najsavremenijom tehnologijom poput LED ekrana, DVD uređaja, konferencijske ploče, flipchart-ova i drugih rekvizita. 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.

„Prednost beogradskog hotela je u tome što ima prostran konferencijski prostor površine 700 m², savršen za organizaciju seminara, sastanaka, svih vrsta prijema i banketa. Hotel ima i salu



za venčanja sa zlatnim tepihom, kao i svu prateću tehničku opremu“, rekao je direktor hotela Aleksandar Vasilijević. Kada je reč o organizaciji događaja, Falkensteiner Hotel Belgrade jedan je od hotela koji je za kratko vreme razvijenom uslugom kongresnog turizma postao konkurentno mesto za organizaciju događaja u Beogradu.

Upravo iz tog razloga, brojne svetski poznate kompanije odlučile su da važne datume obeleže u saradnji sa stručnim timom Falkensteiner-a.

Jedan od najvećih događaja koji je održan u Falkensteiner hotelu

Belgrade je konferencija „Dani bez glutena“ koju je posetilo više od 1.000 ljudi. Organizacija konferencije „Dani bez glutena“ bila je ujedno i najzahtevniji događaj realizovan u hotelu, a tokom manifestacije pripremana je i služena bezglutenska hrana za sve učesnike.

U novobeogradskom hotelu zastupljena je usluga po principu „ključ u ruke“, gde stručni tim, u skladu sa željama i potrebama klijenata, preuzima organizaciju svih vrsta događaja od ideje do realizacije.



Falkensteiner Hotel Belgrade****s

MEETING INDUSTRY AS THE TRUMP OF FALKENSTEINER HOTEL BELGRADE

Falkensteiner Hotel Belgrade****s excites with its modern and dynamic design, planned by the internationally recognized architect, Boris Podrecca. The maximum comfort, the excellent service, as well as a high degree of functionality of conference facilities make this place the superb choice for improvement of your business! Hotel offers 170 rooms and apartments, and excellent conference rooms. Relaxation is ensured in a la carte restaurant with a Cigar lounge, the City SPA with saunas, massage rooms and a fitness area, as well as a modern Business Lounge with a panoramic view of the city. We are well known for the best breakfast in town – an ideal way to start the day full of challenges.

This hotel offers the first-class facilities for organization of conferences and banquets, on two floors and of the impressive area of 700 m² which includes 6 conference rooms and one banquet room, of the capacity of 20 to 360 seats in the theatre style, and a cocktail style capacity for 450 persons. There are four conference rooms on disposal of all clients, of the capacity of 160 persons, and which can be combined by means of moving walls, following the wish of clients.

There are also two meeting rooms for up to 16 persons, and each room is equipped with the latest technology, such as LED screen, DVDs, conference board, flipcharts and other requisites. Falkensteiner Hotel is situated in the heart of the business and commercial zone of New Belgrade, close to the centre of town and big shopping centres, and it has an excellent connection with the airport, which is, at the same time, a great advantage of one business hotel.



“The advantage of the Belgrade’s hotel is the fact that it offers a spacious conference facility of 700 m², it is perfect for organization of seminars, meetings, all types of receptions and banquets.

The hotel also disposes of a wedding room, with golden carpet and required technical equipment”, said the General Manager, Aleksandar Vasilijević.

Talking about organization of events, Falkensteiner Hotel Belgrade as one

of the hotels with developed service of meeting industry, in a very short period of time become a competitive place for organization of events in Belgrade.

That is exactly the reason why numerous internationally known companies decide to celebrate their important dates in cooperation with the Falkensteiner’s team of experts.

One of the biggest events held in Falkensteiner Hotel Belgrade was the conference “Gluten-free days” which was visited by more than 1.000 people. Organization of the conference “Gluten-free days” was, at the same time, the most demanding event ever organized in the hotel, and the manifestation included preparation of gluten-free food for all participants.

This New Belgrade’s hotel provides their services at the “turn-key” principle, where the team of experts, in accordance with the wishes and the requirements of clients, takes over organization of all types of events, from the idea to the realization.



Prošlost i budućnost kinematografije

70. MEĐUNARODNI FILMSKI FESTIVAL U VENECIJI

70. Međunarodni filmski festival u Veneciji je održan na Lidu u Mostri od 28. avgusta do 7. septembra 2013. godine, na čelu sa direktorom Albertom Barberom, a u organizaciji Venecijanskog bijenala, predvođenog predsjednikom Paolom Baratom.

Film koji je otvorio 70. filmski festival u Veneciji je „Gravitacija“ (**Gravity**), prikazan van konkurencije, u režiji Alfonso Kuarona sa Sandrom Bulok i Džordžom Klunijem u glavnim ulogama. Festival je zatvoren projekcijom filma u 3D-formatu „Amazonija“ (**Amazonia**) koji je prikazan van konkurencije u okviru posebnih događaja, a režiju potpisuje Tijeri Ragober.

Međunarodni filmski festival u Veneciji je jedan od najpoznatijih međunarodnih filmskih festivala na svetu, a definitivno je najstariji.

Međunarodni filmski festival u Veneciji je jedan od najprestižnijih filmskih festivala i održava se u okviru **Venecijanskog bijenala** (italijanski: *Biennale di Venezia*), a već više od čitavog veka predstavlja i jednu od najprestižnijih kulturnih institucija (osnovan 1895. godine).



Sandra Bulok i Džordž Kluni
© la Biennale di Venezia - Foto ASAC

Podeljen je u četiri dela: takmičarski, filmovi van konkurencije, „Horizonti“ i „Venecija – klasiči“.

Festival ima za cilj jačanje svesti i promovisanje različitih aspekata međunarodne kinematografije u svim svojim vidovima: **kao umetnost, zabava i kao industrija, a u duhu slobode i međusobnog dijaloga.**

Festival organizuje i retrospektive i odaje priznanja najvećim ličnostima u prilog boljem razumevanju istorije kinematografije.

Američki režiser William Friedkin dobio je Zlatnog lava za životno delo.



© la Biennale di Venezia - Foto ASAC

Filmski festival je ove godine napunio sedamdeset godina. Rođendan je proslavljen na veoma kreativan način.

Po prvi put u istoriji sedme umetnosti jedan festival doživljava jubilej dostojan svakog poštovanja.

Proslava rođendana je veoma maštovito urađena zahvaljujući namenskom projektu pod nazivom **Venezia 70 - Future Reloaded**.

Poziv da uvećia proslavu prihvatio je 70 filmskih reditelja iz celog sveta, veliki majstori, dobro poznati režiseri, kao i mladi reditelji priznatog talenta.

Svi oni su učestvovali na Filmskom festivalu u Veneciji barem jednom u proteklih dvadeset godina. Povodom rođendana, svi oni su napravili po kratki film u trajanju od 60 do 90 sekundi, uz potpunu kreativnu slobodu.

Svi ovi filmovi su prikazani u toku festivala, u kombinaciji sa četrdeset isečaka iz istorijskih filmskih žurnala koji su odabrani i restaurisani u filmskoj arhivi Istituto Luce. Na taj način je Future Reloaded okupio na jednom mestu i prošlost i budućnost kinematografije.

Prikazan je veliki broj premijera, a dodeljeno je i puno prestižnih nagrada.

U zvaničnoj selekciji je prikazano 55 novih dugometražnih filmova, od toga **53 svetske premijere i 2 međunarodne**.

Najprestižnija nagrada, Zlatni lav, dodeljena je italijanskom dokumentarnom filmu „**Sveti prsten**“ (**Sacro GRA**)



© la Biennale di Venezia - Foto ASAC

Broj prikazanih filmova – 3.470 (1.534 dugometražnih filmova i 1.936 kratkih filmova)

33 nacije učesnice su predstavile filmove u zvaničnoj selekciji.

Danfranka Rosija. Sledi Srebrni lav koji je dodeljen **Aleksandrosu Avranasu** za film „**Gospođica Nasilje**“ (**Miss Violence**), dok je Veliku nagradu žirija dobio film „**Psi lutalice**“ (**Stray Dogs**) u režiji **Caj Ming-lianga**. **Temis Panu** je najbolji glumac, a **Elena Kota** najbolja glumica.

Nova poslovna platforma za profesionalne radnike u kinematografiji – Venice Film Market.

Venice Film Market je nova poslovna platforma namenjena profesionalnim radnicima u kinematografiji koji prisustvuju festivalu.

U ponudi je „Klub industrije“ (**Industry Club**), novo ekskluzivno sastajalište producenata, kupaca i prodavaca;

„Digitalna video biblioteka“ (**Digital Video Library**) koja učesnicima omogućava gledanje filmova iz zvanične selekcije festivala, kao i naslove predate preko Filmskog tržišta u Veneciji; „Poslovni centar industrije“ (**Industry Business Centre**) sa informacionim pultom, internet pozicijama i bežičnim internetom i „Prostor za izložbe i događaje“ (**Exhibition & Event Area**), posebna lokacija sa štandovima, kutkom za upoznavanje i zasebnom prostorijom za domaće i strane panele.

Povećanje broja mesta za posetioce.

Ove godine je renoviran prostor za novinare i nekoliko osnovnih tehničkih sistema. Izgrađen je **novi bioskop od 150 mesta u „Kazinu“ (Casinò)**. Grad Venecija je, pored toga, izdvojio iznos od **6 miliona evra** namenjen kompletnom renoviranju „Sale Darsena“ (**Sala Darsena**). Radovi na projektovanju su u završnoj fazi, dok izgradnja počinje u novembru, a prostor će biti spreman za 71. Međunarodni filmski festival u Veneciji.

Ukratko, kapaciteti za sedenje su povećani ove godine na oko **4.950 mesta**, a dostići će **5.100** sledeće godine (zahvaljujući renoviranju Sale Darsena), što je još bliže cilju od **5.500** mesta, koji se može postići renoviranjem Kazina.

S. G.



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The Past and the Future of Cinema

70TH VENICE INTERNATIONAL FILM FESTIVAL

The 70th Venice Film Festival was held on the Lido in Mostra from 28th August to 7th September 2013, directed by Alberto Barbera and organized by the Biennale di Venezia, chaired by Paolo Baratta.

The opening film of the 70th Venice Film Festival was **Gravity** (Out of Competition), directed by Alfonso Cuarón and starring Sandra Bullock and George Clooney.

While, the closing film in 3D was **Amazonia** (Out of Competition – Special Events), directed by Thierry Ragobert.

Venice International Film Festival is one of the most famous international film festivals in the world and definitely the oldest one.

Venice International Film Festival is one of the world's most prestigious film festivals and is part of the **Venice Biennale** (Italian *Biennale di Venezia*), for over a century one of the most prestigious cultural institutions in the world (founded in 1895).

It is organized in four sections: Competition, Out of Competition, Oriz-



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zonti, and Venezia Classici. The aim of the Festival is to raise awareness and promote the various aspects of international cinema in all its forms: **as art, entertainment and as an industry, in a spirit of freedom and dialogue.** The Festival also organizes retrospectives and tributes to major

figures as a contribution towards a better understanding of the history of cinema.

American director William Friedkin received the Golden Lion for Lifetime Achievement.



William Friedkin - © la Biennale di Venezia - Foto ASAC

This year, the Film Festival turned seventy. It was very creative birthday celebration.

It is the first time in the history of the Seventh Art that a festival has achieved this venerable age. This birthday was celebrated in an imaginative way, through special created project called **Venezia 70 - Future Reloaded**.

The invitation to contribute in celebration has been accepted by 70 movie directors from all over the world, great maestros, well-known directors, and young filmmakers of recognized talent. All have participated at the Venice Film Festival at least once over the past twenty years. For the birthday, they made a short film lasting between 60 and 90 seconds, in total creative freedom.

All these films were projected during the Festival, combining with forty clips from historical newsreels that have been chosen and restored by the Istituto Luce Film Archives. This way, *Future Reloaded* brought together the past and the future of cinema.

There were many premieres and prestige awards.

There were 55 new feature films in the Official selection, of which **53**

Number of films viewed - 3,470 (1,534 feature films and 1,936 short films)

33 Nations participating represented by films in the Official Selection.

world premieres, and 2 international premieres. The most prestigious, the Golden Lion was awarded to the Italian documentary film ***Sacro GRA***, by **Gianfranco Rosi**.

Then, Silver Lion was given to **Alexandros Avranas** for film ***Miss Violence***. And, the Grand Jury Prize won ***Stray Dogs*** by **Tsai Ming-liang**. **Themis Panou** is the **Best Actor** and **Elena Cotta** is the **Best Actress**.

New business platform for cinema professionals – Venice Film Market.

The Venice Film Market is the new business platform dedicated to cinema professionals attending the Festival. It offers **Industry Club**, the new and exclusive meeting area for producers, buyers and sellers; **Digital Video Library** enabling participants to watch films from the official selection of the festival as well as titles submitted through the Venice Film Market; **Industry Business Centre** with information desk, Internet positions and Wi-Fi network and **Exhibition & Event Area**, a special location with industry

stands, meeting corner and a special room for national and international panels.

Raising up of the seating capacities.

This year the spaces for the press and several fundamental technological systems were renovated; a **new 150-seat theater at the Casinò** was built.

Also, The City of Venice allocated the sum of **6 million euro** designated to radically renovate the **Sala Darsena**. The design work is in the final phases, construction will begin in November and the space will be ready for the 71st Venice International Film Festival.

Summing up, seating capacity has grown this year to circa **4,950** seats, and will rise to **5,100** next year (thanks to the renovation of the Sala Darsena), closer still to the goal of **5,500** seats, which can be achieved with the renovation of the Casinò.

S. G.



Eva Roccobono - © la Biennale di Venezia - Foto ASAC

MK Mountain Resort, Kopaonik

ZIMSKE AKTIVNOSTI NA KOPAONIKU

Kopaonik je najveći skijaški centar u Srbiji i nesumnjivo jedan od najlepših centara u ovom delu Evrope sa neverovatnih 200 sunčanih i oko 160 dana pod snežnim pokrivačem tokom godine. Vrhunski uređeni tereni sa 62 km staza za alpsko i nordijsko skijanje pružaju neizmerno uživanje svim kategorijama skijaša, od početnika do profesionalnih skijaša.

U ski centru se nalaze i uređeni „snowboard“ park, dok istinski avanturisti mogu uživati u ski safariju, na uzbudljivim „off piste“ terenima.

Zahvaljujući novom sistemu za veštačko osnežavanje koji pokriva 97% kapaciteta ski centra, sezona skijanja traje duže i ne zavisi od vremenskih uslova. Kopaonik je takođe omiljeni zimski centar zbog dobre zabave i bogatog noćnog života.

Poznat je po odličnoj aprè-ski zabavi koja se do ranih jutarnjih časova nastavlja u nekom od velikog broja kafića, barova, diskoteka, klubova i restorana turističkog centra.



Objekti MK Mountain Resort-a, Grand Hotel & Spa****, Family Hotel Angella**** i Apartments Konaci, nalaze se u samom turističkom centru (1.770 m.n.v.) i svojim gostima pružaju direktan izlazak na ski staze Karaman Greben i žičaru Pančić-express.

Kopaonik nudi gotovo beskrajne mogućnosti za organizaciju najraznovrsnijih korporativnih skupova.

Uz adekvatne hotelske sadržaje i mogućnosti koje prirodno okruženje nudi, MK Mountain Resort intenzivno radi na osmišljavanju konkurentne ponude, kako tokom letnje tako i tokom zimske sezone.

„Prateći trendove moderne kongresne industrije, nastojimo da klijentima izađemo u susret i pomognemo da realizuju gotovo svaki zahtev.





Posebno atraktivni u poslednje vreme su zahtevi za organizaciju team buildinga i ostalih korporativnih skupova tokom zimskog perioda, u toku trajanja ski sezone na Kopaoniku.

Zahvaljujući dobroj infrastrukturi ski centra i inovacijama koje u poslednje četiri godine ne izostaju, možemo ponuditi kompleksan proizvod i vrhunsku uslugu. Ideje i želje klijenata odavno su prerasle standardne okvire.

Sve veća je svest o mogućnostima i koristi koje klijenti mogu dobiti od brojnih outdoor aktivnosti.

Dok je tokom letnjeg perioda umnogome lakše organizovati aktivnosti u prirodi, takva organizacija tokom zimskog perioda predstavlja veliki izazov.

Unatoč svemu, aktivnosti na snegu su vrlo zabavne, nisu u toj meri zastupljene kao letnje i klijenti se rado upuštaju u otkrivanje zip line-a, aventurističke vožnje ski doo motornim sankama, hokeja na ledu, vožnju žičarom, nezaboravne vožnje bobom na šinama i još mnogo toga što ujedno jača timski duh, razvija zdrav takmičarski duh i omogućava interakciju sa prirodom, kao poseban oblik oslobađanja od svakodnevnog nagomilanog stresa.

Zaista je mnogo prostora za kreativne radionice, takmičenja u hodanju na krapljama, potraga za blagom skrivenim u snegu, pravljenje figura od leda...”, objašnjava **Jasna Cvetković**, zadužena za organizaciju korporativnih skupova i kongresa u MK Mountain Resort-u.

Zip Line predstavlja pravi adrenalinski užitek. Ovaj sadržaj je dostupan u skoro svim planinskim centrima širom sveta, a prvi je postavljen ovog leta na Kopaoniku. Zip line nudi mogućnost da se uz pomoć postavljene sajle preleti sa jedne strane uzvišice na drugu, sa posebnim panoramskim užitkom.

Bob na šinama predstavlja specijalizovanu stazu za spuštanje kroz šumsko prirodno okruženje uz poseban panoramski doživljaj. Bob na šinama na Kopaoniku je prva instalacija tog tipa u ovom delu Evrope, a ukupna dužina šina je 600 m.

Tjuring predstavlja specijalizovanu plastičnu podlogu na kojoj je moguće sankanje, uz pomoć velikih guma, i zimi i leti.

Pešačka tura na krapljama pruža zaljubljenicima u prirodu mogućnost da u pratnji iskusnog ski instruktora dožive nezaboravno iskustvo hodajući na krapljama. Tura prolazi kroz najlepše delove Nacionalnog parka Kopaonik.

Klizište u centru Kopaonika pruža razne mogućnosti za rekreaciju i zabavu, a omiljena aktivnost za organizovane grupe je hokej na ledu.

Vožnja planinskih bicikala po tvrdj snežnoj podlozi predstavlja poseban izazov koji će u pratnji iskusnih ski instruktora učiniti boravak na planini nezaboravnim.

Vožnja kvadovima ili ski doo motornim sankama po „off road” snežnim planinskim terenima u pratnji iskusnih ski instruktora je nezaboravan doživljaj.

Snow board park na Kopaoniku je izgrađen po ugledu na svetske ski centre, dužine 450 metara. Opremljen je najsavremenijim elementima, kao i signalizacijom i opremom za bezbednost, na raspolaganju je kako početnicima tako i naprednim vozačima borda i garantuje odličnu zabavu na snegu.

MK Mountain Resort, Kopaonik

WINTER ACTIVITIES ON KOPAONIK

Kopaonik is the biggest ski centre in Serbia, and no doubt one of the most beautiful resorts in this part of Europe, with incredible 200 sunny days and some 160 days under the snow cover during the year.

This supreme ski resort, with 62 km of tracks intended for Alpine skiing and for Nordic skiing, offers incredible entertainment to all categories of skiers, from the beginners to the professional skiers. There is also a "snow-board" park, while the true adventurers can enjoy the ski-safari at the exciting "off track" terrains. Owing to the new artificial snowing system, which covers 97% of ski centre capacities, the ski season can last longer and does not depend on weather conditions.

Further, Kopaonik is a favourite winter centre of good fun and rich night life. It is famous for its aprè-ski entertainment, which continues till the early morning in some of numerous cafes, bars, discotheques, clubs and restaurants in the touristic centre.



MK Mountain Resort, Grand Hotel & Spa****, Family Hotel Angella**** and Apartments Konaci, are situated in the heart of the touristic centre (1,770 m of altitude) and enable direct exit to the tracks Karaman Greben and the cable car Pančić-express.

Kopaonik offers the endless number of possibilities for organization of various corporate events. With adequate hotel facilities and possibilities provi-

ded by the natural surroundings, MK Mountain Resort is intensively working on creation of the competitive service, as during the summer season so during the winter.

"Following the trends of the modern meeting industry, we are trying to meet the needs of our clients and to help them fulfil almost each of their requirements.





Lately, we have received a lot of requests in terms of organization of the team building events and other corporate events during the winter and during the ski season on Kopaonik.

Owing to the excellent infrastructure of the ski centre and the innovations constantly implemented during the last four years, we are able to offer complex products and the supreme service. The ideas and the wishes of the clients have gone beyond the usual

limits long time ago. The idea of possibilities and benefits that the clients may be provided with by various outdoor activities is gradually growing. While it is much easier to organize the outdoor activities during the summer season, such organization during the winter period represents a great challenge. In spite of the fact that the winter activities are very entertaining, they are not so much available as the summer activities, and the clients very gladly engage in revealing of the zip line, an adventurous ski doo snow mobile ride, ice hockey, cable car ride, unforgettable bob rail rides and many other, which at the same time strengthens the team spirit, develops a healthy competitive spirit and enables interaction with the nature, as a special form of release of accumulated stress.

There is a lot of space for creative workshops, competition in snow-walking, hunt for treasure hidden in snow, making of ice sculptures...”, as explained by **Jasna Cvetković**, in charge of organization of corporate events and congresses in MK Mountain Resort.

Zip Line is a real adrenaline pleasure. This facility is available in almost all mountain resorts all around the world, and this summer, the first one was built on Kopaonik. Zip line offers the possibility of flying from one peak to another using wire, with an amazing panoramic pleasure.

Alpine coaster represents a special-purpose track for descending down the natural forest environment with the special panoramic adventure. Alpine coaster, on Kopaonik, is the first installation of that type in this part of Europe, and the total length of the track is 600 m.

Tubing is a specialized plastic track which enables sledging on big tyres, as during the winter so during the summer.

Walking tour in snowshoes provides the nature lovers with the possibility of enjoying the unforgettable walking experience wearing the special show shoes, and guided by the ski instructor. The tour goes through the most beautiful parts of the National Park of Kopaonik.

Skating centre on Kopaonik offers various possibilities for recreation and entertainment, and the favourite activity of the organized groups is the ice-hockey.

Mountain biking on hard snow base, accompanied by the experienced instructor, is a special challenge that will make your stay on Kopaonik truly unforgettable.

ATV vehicles or ski-doo snow mobile ride at off road snow mountain terrains, accompanied by the experienced ski instructors, is an unforgettable experience.

Snowboard Park on Kopaonik was built using the model of international ski centres, and provides 450 meters of tracks. Equipped with the latest equipment, as well as signalization and safety equipment, it is available as for the beginners so for the advanced experienced riders of snowboards and guarantees excellent fun on the snow.

Hedonizam? Još na poslu? Da li tako nešto postoji?

HEDONIZAM NA POSLU

Možete biti pravi biznis hedonista ukoliko znate kako da iskoristite prilike i mogućnosti koje vam se u nekom trenutku pruže. Ukoliko se ne pruže, kreirajte ih sami. Uvek možete izdvojiti vreme na poslu kako biste uživali u omiljenom kolaču. Ne propustite druženje sa kolegama u nekom zanimljivom prostoru prilikom poslovnih promocija i koktela. Hedonizam na poslu zvuči mnogo nedostižnije nego što zapravo jeste i mnogi smatraju da hedonizam podrazumeva samo neke „teže“ varijante poput krstarenja jahtom ili pušenje kubanskih cigara u predsedničkom apartmanu hotela sa 7 zvezdica.

Čist hedonizam je prilika u kome su sva čula opuštena i sto posto usmerena ka zadovoljstvu koje tom prilikom osećamo. Obično traje kratko, ali nas dugo ispunjava energijom i poletom.

Hedonizam se uglavnom doživljava kao privilegija bogatih. Kroz globalne medije, putem kojih se najviše utiče na životni stil kojem se teži, postali smo opterećeni statusnim simbolima.

Često se, pogrešno, posredovanje statusnih simbola povezuje sa hedonizmom. Tačno je da ljudi većih materijalnih mogućnosti prosto mogu sebi

Nekada je pohvala nadređenog ili kolega veća satisfakcija od svega ostalog.

da obezbede više prilika za uživanje. Ali, takođe je tačno da ima bogatih koje ne umeju istinski da uživaju u onome što bi mogli sebi da priušte, kao i da postoje i ljudi ne tako dubokog džepa, koji, naprotiv, tačno znaju šta ih ispunjava i uspevaju da uživaju u tome.

Hedonizam se definiše kao težnja za zadovoljstvom koje je samo po sebi svrha. Može se reći da je i poenta života. Na prvi pogled, zvuči površno. Ipak, ako razmislimo, sve sto radimo može da se svede na zadovoljenje sopstvenog ega i čula.

Kada je reč o zadovoljstvu, svima prvo padne na pamet fizičko uživanje i opuštanje, gde neminovno zamišljamo neki wellness i spa momenat, ili

Boca vina i zvezdano nebo uvek može da se priušti.

Prijatelji ne naplaćuju kada nas nasmiju uz kaficu nakon posla.

uživanje u vrhunskom vinu sa voljenom osobom uz kamin ili zvezdano nebo. Muzika, ples i fizička aktivnost mnogima pružaju osećaj ispunjenosti. Ili dobar film u atmosferi toplog doma, društva i kokica.

Opuštajuću kafu sa prijateljima ili šoping treba podvesti pod kategoriju aktivnosti sa isceliteljskim dejstvom. Kompanije koje se bave svojim zaposlenima, često poklanjaju vaučere za spa tretmane, fitness klubove, večere u restoranima.

Sa druge strane, saznanje da smo svojim radom doprineli i uspešno od-



Kompanije koje se bave svojim zaposlenima, često poklanjaju vaučere za spa tretmane, fitness klubove, večere u restoranima.

radili nešto na poslu, bilo da je to uspostavljanje dobrog kontakta, realizacija projekta ili naučno otkriće koje će imati značaj za čovečanstvo, pruža nemerljiv osećaj zadovoljstva, ponosa i svrshishodnosti.

Ako toga nismo bili svesni ranije, onda u tom trenutku shvatimo da se požrtvovanost, trud, vreme i rad, koje smo uložili isplatilo zbog dragocenog osećaja koji tada osetimo.

Na kraju krajeva, svi volimo uspehe na bilo kom polju, iz razloga zadovoljstva koje nam ono obezbeđuje.

Nekada je pohvala nadređenog ili kolega veća satisfakcija od svega ostalog. Kolege će ceniti ako uskočimo umesto njih ako zatreba, nadređeni će izlaziti u susret kada primete našu preduzimljivost i lojalnost.



Možemo i da postavimo sami sebi cilj, da pošto završimo neki zahtevan projekat, častimo sebe nečim što priželjkujemo.

Na kraju krajeva, boca vina i zvezdano nebo uvek može da se priušti.

Prijatelji ne naplaćuju kada nas nasmeju uz kaficu nakon posla.

Neki smatraju da je hedonizam privilegija bogatih. Rekla bih, bogatih duhom.

M. M.



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Hedonism? At work? Does something like that really exist?

HEDONISM AT WORK

You can be a real business hedonist if you know how to use the opportunity and the possibility that you are provided with at one moment. If you are not given the opportunity, create it yourself. You can always take a moment during your working day to enjoy your favourite cake. Do not miss the chance of spending time with your colleagues at some interesting place during the business promotions and the cocktail parties. Hedonism at work sounds much more unbelievable than it truly is, and many people think that the term hedonism implies only to some "heavy" variants, such as yacht cruising or smoking Cuban cigars at the president's apartment of the 7-star hotel.

Pure hedonism is the moment when all your senses are relaxed and hundred percent directed towards the pleasure which you feel. It usually does not last very long, but it stays in us for longer time, filling us with the energy and the vivacity.

Hedonism is mainly seen as the privilege of the rich. Through the global media, which very much influences the style of living people aspire to, we became overburdened with some status symbols.

Often, wrongfully, the possession of such status symbols is associated with the hedonism.

It is true that the majority of people with better material status can afford themselves more opportunities to enjoy. But also, another truth is that there are rich people who simply cannot truly enjoy all that they can afford, whereas, on the other hand, there are people whose pockets are not that deep, and who, on the contrary, know exactly what fulfils them and manage to enjoy it accordingly.

Hedonism is defined as the aspiration towards the pleasure which is the purpose itself.

One can say that the purpose of life is actually reaching for the pleasure.

At first, it sounds superficial. However, if we think a bit, we can conclude that everything that we do can be brought down to satisfying of our own egos and senses.

Sometimes praise from the chief or a colleague is a satisfaction better than any other.

Talking about the pleasure, what everyone first has on their mind is a physical pleasure and relaxation, where we inevitably fancy wellness and spa moments, or the pleasure of enjoying some vintage wine with a beloved person, by the fireplace or under the starry sky.

Music, dance and physical activity can provide many of us with a feeling of content. Or perhaps a good film in the atmosphere of a warm home, people we love and popcorns.

Relaxing coffee with our friends or a shopping can be put under the category of activities with healing effects. Those companies that take care of their employees often grant them with the vouchers for spa treatments, fitness clubs or dinners in restaurants.

At the end of the day, a bottle of wine and the starry sky can always be afforded. Our friends will not charge us for a laugh they give us during the coffee after work.

On the other hand, the idea that it was our work that contributed to the success and that we were successful in doing something, whether that was establishment of a good contact, realization of the project or a scientific discovery that will significantly contribute to the mankind, gives an immeasurable feeling of pleasure, pride and appropriateness.

Even if we were not aware of that earlier, at that particular moment we realize that the self-sacrifice, effort and



Those companies that take care of their employees often grant them with the vouchers for spa treatments, fitness clubs or dinners in restaurants.



work, that we gave, paid out through the precious feeling that we have. At the end, we all love the success in any aspect of our lives, because of the pleasure it fills us with.

Sometimes praise from the chief or a colleague is a satisfaction better than any other.

Our colleagues will appreciate if we jump into the action instead of them, if needed, our chief will be cooperative if they see our enterprising spirit and the loyalty.

We can set a goal for ourselves, for example to treat ourselves with something that we desire, on accomplishment of some demanding project.

At the end of the day, a bottle of wine and the starry sky can always be afforded. Our friends will not charge us for a laugh they give us during the coffee after work.

Some people consider hedonism the privilege of the rich. Rich in spirit, I would say.

M. M.



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„SEE Offices“

ATRAKTIVNI KONFERENCIJSKI PROSTOR SA NAJBOLJIM POGLEDOM NA BEOGRAD

Austrijski „SEE Offices“ nudi jedinstveni moderni konferencijski prostor na 19. spratu poslovnog centra „Ušće“ sa predivnim pogledom na najatraktivniji deo grada. Ovo je nova ponuda za sve kompanije i institucije koje u svojim aktivnostima imaju potrebu za konferencijskim prostorom u Beogradu.



Konstantin Von Varendorff

Svojim klijentima, uglavnom iz inostranstva, i drugim zainteresovanim kompanijama, „**SEE Offices**“ kompanija omogućila je udoban poslovni prostor za održavanje treninga, konferencija različitih profila i sastanaka u izuzetnom okruženju.

Konstantin Von Varendorff, od maja ove godine novi generalni direktor kompanije SEE Business Embassies, kaže da su u pitanju tri multifunkcionalne sale ukupnog kapaciteta za do 75 osoba.

Korisnicima je na raspolaganju kompletna infrastruktura sa najmodernijom tehničkom opremom.

Za magazin *SEE business travel & meetings*, g-din Varendorff kaže da je SEE Konferencijski prostor najpogodniji za sastanke upravnih odbora, razne treninge, obuke, edukacije, prodajne prezentacije ali i team building.

U saradnji sa Delegacijom nemačke privrede u Srbiji, nedavno je ovaj pro-

stor bio domaćin velikoj HR radnoj grupi Nemačko-srpskog privrednog udruženja (DSW) čiji je SEE Business Embassies takođe član.

Kompanija SEE Offices je zajednički projekat odnosno Joint Venture dve austrijske kompanije: „**Bena Group**“, koja je lider na tržištu poslovnih centara u Austriji, i konsultantske kuće „**Ecovis ConFidas**“, koja nudi usluge finansijskog savetovanja u regionu jugoistočne Evrope.

Aleksander Samonig, generalni direktor kompanije „Ecovis ConFidas“ za magazin kaže da je, za sada prvi od više planiranih „SEE Offices“ business centara, otvoren u novembru 2012. godine.

„Sigurno je da imamo jedinstvenu ponudu za strane investitore na ovom tržištu s obzirom da pored usluga iz-

najmljivanja kompletno opremljenih modernih i projektnih kancelarija, uz kompletnu sekretarsku podršku, nudimo i uslugu vođenja virtuelnih kancelarija.

Naš objedinjeni paket usluga stranim investitorima, ujedno, obuhvata kompletnu podršku u pravnom sektoru koji je za njih veoma bitan“, kaže g-din Samonig.

Kada je u pitanju Konferencijski centar on dodaje da, pored toga što ima najbolji pogled na Beograd, ovaj moderni prostor ima i dodatnu prednost - za koktel nakon konferencije može se koristiti i prostor na 25. spratu poslovnog centra „Ušće“, koji ima odeljak u kojem je dozvoljeno pušenje.

Milan Vučković



“SEE Offices”

ATTRACTIVE CONFERENCE VENUE WITH THE BEST VIEW OF BELGRADE

Austrian “SEE Offices” offers unique, modern conference venue on the 19th floor of Ušće Business Center with a magnificent view of the most attractive part of the city. This is a new venue for companies and institutions in need of conference venues in Belgrade.



Alexander Samonig

The “SEE Offices” company is offering its, mainly foreign, clients and other interested parties comfortable business room suitable for training events, various types of conferences, and meetings in exceptional surroundings.

Konstantin Von Varendorff, since May this year the new General of SEE Business Embassies says that this venue include three multifunctional conference rooms seating a total of 75 people.

Organizers and participants are provided with a comprehensive infrastructure with state-of-art technical equipment.

Mr. Varendorff for *SEE Business Travel & Meetings* magazine said that SEE Conference Rooms are most suitable for board meetings, various training programs, workshops, educations, sales presentations and also team building.

In collaboration with the Delegation of German Economy in Serbia recently the venue has hosted a large HR working group of German-Serbian Bu-

siness Association (DSW), whose member is SEE Business Embassies.

The SEE Offices is a joint venture enterprise of two Austrian companies, the business centre leader in Austria, **Bena Group**, and the consultancy firm, **Ecovis ConFidas**, providing financial consultancy services in the region of Southeast Europe.

Alexander Samonig, General Manager of Ecovis ConFidas said for the magazine that the first of several pro-

spective SEE Offices business centres opened in November 2012.

“Our offer is definitely unique for foreign investors on this market because in addition to the possibility of renting fully equipped modern facilities and designed offices with full secretarial support, we also provide virtual office management services.

Our comprehensive package of services offered to foreign investors also includes full law office support, which is extremely important for them”, said Mr. Samonig.

In addition to a spectacular view of Belgrade, the Conference Centre, he says, is a modern facility offering another advantage – the cocktail after the conference can take place on the 25th floor of Ušće Business Centre, which has a part reserved for smokers.

Milan Vučković



Zadovoljan radnik je efikasan i lojalan radnik

ŠTA NAJVIŠE UTIČE NA ZADOVOLJSTVO NA POSLU?

Za ovaj broj SEEBtm magazina odlučili smo da se fokusiramo na dve kategorije – **posao i zadovoljstvo**. Koliko oni idu zajedno i u kojim prilikama najčešće? Šta je ono što zaposlenima pričinjava zadovoljstvo, kao i koje pozitivne gestove i organizovane aktivnosti pamte od strane kompanije u kojoj rade? Istraživanje je namenjeno svima koji se bave upravljanjem ljudima na bilo kom nivou, da još jednom potvrde da na pravi način utiču na zadovoljstvo svojih zaposlenih ili pak da uvide bar jedan dodatni način koji nije teško implementirati a mnogo bi uticao na zadovoljstvo. Takođe, namenjeno je zaposlenima, kako bi uvideli da nisu usamljeni u svojim težnjama i zadovoljstvu na poslu.

U anketi su učestvovalе kompanije raznovrsnih delatnosti (auto kuće, banke, osiguranja, IT kompanije, fakulteti, farmaceutske kuće, kompanije iz oblasti hotelijerstva, ugostiteljstva i mnoge druge) iz regiona Jugoistočne Evrope.

Njih 84% smatra da zadovoljstvo i posao idu zajedno i da mogu da se mešaju, sa naglaskom na poštovanje određenih granica.

S obzirom da većina provodi dosta sati dnevno na poslu, smatraju da bi bilo nemoguće funkcionisati ukoliko taj posao ne predstavlja ujedno i zado-

voljstvo. Smatraju da je **zadovoljan radnik efikasniji, kvalitetniji, lojalniji i lakše savladava radne zadatke i eventualne poslovne probleme i prepreke.**

Mali procenat (5%) smatra da posao i zadovoljstvo ne idu zajedno, i da njih mogu da mešaju samo osobe koje su izrazito lojalne i jakog karaktera, što, kako ističu, je veoma retko.

Ostali, njih **11% smatra da se posao i zadovoljstvo mešaju iz čiste nužde**, s obzirom da obavljanje posla zahteva sve više vremena i okupacije, pa se

poslovni i privatni život mešaju, iako ne idu zajedno.

Oni takođe ističu one poslodavce koji krše i osnovne radne norme zaposlenih, pa je u tim slučajevima, zadovoljstvo svedeno na minimum.

Na osnovu rezultata ankete, napravili smo listu najčešće pominjanih odgovora na pitanje šta je ono što pričinjava zadovoljstvo na poslu.

Njih smo podelili na kategorije koje su poređane prema značaju koji ona ima za zaposlene, počev od one sa najviše uticaja.



ATMOSFERA MEĐU ZAPOSLENIMA. Jutarnja kafa sa kolegama, pozitivna atmosfera, tiha muzika sa radija i radna klima, prijatan ambijent. Lep gest kolege ili kolegice, pažnja, humor, šale među zaposlenima. Dobra međusobna saradnja i komunikacija.

DINAMIČNOST U POSLU. Nova iskustva, izazovi, novi projekti, upoznavanje novih ljudi, usvajanje novih vrednosti.

PRIZNANJA I POHVALE. Saznanje da ljudi cene trud i napor koji je uloženi, pozitivan feedback i pohvala partnera / gosta / zadovoljnih klijenata.

USPEH NA POSLU. Uspešan završetak projekta, vidni rezultati uloženog truda, uspešni sastanci.

TIMSKI DUH. Timski rad i funkcionisanje tima, rukovodstvo koje neguje dijalog sa srednjim menadžmentom i ostalim zaposlenima.

USAVRŠAVANJE I NAPREDOVANJE. Prilika za profesionalnim usavršavanjem i edukacijama, preuzimanje odgovornosti i ovlašćenja, davanje samostalnosti i prilika za



implementaciju znanja u konkretne projekte.

DOGAĐAJI. Zajedničke proslave sa kolegama, putovanja / izleti, sastanci van grada / zemlje, prisustvo raznim događajima.

SIGURNOST. Stabilnost radnog mesta, uredna dogovorena zarada, homogeni radni tim, uslovi rada i funkcionisanja.

KREATIVNOST. Ambiciozni i inovativni poslovi, prilike za iskazivanjem kreativnosti.

Organizovane aktivnosti ili pozitivne gestove koje zaposleni najviše pamte od strane kompanije su proslave, tim building aktivnosti i putovanja.

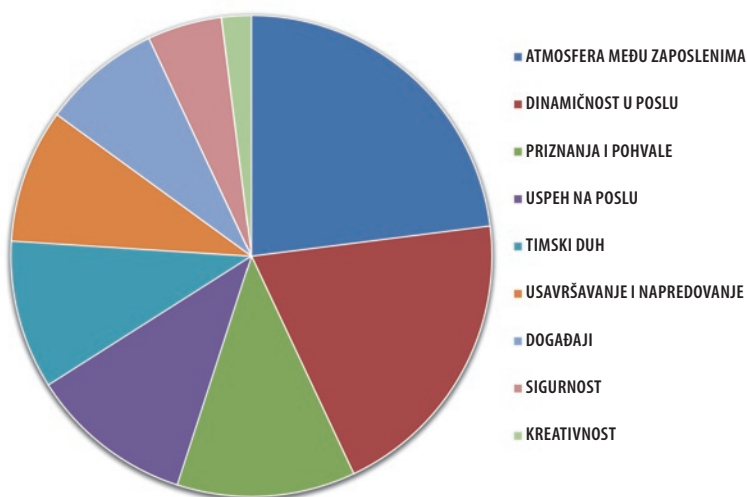
Od proslave se pominju proslave Novih godina, jubilarne proslave, proslava Božića, godišnji skupovi, obeležavanje rođendana zaposlenih, proslava dobro završene uspešne poslovne godine, Dan firme, osmomartovska žurka, zabave povodom rođenja deteta, odlaska u penziju itd.

Pod putovanjima se podrazumevaju izleti, nagradna putovanja, kao i putovanja na seminare, sajmove, kongrese i konferencije.

Tako recimo, učesnici u anketi pamte skijanje u Austriji, jedrenje na Jadranu, izlet u jamu na Krasu, skijanje na vodi u Poreču, međunarodni fudbalski turnir zaposlenih, druženje kolega u zemlji i svih kolega u inostranstvu...

Zaposleni takođe cene probrane poklone sa ličnom notom, kao i organizovanje prijema i koktela od strane vlasnika ili Predsednika grupacije.

Šta najviše doprinosi zadovoljstvu na poslu (na osnovu rezultata ankete koji je sproveo SEEbtm magazin među kompanijama regiona Jugoistočne Evrope, u drugoj polovini 2013. godine)?



Još neki od interesantnih pozitivnih gestova koje zaposleni pamte jesu:

- Javna priznanja / pohvale za uspešno realizovane projekte
- Razumevanje (kad je potrebno, u napornim poslovnim trenucima)
- Kada se puno / dodatno radi firma naruči hranu ili piće
- Finansijska nagrada
- Besplatno korišćenje kompanijskih sadržaja za sve zaposlene
- Bonus za praznike
- Pokloni na službenim putovanjima
- Dodela novogodišnjih paketića
- Novčana pomoć prilikom smrti člana porodice
- Završne večere uz prisećanje sjajnih i onih manje sjajnih trenutaka
- „Klizno“ radno vreme
- Mogućnost korišćenja službenog automobila za privatne potrebe



U trenutnoj situaciji u kojoj se nalaze zaposleni, ono što bi dodatno uticalo na njihovo veće zadovoljstvo, ako isključimo visinu plate koja je svima primarna, jesu svakako, atmosfera među zaposlenima, radno okruženje, poslovna putovanja, vikendi, nagradna putovanja, prisustvovanje na poslovnim događajima, promocijama, edukativni skupovi i predavanja.

Ono što su zaposleni dodatno naveli da bi uticalo na njihovo zadovoljstvo trenutnim poslom jeste:

- Bolja organizacija rada, komunikacije i podela odgovornosti
- Razumevanje i podrška od strane menadžmenta
- Veća otvorenost za nove i savremene ideje / podržavanje i razvijanje kreativnosti i inovacija
- Pohvale za dobro urađen posao
- Mogućnost poslovnog napredovanja u firmi
- Ravnopravan tretman svih zaposlenih
- Podsticaj i bodrenje da se posao obavi što bolje
- Poštovanje dogovorenog
- Lepe i uredne radne prostorije
- Veća vidljivost rezultata
- Jasno definisano radno vreme
- Vrtić u okviru firme
- Manje stresa

Zaposleni visoko vrednuju kada je njihov rad cenjen, kada su poštovani u firmi u kojoj rade i kada im se to da do znanja.

Ovo su kriterijumi koji u svakom smislu najviše utiču na zadovoljstvo poslom.

M. M.



A Satisfied Worker is an Efficient and Loyal Worker

WHAT MOST AFFECTS ON SATISFACTION AT WORK?

This issue of SEEBtm magazine will focus on two categories – **business and pleasure**. To what extent do they go hand in hand and generally under which circumstances? What contributes to worker satisfaction and what positive gestures and activities organized by their employer do they best remember? The survey is intended for all those involved in human resources at any management level, so they can either verify that they are achieving desired levels of worker satisfaction or so they can discern at least one more way to do so, one that will be easy to implement and have far-reaching positive effects. It is also intended for employees as a way of letting them know they are not alone in their aspirations and search for contentment at work.

The survey involved various companies (car companies, banks, insurance, IT companies, faculties, pharmaceutical companies, hotels etc.) from the region of Southeast Europe.

84% of them think work and pleasure should go together and can be mixed, within certain, well-defined limits.

Since most people spend a lot of time at work, the general belief is that work would be unbearable if it did not involve a certain amount of ple-

asure. They believe a **happy worker is a better worker, more efficient and loyal, and more successful in dealing with daily tasks and overcoming any problems or obstacles at work.**

A small percent (5%) thinks work and pleasure do not go together and that only extremely loyal co-workers with a strong character, who are very rare, manage to do so.

The remaining **11% feels mixing work and pleasure is the result of sheer**

necessity brought on by the fact that the amount of time and effort needed to do one's work, results in having to mix professional and private life even though the two don't go together.

They also point to employers who breach even the most basic norms of employment and by doing so take out every semblance of pleasure out of work.

Based on the survey results, we have made a list of the most frequent answers to questions about what it is



that most boosts pleasure at work. We have divided these answers into categories according to their significance for workers, starting with those that have greatest significance.

WORKPLACE ATMOSPHERE. Morning coffee with co-workers, a positive atmosphere, quiet music from the radio and working atmosphere, a pleasant working environment.

A nice gesture from a co-worker, attention, humor, joking among co-workers. Good mutual cooperation and communication.

A DYNAMIC WORK ENVIRONMENT. New experiences, challenges, new projects, meeting new people, adopting new values.

RECOGNITION AND PRAISE. Awareness that others appreciate their work and effort, positive feedback

and praise from partners / guests / satisfied clients.

POSITIVE WORK RESULTS. Successful completion of a project, visible results of invested effort, successful meetings.

TEAM SPIRIT. Team work and team functionality, a management nurturing dialogue with the middle management and other workers.

TRAINING AND CAREER ADVANCEMENT. The chance for professional training and education, assuming responsibility and authority, room for independent action and possibility to implement knowledge in actual projects.

EVENTS. Celebrations with co-workers, trips / excursions, out-of-city / country gatherings, attendance at various events.

SECURITY. Job security, regular agreed salary, close-knit work team, working conditions and functionality.

CREATIVITY. Ambitious and innovative tasks, opportunity to express creativity.

Company's positive gestures and organized activities best remembered by employees are celebrations, team building activities and business travels.

The celebrations listed are those around New Year, jubilees, Christmas, annual meetings, employees' birthdays, successful business year end, Company Day, Women's Day, employee childbirth events, retirement, etc.

Trips include excursions, incentive trips, seminars, fairs, congresses, and conferences.





For instance, surveyed workers remember skiing trips in Austria, sailing on the Adriatic, a trip to the cave in Kras, water skiing in Poreč, an interna-

tional employee football tournament, socializing with co-workers in the country and abroad...

Employees are very pleased when their work is appreciated, when they are treated with respect in their company and when this is clearly expressed.

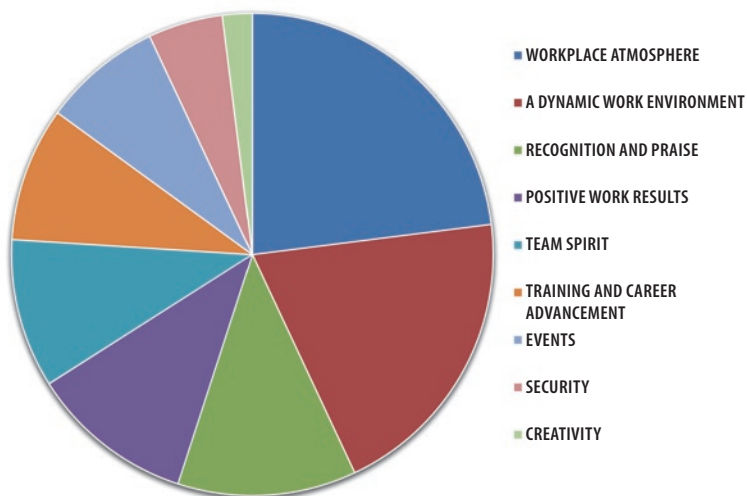
Employees also appreciate choice gifts with a personal touch, and the organization of receptions and cocktails by the owner or President of the Group.

In the employees' current situation, among the things that would positively affect their level of satisfaction at

Some other interesting positive gestures that employees tend to remember are:

- Public recognition / praise for successfully completed projects
- Understanding (when needed, during difficult periods)
- When the employer orders food or drink in times of excessive workload / overtime
- Financial reward
- Free use of company content for all employees
- Vacation bonus
- Business trip gift
- New Year's packages
- Financial aid upon death of family member
- Closing event dinners with reminiscence of stellar and less stellar moments
- Sliding working hours
- Possibility of using the company car for private purposes

What most contributes to worker satisfaction (on the basis of a survey done by SEEbtm magazine in companies in Southeast Europe in the second half of 2013)?



Some of the additional items added to the list of things that cause increased employee pleasure are:

- Better work organization, communication, and distribution of duties
- Understanding and support from the management
- An open-minded approach to new and modern ideas / support and development of creativeness and innovation
- Praise of good performance
- Possibility of career advancement
- Equal treatment for all employees
- Support and encouragement toward improved performance
- Adherence to what has been agreed
- Pleasant and neat working area
- Greater visibility of results
- Clearly defined working hours
- Childcare facilities at work
- Lower stress levels



work, if we disregard salary as a key issue for everyone, are a good working atmosphere among co-workers, working environment, business trips, weekends, incentive travel, attendance at business, promotional, and educational events and lectures.

These are the criteria which definitely have the greatest effect employee satisfaction at work.

M. M.



Hotel Srbija Lux

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Spojiti lepo sa korisnim

KAKO PODSTAĆI DELEGATE DA SE ZADRŽE DUŽE?

Svima je poznato da učesnici konferencija spadaju u najprofitabilnije posetioce naših gradova i drugih mesta. Oni naširoko troše u hotelima, prodavnicama, barovima i restoranima u mestu u kojem borave. Ako znamo da je to istina, zašto onda činimo tako malo da privučemo ove širokogrudne posetioce da provedu još više vremena (i potroše više novca) u mestima u kojima se konferencija održava?



Autor: Rob Dejvidson

Za mnoge od njih poseta vezana za konferenciju možda je jedina prilika da posete mesto u kome se ona održava. Maksimalno iskoristiti mogućnosti koje takvi posetioci pružaju znači učiniti sve što je u našoj moći da ih privučemo da dođu koji dan ranije i/ili da ostanu nekoliko dana duže nego što traje poslovni deo njihovog puta, kao i da se upoznaju sa mnogim kulturnim, turističkim i drugim sadržajima koje nudi jugoistočna Evropa.

Kada učesnici konferencije produže svoje putovanje kako bi spojili posao i zadovoljstvo, svrstavamo ih u kategoriju **poslovno-privatnih putnika** (*business extenders*).

Jedan od preduslova za uspeh u nastojanju da se privuku poslovno-privatni putnici, jeste **partnerstvo**. **DMC agencije moraju ostvariti tesnu saradnju sa hotelima, transportnim preduzećima i turističkim i kulturnim organizacijama** kako bi kreirali interesantne turističke „pakete“ koji se mogu nuditi učesnicima konferencija kao

sadržaji koji će prethoditi službenom delu njihovog boravka ili u kojima će uživati nakon njega.

Učesnici konferencija često su suviše zauzeti da bi mogli da prikupe informacije koje su im potrebne kako bi sami osmislili mini-odmor u sklopu planirnog službenog puta. Zato će umeti da cene ako im neko drugi ponudi mogućnost da na tom mestu provedu par dana više uživajući u njegovim atrakcijama.

Organizatori konferencija takođe mogu dosta uticati na odluku učesnika da produže svoj boravak. Oni mogu aktivno promovisati turističke pakete za period pre ili posle konferencije na svojim internet stranicama ili u brošurama koje šalju svojim učesnicima.

Organizatorima je u interesu da privuku učesnike, posebno u slučaju konferencija vezanih za asocijacije, s obzirom da turistička atraktivnost destinacije može odigrati ključnu ulogu u određivanju potencijalnog učesnika da joj prisustvuje. **Turistički ili kongresni biro** imaju veoma važnu ulogu u povezivanju svih domaćih organizaci-

Ponude za turističke pakete namenjene periodu pre ili posle konferencije treba poslati zajedno sa samim pozivom na konferenciju. Potencijalni učesnici tada imaju vremena da razmisle o mogućnosti da produže svoj boravak i da o tome razgovaraju sa svojim supružnicima i poslodavcem.

ja na kreiranju zajedničke ponude koja će privući poslovnog posetioca da ostane duže.

Još jedna ključna komponenta uspeha je **blagovremena priprema**. Od izuzetne je važnosti da se ponuda koja se odnosi na produžetak boravka vezanog za poslovno putovanje plasira ranije – u fazi kada učesnik konferencije tek planira svoje putovanje, odnosno mnogo pre same konferencije. Brošura sa opisima lokalnih atrakcija i mogućnosti za odmor i rekreaciju koju učesnik konferencije zatekne u svojoj hotelskoj sobi predstavlja nedovoljnu i zadocnelu informaciju. U momentu kada stignu na mesto gde se održava konferencija, učesnici su već odavno napravili planove da se do određenog dana vrate kući i na posao.



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Potencijalni učesnici tada imaju vremena da razmisle o mogućnosti da produže svoj boravak i da o tome razgovaraju sa svojim supružnicima i poslodavcem. Štaviše, njihovi supružnici mogu odlučiti da im se pridruže na putovanju, što znači da će zajedno više i potrošiti.

Kongresni biro mogu i ovde odigrati korisnu ulogu. Kada znaju da će naredne godine veliko međunarodno udruženje u njihovom gradu održati veliku godišnju konferenciju, jedan do dva zaposlena iz Kongresnog biroa trebalo bi da prisustvuju konferenciji tog udruženja u tekućoj godini bez obzira gde se ona održava. Mogu postaviti svoj šalter za informacije u



foajeu kongresnog centra i deliti brošure, promovisati atrakcije svog mesta i davati učesnicima ideje o tome kako bi svoje učešće na konferenciji naredne godine mogli da pretvore u prijatan odmor.

Ovakve aktivnosti mogu biti veoma efikasne u pretvaranju poslovnih putnika u turističke posetioce, od čega sve strane mogu imati koristi. A oni koji će od toga imati najviše koristi su sami učesnici konferencije koji će

Učesnici konferencija često su previše zauzeti da bi mogli da prikupе informacije koje su im potrebne kako bi sami osmislili mini-odmor u sklopu planirnog službenog puta.

uživati u vremenu provedenom u opuštanju i razgledanju atrakcija i znamenitosti mesta gde se održava konferencija umesto da samo dolete u grad i iz njega odlete a da ni najmanje nisu iskusili njegove draži.



Combining Business with Pleasure

HOW TO ENCOURAGE DELEGATES TO LINGER LONGER?

Everyone knows that conference participants are among the most profitable visitors to our towns and cities. They spend freely in the destination's hotels, shops, bars and restaurants. So why do we do so little to persuade these high-spending visitors to spend more time (and more money) in the places they come to for their conferences?



By Rob Davidson

For many of them, the conference trip may be their one-and-only opportunity to visit that destination. Making

the most of such visitors means doing whatever we can to persuade them to arrive a few days early, and/or to stay for a few extra days after the business element of their trip, to enjoy some of the many cultural, sightseeing and shopping opportunities that South East Europe has to offer.

When conference visitors do extend their trips to combine business with pleasure, we call them “**business extenders**”.

One key to success in encouraging these “business extenders” is **partnership**. **DMCs (destination management companies) must work closely with hotels, transport companies, tourist attractions and cultural venues**, to produce interesting leisure ‘packages’ that can be promoted as

Ideas for post- / pre- conference leisure packages at the destination should be sent out with the original invitation to attend the conference itself.

The potential delegate will then have the time to consider the possibility of extending their trip, and discuss the project with their spouses and employers.

pre- / post- conference experiences for visiting conference delegates.

Those who attend conferences are generally busy people who don't always have the time to do the research required to construct their own mini-holiday packages when they are planning a business trip.

So they welcome all efforts to make it as easy as possible for them to spend



In the case of association events in particular, it is usually in the organisers' own interest to do this, as it can be the tourist attractions of the conference destination that play a vital part in convincing the potential delegate to attend the event.

some extra days enjoying the attractions of the places they are visiting.

Conference organisers can also be a powerful influence, in getting their delegates to extend their trips. They can actively promote pre- and post-conference packages on their conference website or in the literature they send to delegates.

In the case of association events in particular, it is usually in the organisers' own interest to do this, as it can be the tourist attractions of the conference destination that play a vital part in convincing the potential delegate to attend the event. Tourist Boards or Convention Bureaux have an essential strategic role in getting all of the local partners to work together in order to make the effort to persuade business visitors to stay longer.

Another key to success is starting **early**. It is essential to promote the idea of extending conference trips for leisure purposes at the earliest stage – when the potential delegate is making their travel arrangements, well ahead of attending the event itself. A brochure describing the local attractions and leisure opportunities and left for the delegate in the hotel room when they arrive at the conference destination, is far too little, far too late. By the time the delegate arrives in the destination, they will already have made their return travel arrangements and will be expected back at work and back at home, by a certain date.

Ideas for post- / pre-conference leisure packages at the destination should be sent out with the original invitation to attend the conference itself. The potential delegate will then have

the time to consider the possibility of extending their trip, and discuss the project with their spouses and employers.

Moreover, their spouse may even decide to accompany them – adding to the spending at the destination.

Convention Bureaux can play a useful role here too. When they know that, one year later, a major international association is coming to their city for its annual conference, one or two members of the Convention Bureau staff should attend that association's conference the previous year, wherever it is being held in the world. They can set up a tourist information desk in the conference foyer to distribute brochures and promote the attractions of their destination, to give delegates ideas on how they might

Those who attend conferences are generally busy people who don't always have the time to do the research required to construct their own mini-holiday packages when they are planning a business trip.

make a holiday out of their conference visit the following year.

Actions like these can be very effective in turning business visitors into leisure visitors, with benefits to all. And the people who benefit most are the conference delegates themselves, who will enjoy taking the time to relax and explore the destination's attractions and culture, instead of just flying in and flying out of the city, without taking the time to really experience it.





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U strogom centru Niša nedavno je otvoren nov moderan hotel kategorije 4 zvezdice – **Grand hotel Niš**.

Zbog svoje odlične lokacije, visokog kvaliteta i pristupačnih cena **Grand hotel Niš** je već postao prvi izbor za sve koji očekuju najbolji hotel u gradu. Dve velike moderne sale za konferencije i bankete čine ovaj izuzetan hotel idealnim izborom za konferencije, seminare i sve vrste korporativnih i privatnih manifestacija.

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Grand sala ima kapacitet do 400 osoba u koktel postavci, 330 u bioskopskoj, 250 u banket postavci.

Metropolitan sala ima kapacitet za 120 osoba u bioskopskoj ili 100 osoba u banket postavci. Sale su opremljene najsavremenijom tehničkom opremom.

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Elegantan restoran



Grand hotel Niš je u istom vlasništvu i pod istom upravom kao Hotel Park u Rumi (www.hotelpark.rs), koji je otvoren u martu 2012. g. i već uživa reputaciju jednog od najboljih hotela u Srbiji. Na referentnoj listi hotela Park našle su se mnoge poznate kompanije i institucije.

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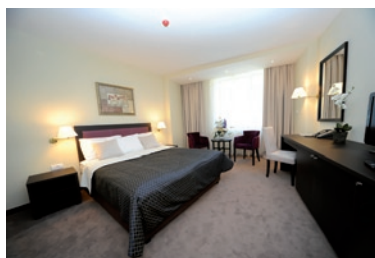
NEW MODERN HOTEL IN THE CENTER OF NIS



A new modern Four Star hotel was recently opened in the center of Nis. Due to its superb location, high quality and affordable prices **Grand Hotel Nis** has already become the first choice for those who expect the best hotel in the city.

Two big modern conference-banquet halls make this exceptional hotel an ideal choice for conferences, seminars and all kinds of corporate or private functions.

All rooms are very spacious, bright and stylishly furnished with 12 different layouts designed to have an interesting variety of regular rooms and suites.



Grand hotel Nis, which was built to the highest technological and ecological standards, is the first big modern hotel in the city of Nis.

Two big modern conference-banquet halls

Grand hall can accommodate up to 400 persons in cocktail setting, up to 330 in theater setting and up to 250 in banquet setting.

Metropolitan hall can accommodate up to 120 persons in theater setting or up to 100 persons in banquet setting. Conference halls are equipped with modern audio-visual technology.



120 rooms and suites
Two big conference halls
Elegant restaurant



Grand hotel Nis is under the same ownership and management as Hotel Park in Ruma (www.hotelpark.rs), which was opened in March of 2012 and already enjoys the reputation as one of the best hotels in Serbia. Many important companies, institutions and organizations have already used the conference facilities of hotel Park.

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Adria regija

PUTOVANJE JEDNOM OBALOM KROZ TRI ZEMLJE

Adria regija? Šta ona obuhvata i šta nudi turistima? Odakle krenuti i šta videti? S obzirom da ova regija sve više privlači pažnju i svojom jedinstvenošću osvaja srca svih koji je bar jednom posete, pitanja ima dosta. U ovom broju magazina SEEbtm ćemo se potruditi da rečima dočaramo sve slike Adria regije sa pozivom da se obavezno sami uverite u njih.

Za Adria regiju se vezuju zemlje Slovenija, Hrvatska i Crna Gora i to njihov primorski deo, čarobne obale, ostrva i zalivi.

Sve destinacije ove regije se mogu obići sa vode, kao i kopnom ali takođe i veliki broj primorskih gradova poseduje međunarodne aerodrome.

Živopisna Slovenija

Slovenija, sa svega 46,6 km obale, može ponuditi sve u malom. Njenu obalu čine gradovi Koper, Izola, Piran i Portorož kao glavni turistički centri.

Koper je jedina trgovačka luka u Sloveniji i jedan je od njenih najstarijih gradova. Glavna znamenitost je svakako Stari grad sa Titovim trgom, uzanim ulicama i veličanstvenom Pretorskom palatom iz XV veka.

Dalje, Slovenskom obalom, nailazi se



Piran, Slovenija

na Izolu i zatim na poluostrvo **Piran** koje je pravi muzej na otvorenom sa srednjovekovnom arhitekturom i bogatim kulturnim nasleđem.

Portorož, kao najveći turistički centar, raspolaže sa velikim brojem hote-

la, zatim su tu marina, kazino, kongresni centar, kao i nekoliko sportskih objekata. A u blizini grada, u Sečovelju, nalazi se Aerodrom Portorož, što čini Portorož dostupnom destinacijom i za sve inostrane goste.



Koper, Slovenija



Rovinj, Hrvatska

Očaravajuća obala Hrvatske

Hrvatska obala je poznata po svojim mnogobrojnim ostrvima, prozirno čistim morem, istorijskim zamenitostima i imponantnim zidinama primorskih gradova.

Najzapadniji obalski deo jeste poluostrvo **Istra**, poznato po terra rosi, crvenoj zemlji, koja grožđu i vinu, hlebu, salati i rakiji daje neponovljiv, a sveden i jednostavan ukus.

Poznata je i po uredno orezanim vinogradima i maslinicima iznad kojih se pogled pruža prema planinskim vrhovima. A svakako je grad Hum, prema Ginisovoj knjizi rekorda najmanji grad na svetu, dodatna atrakcija u Istri.

Za obilazak Istre brodom sa zapadne strane, sjajna odredišta mogu biti **Poreč** pa zatim **Rovinj** i njegova obala koja je zaštićena prirodna baština.

Samo ovaj deo krstarenja oko Istre može se završiti na ostrvima i **Nacionalnom parku Brijuni**.

Dalje u kopnenom delu Istre neizostavna je **Pula** kao najveći grad, sa čuvenom Pulskom arenom, odakle se obalom i putevima istorije dolazi do **Opatije**. U Opatiji svakako treba iskoristiti priliku i upoznati bogatu istoriju i slikovito okruženje ovoga grada.

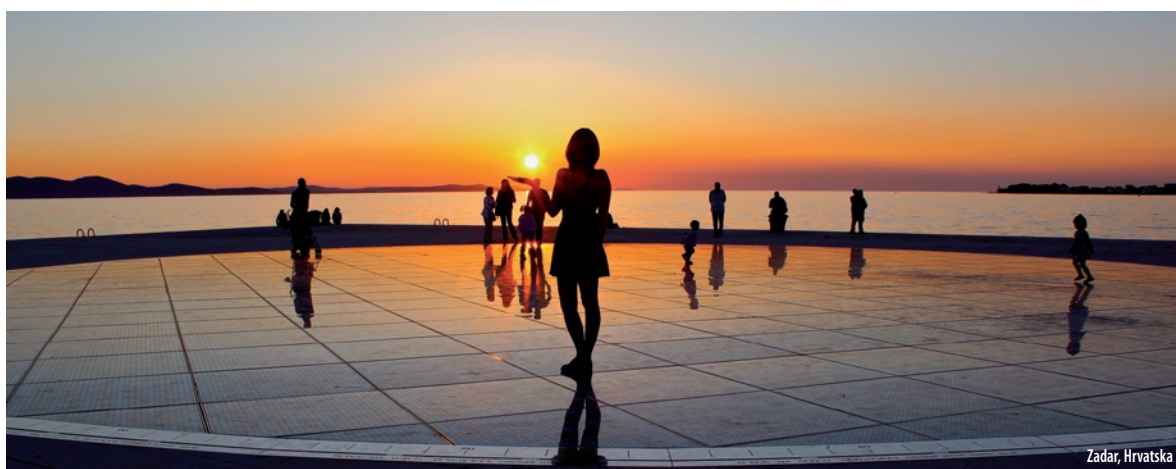
Neki od prvih hotela na Jadranu bili su sagrađeni upravo u Opatiji koja je tako popularna destinacija još od 19. veka, od doba kada su je Habsburgovci pretvorili u omiljeno odredište gde su pripadnici evropske aristokratije i plemstva mogli da uživaju u trenucima mira i tišine daleko od dvorova i politike.

Tik uz Istru nalazi se **Rijeka**. Ovaj grad pruža širok spektar mogućnosti, možete popiti kafu u pešačkoj zoni, prošetati gradskim muzejima, posetiti tvrđavu Trsat na vrhu grada, ali i uzeti učešće u intrigantnim festivalima i najživljem karnevalu u Hrvatskoj.

Za beg u morske dubine, odličan izbor mogu biti manja krstarenja katamaranom ili brodom do ostrva u okolini, a tu su ostrvo vitalnosti **Lošinj** i zlatno ostrvo **Krk**. Zanimljivost vezana za Krk jeste da se kroz istoriju povezuje sa brojem 7; u sedmom su



Split, Hrvatska



Zadar, Hrvatska

veku Hrvati naselili ostrvo, sedmi po redu knez Frankopan bio je poslednji krčki knez, ostrvo se sedam puta uspešno odbranilo od gusara.

Neizostavan na mapi Hrvatske obale i turističke ponude je i **Zadar**, sledeća destinacija na putu. Grad Zadar u spoju prošlosti i svih pogodnosti koje traži savremeni putnik nudi brojne turističke atrakтивности: idealan smeštaj, autohtone gurmanske delikatese, kulturne znamenitosti, savremene sportske objekte kao i raznovrsni izletnički program, i predstavlja destinaciju za odmor, sport i zabavu. Još pre četrdesetak godina Alfred Hičkok proglasio je zadarski zalazak sunca „najlepšim na svetu“. S njegovim mišljenjem slažu se i brojni turisti koji su imali prilike da uživaju u pogledu na zagrljaj mora, zalazećeg sunca i neba.

Zatim, uključenjem na autoput veoma brzo se stiže do **Šibenika**. Ovaj grad nudi puno programa, od nautičkog turizma i golf turizma do kongresnog i verskog turizma. A ostrva sa svojim slikovitim uvalama, čistim morem i mirisom Mediterana privlače turiste željne boravka u tišini i lepoti netaknute prirode. Na ovom prostoru smeštena su dva nacionalna parka: **NP Kornati** (arhipelag sa oko 150 ostrva) i **NP Krka** (reka s brojnim slapovima).

Za sledeći grad njegovi stanovnici će s puno ponosa reći kako je najlepší na svetu i o tome sa njima ne treba po-



Hvar, Hrvatska

lemisati jer **Split**, vedrog duha, sve ubrzo ubedi baš u to.

Grad je pod zaštitom UNESCO-a i u registru Svetske kulturne baštine sa Dioklecijanovom palatom, a živi svojim urbanim ritmom već 1700 godina.

Iz Splita u grad **Hvar** se može doći trajektom direktno u Hvarsku luku. Ali bez obzira odakle mu prišli, Hvar kao grad spomenik odmah ostavlja neponovljivi osećaj. Mada, Hvar nisu samo spomenici, tu je i Hvarska luka, Pakleni otoci smešteni ispred ulaza u Hvarsku uvalu, njegovi hoteli, apartmani, njegova klima koja leči, njegovi restorani i kafići, ljubazni domaćini, sve što čini duh ekskluzivne turističke destinacije.

Poslednje odredište na ovom putu po Hrvatskoj obali je **Dubrovnik** koji nije potrebno posebno predstavljati.

Dubrovnik je riznica i muzej sam po sebi koji je do danas uspeo da sačuva sve istorijske građevine i njene lepote, brojne barokne, renesansne i romaničke crkve i palate. One su važan deo turističke ponude i predstavljaju nezaobilazna mesta koja svakako treba posetiti. Dubrovačke gradske zidine najveća su atrakcija sa svojih 1.940 metara dužine i uključuju pet tvrđava, kao i šesnaest kula i bastiona. Zatim su tu i Stradun, Knežev dvor, Crkva Sv. Vlaha, kao i tvrđava Lovrjenac zapadno od starog gradskog jezgra na 37 metara visokoj hridi do koje se dolazi s morskog žala, penjući se šumovitim stazom.

Zbog čak 260 sunčanih dana godišnje, Dubrovnik je omiljena destinacija i svakako najpoznatija destinacija u regionu sa svetskim renomeom i sa razlogom je nazivaju „rajem na zemlji“.



Nacionalni park Brijuni, Hrvatska

Neukrotiva priroda Crne Gore

Crnogorsku obalu, dugu 293 km, odražava duh Mediterana, kameniti pločnici, stari gradovi drevnih civilizacija, botaničke bašte u koje su zasade ostavljali moreplovci iz svih krajeva sveta, kao i karnevalske povorke i zabave tokom cele godine.

Jedinstvenost kod crnogorske obale jeste **Bokokotorski zaliv** koji čine četiri manja, međusobno povezana zaliva: Hercegnovski, Tivatski, Risanski i Kotorski. Na putu oko Bokokotorskog zaliva ređa se niz gradova, koji svojom osobenošću mogu mnogo toga da ispričaju, a među njima je i **Kotor**, grad svetske baštine, koji sa Starim gradom predstavlja nezaobilazno pristanište brojnih jahti i prekookeanskih brodova. Za najluksuznije jahte na svetu tu je i moderna marina sa rezidencijama i naseljem - **Porto Montenegro u Tivtu**. Možda je najbolji izbor sve sagledati na jednodnevnom i noćnom krstarenju uz obilazak i ostrva u zalivu.

Glavni centar turističke ponude Crne Gore je svakako **Budva sa Bečićima**. Budva je letnja metropola, sa više od 80 visoko rangirana hotela, kongresnih centara, izvrsnih restorana, često



Porto Montenegro, Crna Gora

pristanište holivudskih jahti i mesto koncerata muzičkih zvezda svetske slave. Noću, Stari grad postaje otvoreni teatar tokom tri meseca leta, a lokali nude zabavu za svačiji ukus.

Nedaleko od Budve, povezano uzanim kamenim prolazom, nalazi se ostrvo iz bajke. Ulice, krovovi, fasade kuća i vila, zadržale su originalni oblik, dok unutrašnjost poseduje najsavremeniji hotelski komfor, što ujedno čini **Sveti Stefan** najprestižnijim letovalištem.

Mesto u kome svi brodovi bar jednom gostuju jeste **Bar**, široka kapija Crne Gore. Iznenađuje bogatstvom različitosti kultura, vera, nacija, običaja i pi-



Bar, Crna Gora

tomošću okolnih sela. Grad je prepoznatljiv po maslini staroj 2000 godina u naselju Mirovica i muzeju arhitekture, Drevnom gradu na uzvisini, četiri kilometra od obale.

Za kraj izdvajamo i **Ulcinj** i njegove duge pešćane plaže. Prepoznatljiv je po Adi Bojani, mestu gde se reka Bojana uliva u Jadran a nudisti ga ocenjuju kao idealno mesto za odmor. Takođe, Ada Bojana je prestižno mesto za surfovanje na vetru i svojim potencijalom zadovoljava i amatere i stroge kriterijume profesionalaca. Povoljni vetrovi prave odlične talase koji omogućavaju surfovanje i jedrenje.

Raskošno putovanje po Adria regiji, bogato različitim iskustvima, mirisima i ukusima, sa upečatljivim prirodnim lepotama, arhitekturi i kulturi, neće ostaviti ravnodušnim ni najzahtevnije putnike i grupe.

S. G.



Budva, Crna Gora

The Adriatic Region

A TRIP DOWN ONE COAST AND THROUGH THREE COUNTRIES

The Adriatic region? What is it that it really has to offer to the tourists? Where should one start from? What should be visited? Since this region increasingly attracts tourists and since its uniqueness conquers the hearts of those who visit it, there are a lot of questions to be asked. In this issue of the SEEBtm magazine, we will try to use the words to visualize all images of the Adriatic region and to invite you to experience it yourselves.

The Adriatic region encircles Slovenian, Croatian and Montenegrin coast, charming shores, islands and bays. Each destination in this region can be reached from the sea, but also from the land, and the majority of coastal towns have international airports.

Picturesque Slovenia

Slovenia, with only 46.6 km of coast, offers everything in small. Slovenian coast includes the towns of Koper, Izola, Piran and Portorož, as the main tourist centres.

Koper is the only commercial port in Slovenia, and one of the oldest towns. The main landmark is certainly the Old Town with Tito's Square, narrow streets and the magnificent Praetorian palace from the 15th century. If we continue down the Slovenian coast, we come to Izola, followed by the **Piran** peninsula, which is a real open-air museum of medieval architecture and a rich cultural heritage.



Koper, Slovenia

Portorož, as the biggest tourist centre, offers great number of hotels. There is the town marina, casinos, the congress centre, and a few sport facilities. In the vicinity, in a small town called Sečovlj, there is a Portorož Airport, which makes Portorož an available destination for all foreign guests.

Enchanting Croatian Coast

Croatian coast is famous for its numerous islands, clear sea, historic sites and impressive ramparts of the coastal towns.

The very western part of the coast is the peninsula **Istria**, famous for its terra rosa, red soil, which gives to grape and wine, bread, salad and brandy an inimitable, and yet simple and discrete taste.

It is well known for its pruned vineyards and olive yards, from where the view goes all the way up to the mountains peaks. The town of Hum, according to the Guinness World Records, is the smallest town in the world, and another attraction of Istria.

Those who approach and visit Istria from the west and by boat, will enjoy splendid destinations such **Poreč** and then **Rovinj**, and its coast protected as the natural heritage. This part of cruise around Istria can be ended on islands and the **National Park of Brijuni**.



Portorož, Slovenia

Going further to the central part of Istria, we come across the town of **Pula**, the biggest town with the famous Pula Arena, wherefrom we continue by coast and the roads of history to **Opatija**. In Opatija, one should certainly use the opportunity of getting to know the rich history and picturesque scenery of this town. It was exactly in Opatija where some of the first Adriatic hotels were built, thus it has been a popular destination even since the 19th century, when the Hapsburgs turned it into their favourite destination, where the members of the European aristocracy and nobility could enjoy peaceful and quiet moments, far from the palaces and politics.

Just next to Istria, there is a town of **Rijeka**. This town offers a wide range of opportunities; one can have a coffee



Dubrovnik, Croatia

in pedestrian zone, take a walk and visit city museums, visit the fortress of Trsat, above the town, but also take part in intriguing festivals and the most vivid carnival in Croatia.

It was exactly 7 times that the island successfully resisted the attack of the pirates.

To make escape into the sea depths, an excellent choice would be to take a catamaran cruise, or a ship cruise and to visit the nearby islands, which are the vitality island of **Lošinj** and the golden island of **Krk**.

A place on Croatian coastal map and a part of their touristic offer that must not be missed is **Zadar**, the next destination on the way down the coast.



National Park Brijuni, Croatia

One interesting story about Krk is that throughout the history, it was somehow linked to number 7; it was in the 7th century that the Croats inhabited the island, the 7th duke Frankopan was the last duke of Krk, and

The town of Zadar, a mixture of the past and all conveniences that a modern traveller may require, offers diversity of tourist attractions such as: ideal accommodation, autochthonous gourmet delicatessen, cultural landmarks, modern sport facilities, and rich touristic programs, and certainly represents a destination for relaxation, sport, and recreation. It was some forty years ago that Alfred Hitchcock declared a sunset in Zadar as the "most beautiful in the world".



National Park Kornati, Croatia

There are many tourists that share his opinion, and who had the opportunity to enjoy the view on the hug of the sea, the setting sun and the sky.

Further, down the motorway, it does not take long to reach **Šibenik**. This town offers a lot of interesting programs, from nautical tourism and golf tourism, to congress and religious tourism.

On the other hand, the islands with their picturesque coves, clear sea and the scent of Mediterranean, attract tourists thirsty for a vacation in peace and beauty of the intact nature.

There are two national parks in this area: **NP Kornati** (archipelago with 150 islands) and **NP Krka** (a river with a lot of cascades).

As for the next town, their citizens will proudly call it the most beautiful in the world and one should not polemize it, as the town of **Split**, a town of vivid spirit, will promptly convince all that it is exactly like that. The town is protected by UNESCO and has been registered in the world cultural heritage with the Diocletian Palace; the town has lived its urban rhythm for 1700 years.



National Park Krka, Croatia

From Split, **Hvar** can be reached by ferry boat, which goes directly into the Port of Hvar.

But, regardless the direction that you come from, Hvar, as the town-monument immediately leaves the inimitable impression.

Yet, Hvar is not only its monuments, there is a Port of Hvar, Pakleni otoci (*the Hell Islands*) right in front of the cove of Hvar, its hotels, apartments, healing climate, restaurants and coffee bars, kind hosts, and all the other features that contribute to the spirit of exclusive tourist destination.

The last destination on this way down the Croatian coast is **Dubrovnik** which does not need some special introduction.

Dubrovnik is a treasury and a museum that managed to keep its historic buildings and beauties all until today, as well as many baroque, renaissance and Romanesque churches and palaces. They make an important part of the touristic offer and represent the places that just have to be visited.

The town ramparts of Dubrovnik are the main attraction, 1,940 meters long, and include five fortresses, as well

as sixteen towers and bastions. Further on, there is Stradun, Knežev dvor (*the Rector's Palace*), Crkva Sv. Vlaha (*St. Blasius Church*), as well as the fortress Lovrjenac, on the west side of the old town core, with the altitude of 37 meters, on the high rock which can be reached from the shore, climbing the path through the woods.

With its 260 sunny days a year, Dubrovnik is a favourite and certainly the most famous destination in this region, with the international fame and a good reason to be called a "paradise on earth".



Pula, Croatia

Wild Nature of Montenegro

Montenegrin coast, 293 km long, reflects the spirit of Mediterranean, pebbled streets, old towns of ancient civilizations, botanical gardens which the seafarers granted with plants from all over the world, and the carnival processions and entertainment throughout the year.

The uniqueness of the Montenegrin coast is certainly **Bokokotorski zaliv** (*the Bay of Kotor*) made of four small bays: the bays of Herceg Novi, Tivat, Risan and Kotor. The road around the Bay of Kotor numbers a lot of towns, with the peculiarities that tell a lot, among which there is the town of **Kotor**, the town of world heritage, with the old town which represents an unavoidable port of many yachts and transoceanic cruisers.

For the most luxurious yachts in the world there is a modern marina and resort residences - **Porto Montenegro in Tivat**. Perhaps the best thing would be to make both, day and night tour, and to visit the small island situated in the heart of the bay.

The main centre of the tourist offer of Montenegro is **Budva with Bečići**. Budva is a summer metropolis, with more than 80 highly ranked hotels,



Sveti Stefan, Montenegro

congress centres, exquisite restaurants, and often a destination of Hollywood yachts and a place where the world famous musicians make their concerts. By night, the Old Town becomes an open-air theatre during three summer months, while the bars and restaurants offer entertainment for many different tastes.

Near Budva, by a narrow stone passage, is the island of fairy tales. Streets, roofs, facades of houses and villas retain the original form, while the interior has a most contemporary hotel comfort, which also makes **Sveti Stefan** the most prestigious summer resort.



Ulcinj, Montenegro

The place which all ships visit at least once is **Bar**, a wide gate of Montenegro. It offers surprisingly rich diversity of cultures, religions, nations, customs and timidity of the nearby villages. The city is famous for its 2000 year old olive tree, in the village of Mirovica, and the museum of architecture, the Ancient Town on the hill, four kilometres from the sea.

We will finish our tour in **Ulcinj** and its long sandy beaches. It is recognizable for Ada Bojana, a place where river Bojana flows into the Adriatic sea, and which the nudists characterize it as the ideal place for vacation. Also, Ada Bojana is a prestigious place for windsurfing, and the potentials it offers are satisfactory for both, amateurs and professionals with their strict criteria. Favourable winds make excellent waves which enable surfing and sailing.

This magnificent trip across the Adriatic region, rich of diverse experiences, scents and flavours, with the impressive natural beauties, architecture and culture will not keep indifferent even the most demanding travellers and groups.

S. G.



The Bay of Kotor, Montenegro

Porto Montenegro

NAJLUKSUZNJA LIFESTYLE DESTINACIJA NA JADRANU

Prva luksuzna marina na Jadranu, Porto Montenegro, upisana je na mapi omiljenih lokacija svetskih jahting klijenata i kosmopolita sa svih meridijana. Za samo pet godina, od makete u svrhu prezentacije projekta, razvila se u luksuzni brend i najsavremeniji turistički proizvod. Porto Montenegro je danas *način života*, prepoznatljivo sidrište za megajahte i omiljeno mesto boravka svetskog jet-seta.

Doživite ušuškane ulice i romantične trgove nautičkog naselja

Boravak u naselju i marini Porto Montenegro predstavlja zabavan, glamurozan i opuštajući doživljaj, uz mnoštvo sadržaja, ugostiteljskih objekata najvišeg ranga i modnih brendova.

Vrhunski dizajnerski komadi garderobe sa potpisom *YSL, Dolce & Gabbana, Fendi i Etro, Anamar, Carolina Bucci, Italia, Independent, Mawi, Mooi, Sams, Heidi Klein, Roksanda Ilinčić, Matthew Williamson, Camilla, Vix i Zimmerman*, samo su neka od modnih imena koja Porto Montenegro čine izuzetnom šoping destinacijom.

Delicije internacionalne ili autentične tradicionalne kuhinje Mediterana možete degustirati u jednom od pet restorana u naselju, a uz dobar povod uvek je dobrodošla čaša autohtonog vina bogatih vinskih karti.

Pozicioniran iznad mora, sa spektakularnim pogledom na marinu i zaliv Boke, **64 m dugačak bazen Lido mar**, glavno je mesto letnje zabave u Porto Montenegro, uz vrhunsku ugostite-



ljsku uslugu u VIP prostoru. Za ljubitelje sportskih aktivnosti na vodi, u ponudi *Watersports rental centra* su paddle board, skuteri, trimarani, jedrenje, veslanje, ronjenje, skijanje na vodi, kajaking i mnogi drugi.

Jedrenje – Jedna od omiljenih aktivnosti u marini

Sa preko 240 sunčanih dana godišnje, slikovitim pejzažima i jedinstvenim ostrvima Sveti Đorđe i Gospa od Škrpjela, zaliv Boke Kotorske je idealna de-

stinacija za ljubitelje jedrenja i nakon letnje sezone. U jedriličarskoj floti Jahting kluba Porto Montenegro nalaze se prave sportske jahte - *Tofinou 9.5* jedrilice vitkog trupa, koje odišu jednostavnošću i elegancijom, ali i četiri regatne jedrilice tipa *Blu 26*. Osim u takmičarske svrhe koriste se i za slobodno vreme, za krstarenje u društvu porodice i prijatelja. Istovremeno, jedrenje je odličan timski sport idealan i za team building, pa se u ponudi Jaht kluba nalaze i **različiti aranžmani za ovakve aktivnosti na moru**.

Naravno, oni koji tokom zime preferiraju više uživanja, a manje sporta, mogu izabrati i nešto drugačiji program u jedinstvenom iskustvu u poseti Porto Montenegro naselju. **Zimski vikend program** uključuje smeštaj u luksuznim apartmanima, romantičnu večeru, krstarenje zalivom, izlet u kontinentalni predeo Crne Gore, sportske aktivnosti, degustaciju vina, obilazak muzeja i unikatne podmornice, masažu i beauty tretman.

Naravno, svaki od navedenih programa može se prilagoditi individualnim potrebama gosta i klijenta.



Svedok bogate nautičke prošlosti Jadrana – Podmornica „Heroj“

Jedinstveni uvod u nautičku istoriju Boke Kotorske, svojevrsni muzej, Zbirka pomorskog nasleđa oslikava bogate pomorske tradicije i podseća na izvanrednu nautičku prošlost Jadrana. Zbirka raspolaže sa preko 300 eksponata, od Jugoslovenskih podmornica do dnevnika prinzeze Ksenije, Austro-Ugarske brodske opreme i industrijskih mašina. Zidove starog ambijentalnog zdanja, tokom izložbi, krasi i kulna dela likovnog izraza, među kojima su izlagani i radovi Skifana, Kulenisa, Roj Lihtenštajna, Salvadora Dalija i Endi Vorhola.

Od prošlog leta, kao muzejska vrednost, **podmornica P-821 Heroj** ostavlja bez daha posetioce sa svih meridijana. Stati za kormilom i otkriti kako je 28 podmorničara u njoj, duboko u moru, ispisivalo nepredvidive istorijske trenutke jugoslovenske flote, retka je edukativna atrakcija na evropskom tlu. Posetioci tako imaju priliku da vide komandantovu kabinu, torpedne cevi kalibra 533 mm, radio i borbene stanice, periskop...

Njenom restauracijom nije vraćena samo materijalna eksponatska vrednost podmornice, već i život kroz priče podmorničara koji sa strašću objašnjavaju kako su boravili pod vodom i sa kojim opasnostima su se suočavali. Podmornica je imala čak 910 ronjenja i prešla je ukupno 46.659 nautičkih



milja, što je ekvivalent plovidbi dva puta oko zemaljske kugle.

Regent Porto Montenegro Hotel – Luksuz sa pet zvezdica

U junu 2014. godine svoja vrata će otvoriti i luksuzni hotel *Regent Porto Montenegro Hotel & Residences*.

Ovaj spektakularni posed na samoj obali, sadržaće 34 hotelske sobe i 54 rezidencije, od jednosobnih do četvorosobnih stanova i penthouse apartmana.

Krov boje terakote, estetika inspirisana Venecijom i italijanskim palacima širom zaliva, svedoče o viševekovnom uticaju Venecije na bokokotorski identitet. Centralni hol sa širokim pogledom na more i okolne planine vodi ka mirnoj „vodenoj bašti“ koja sadrži potapajuću kamenu stazu povezanu sa *privatnim ostrvom* namenjenim za **večere i ekskluzivne događaje**. Smešteni u prizemlju, café, restoran,

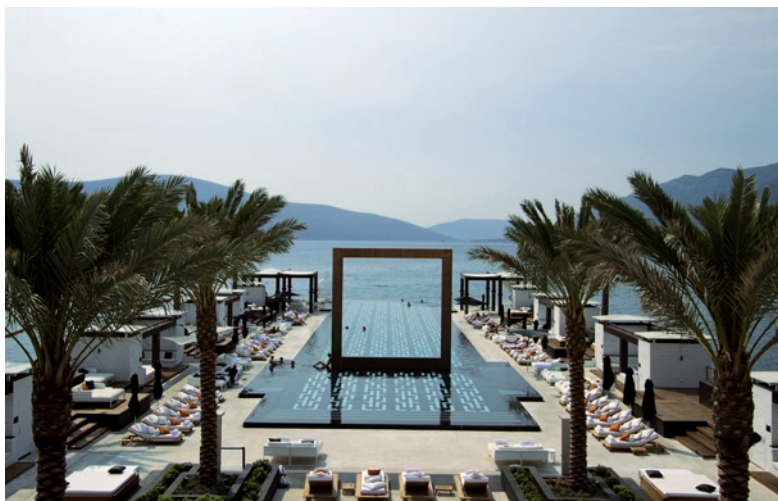
tzv. *cigar lounge* i *library bar* pružaće izuzetan opseg ugostiteljskih usluga. Neponovljivi luksuz i besprekorna usluga karakteristična za Regent u Singapuru ili Berlinu, biće zaštitni znak i ovog Regent hotela, a među sadržajima biće uvršten i prepoznatljivi *Regent Spa* i *Fitness centar*, kao i konferencijska sala koja će biti mesto poslovnih susreta i pregovora.

Mesto najznačajnijih dešavanja

Jedinstveni lifestyle događaji poput *24 sata Elegancije*, *James Bond zabave* povodom prezentacije luksuznog „Mishara“ nakita, likovne izložbe *Od futurizma do savremene umetnosti*, prezentacija prve prestižne Mercedes Benz jahte *Silver Arrows Marine*, koncerti, modni i umetnički performansi samo su neki od povoda da Porto Montenegro bude omiljeno mesto okupljanja poslovnih klijenata, članova evropske jahting zajednice i mnogobrojnih turista.

Porto Montenegro poslednjih godina postaje najtraženija lokacija za proslave, seminare, gala večere, poslovna i prijateljska okupljanja, ali i kulise za razmenjivanje zaveta mladenaca iz čitavog sveta. Lista razloga za posetu Porto Montenegro izuzetno je duga, a postaje još duža i činjenicom da dinamika događaja ne jenjava tokom cele kalendarske godine.

Više informacija potražite na:
events@portomontenegro.com i
www.portomontenegro.com



Porto Montenegro

THE MOST LUXURIOUS LIFESTYLE DESTINATION ON THE ADRIATIC

The first luxurious marina on the Adriatic, Porto Montenegro, has become a favorite location of the international yachting elite and cosmopolitans from all parts of the world. Within only five years, it has transformed from a carefully designed model into a luxury brand and state-of-the-art tourist product. Today, Porto Montenegro, has become a *lifestyle*, a recognizable docking spot for mega-yachts and a choice destination for the world's jet-set.

Experience the Quaint Streets and Romantic Squares of the Nautical Village

A stay in the Porto Montenegro village and marina is a fun, glamorous, and relaxing experience, with a multitude of exclusive facilities, high class restaurants and fashion brands.

YSL, Dolce & Gabbana, Fendi, Etro, Anammar, Carolina Bucci, Italia Independent, Mawi, Mooi, Samms, Heidi Klein, Roksanda Ilincic, Matthew Williamson, Camilla, Vix and Zimmerman plus many others can all be found in this exceptional shopping destination.

You can taste various fine dishes of international or traditional Mediterranean cuisine in one of the five restaurants, all of which offer a rich and original wine list.

Located above the sea, with a spectacular view of the marina and the Boka Bay, the **64 m long pool Lido Mar** is a popular place for summer entertain-



ment, with choice catering in the VIP lounge. For lovers of water sports, the rental center offers paddle boards, jet skis, trimarans, sailing, rowing, scuba diving, water skiing, kayaking and other equipment.

Sailing – One of the Favorites Activities in the Marina

With 240 sunny days a year, a picturesque landscape and unique islands Sveti Đorđe (St. George) and Gospa od Škrpjela (The Lady of Rock) the

Boka Bay is an ideal destination for sailing lovers, even after the summer season. The Porto Montenegro Yacht Club sailing fleet includes two *Tofinou 9.5* and four *Blu 26* race boats.

They are used for local regattas, group leisure and the sailing school.

At the same time, sailing is an ideal team sport and team building activity, so the yacht club offers various packages for **maritime team building activities**.

Of course, those who prefer relaxation to sports during the winter can choose a different programme in the unique experience offered by a visit to the Porto Montenegro village.

The **winter weekend programme** includes accommodation in luxury apartments, a romantic dinner, cruising on the bay, an excursion to the continental part of Montenegro, sports activities, wine tasting, a visit to the museum to see a unique submarine, a massage and beauty treatment.

Each of these programmes can be adjusted to the individual needs of guests and other clients.



Witness of the Adriatic's Rich Nautical Past – The Hero Submarine

The Naval Heritage Museum provides a unique introduction to the history of Boka Kotorska, a museum of sorts, presents a wealth of nautical tradition and is a reminder of the Adriatic's extraordinary nautical past.

The collection includes over 300 items, from Yugoslav submarines to the diary of Princess Ksenija, Austro-Hungarian ship equipment and industrial machines.

During the exhibition the walls of the old building are adorned by works of art, including those by Skifan, Kulenis, Roy Lichtenstein, Salvador Dali, and Andy Warhol.

Since last summer, the **P-821 Hero submarine** has been leaving visitors from around the world breathless. To stand at its helm and discover how its twenty-eight man crew wrote the precipitous history of the Yugoslav naval fleet is a rare educational experience in Europe. Visitors can see the captain's cabin, the 533 mm caliber torpedo barrel, the radio and combat stations, the periscope...

Its refurbishment did not restore only the material value of the submarine items but also the life told by the submarine crew, who describe with pas-



sion the time they spent under water and the dangers they faced. The submarine was submerged 910 times and travelled 46,659 nautical miles, which is equivalent to two trips around the globe.

Regent Porto Montenegro Hotel – Five Star Luxury

The Regent Porto Montenegro Hotel & Residences will open its doors for guests in June 2014.

This spectacular estate located at the water's edge, will have 34 hotel rooms and 54 residential apartments, ranging from single to four-bedroom and penthouse suites.

The terracotta roofed building, inspired by the countless Italianate palazzo around the Bay, is tribute to the area's 400 years under Venetian rule.

The central hall, which looks out to the sea and surrounding mountains, leads to the quiet "water garden", with a deep-sunk stone path connecting guests to a *private island* for **dinners and exclusive events**.

Situated on the ground floor, the café, restaurant, *cigar lounge* and *library bar* are all characteristic of the Regent Hotel in Singapore or Berlin and will likewise be the signature mark of this Regent Hotel, which will also have a unique *Regent Spa and Fitness Center*, and event space idea for conferences and gala dinners.

The Spot for Exclusive Events

Unique lifestyle events, such as *24 Hours of Elegance* and the launch of the Mishara Jewelry Adriatic Collection, *From Futurism to Modern Art* exhibition, the launch of the Mercedes Benz new S-Class, concerts, fashion shows and artistic performances are only some of the events that took place at Porto Montenegro this summer.

It is a destination not only for residents, yachtmen and tourists but has also become a popular location for celebrations, seminars, gala dinner parties, business and leisure gatherings and weddings continuing to add more and more reasons to visit.

More information at:
events@portomontenegro.com
 and **www.portomontenegro.com**



Agencija Talas-M DMC

„KRSTARENJE“ PUTEVIMA KRALJA NIKOLE

„Kleber krstarenje“ naziv je incentive putovanja koje se održava jednom godišnje u organizaciji kompanije Michelin, za marku guma Kleber. Ovo je vrsta nagradnog putovanja za klijente kompanije koji su ostvarili određeni godišnji rezultat i na taj način osvojili putovanje u Crnu Goru.

Talas-M DMC je agencija koja se bavi kongresnim turizmom u Crnoj Gori još od njegovih samih početaka.

Godine iskustva, veoma bogat portfolio klijenata i mnoštvo neobičnih i važnih događaja svrstavaju ovu agenciju u sam vrh turističke privrede destinacije.

Ove godine, agencija je imala zadovoljstvo da organizuje „Kleber krstarenje“ za jednog od dva najveća proizvođača guma u svetu, koji se između ostalog bavi i turizmom.

Manje je poznato da se kompanija Michelin bavi i izradom turističkih vodiča, auto mapa i kategorizacijom restorana Michelin zvezdicama, a još je manje poznato da marka Kleber pripada ovom gigantu.

Šest grupa od po sedamdeset učesnika, tri rotacije u junu i tri u septembru,

Kleber krstarenje

Nakon deset godina organizovanja ove vrste putovanja, marketing tim grupacije Michelin/Kleber izabrao je Crnu Goru za ovogodišnje „krstarenje“. Po prvi put u istoriji organizacije, Kleber je imao rekordan broj učesnika – preko 400.

preko četiri stotine zadovoljnih gostiju – brojke govore kolika je važnost ovog projekta ne samo za agenciju Talas-M, već i za čitavu destinaciju.

Program je trajao četiri dana, a grupe su bile smeštene u budvanskom hotelu Avala Resort & Villas.

Prvog dana programa, nakon dvoipodčasovnog leta iz Pariza i tople dobrodošlice, grupe su imale večeru u tipičnom lokalnom ribljem restoranu u Budvi – **Porto**.

Drugi dan je bio organizovan u duhu „krstarenja“ crnogorskim krivudavim putevima centralne regije. Gostima su bila na raspolaganju vozila opremljena gumama Kleber i road bookovima sa instrukcijama i mapama za vozače, kojima su se sami vozili od Budve, preko Cetinja, nacionalnog parka Lovćen, čuvenih serpentina koje su goste iz Francuske ostavile bez daha, nazad do Budve.

Tokom ovog dana, gosti su imali 3 kratka sastanka u vidu prezentacija o geometriji, pritisku i balansiranju guma. Prezentacije su bile organizovane na vrlo neobičnim mestima: **letnja**



Talas-M Team

Tim u okviru agencije Talas-M, koji se bavi kreiranjem i organizovanjem incentive putovanja, seminara, kongresa, team buildinga i događaja, broji za sada sedam članova, odličnih poznavalaca destinacije i proizvoda koji Crna Gora može da ponudi najzastupljenijim klijentima.

pozornica na Cetinju, tradicionalni restoran Ivanov konak, terasa restorana Nevjesta Jadrana sa najlepšim panoramskim pogledom na Boku Kotorsku. Nakon dinamičnog dana, usledila je i dinamična noć: večera u izuzetnom **restoranu hotela Avala** sa zabavom do sitnih sati.

Treći dan je bio rezervisan za opuštajuće krstarenje po Bokokotorskom zalivu, sunčanje, kupanje, obilazak **Gospa od Škrpjela i starog grada Kotora**. U tom duhu je organizovana i **večera na plaži restorana Astorija**.

Nakon nekoliko meseci pregovora, dogovora i napornog rada, usledili su dobra zabava, zadovoljni osmesi i zahvalnice. Talas-M agencija nastavlja sa organizacijom uspešnih događaja, a o tome da li će Crna Gora uskoro dobiti Michelin vodič ili će neki od crnogorskih restorana dobiti Michelin zvezdicu, obavestićemo u nekom od narednih brojeva SEEbtm magazina!



Agency Talas-M DMC

“CRUISING” ON THE ROADS OF THE KING NIKOLA

“Kleber krosière” is the name of the incentive trip held once a year and organized by Michelin company, for the Kleber tyres brand. This is a type of an incentive trip for the clients of the company who achieved a certain turnaround and by that won the trip to Montenegro.

Talas-M DMC is a company who organizes meetings and incentives in Montenegro from the very beginning of this type of tourism. Years of experience, very rich portfolio of clients and many unusual and important events put this agency in the top of the tourist companies in the country.

This year, Agency had a pleasure to organize the Kleber krosière for one of the two biggest tire producers in the world, whose activity also involves tourism. It is less known that Michelin group is notable for its travel guides, road maps and Michelin stars that the Red guide awards to the finest restaurants. It is even less known that the Kleber brand belongs to this giant. Six groups of seventy participants, three rotations in June and three in September, over four hundred satisfi-

ed guests – numbers speak about the importance of this project not only for Talas-M DMC but for the destination as well. The program was organized in four days and groups were accommodated at hotel Avala Resort & Villas in Budva.

The first day, after a 2.5 hours flight from Paris and a warm welcome, groups had a fish dinner at a typical local restaurant in Budva – **Porto restaurant**.

The second day was organized in the “cruise” spirit by curvy roads of the Montenegrin central region. Guests had cars equipped with Kleber tires, road books with driving instructions and maps at their disposal and drove from Budva, across Cetinje, the National Park Lovcen, famous serpentine road which made our guests from France speechless, back to Budva. During this day guests had 3 short meetings in form of presentations about geometry, pressure and balance of tires. The presentations took place in very unusual venues: **open air theatre in Cetinje, traditional restaurant Ivanov konak, terrace of Nevjesta**



Talas-M Team

The Talas-M Team, who creates and organizes incentives, seminars, conferences, team buildings and events, counts seven members for the moment, all great connoisseurs of their country and the product that Montenegro can offer even to the most demanding clients.

Jadrana restaurant with the most beautiful view on the Boka Bay. After a dynamic day goes a dynamic night: dinner in a remarkable fine dining **restaurant of the Avala hotel**, followed by a party until late hours.

The third day was reserved for a relaxing cruise in the Boka Bay, for sun tanning, swimming, visit of **Our Lady of the Rock islet** and the **Old town of Kotor**. Following the same relaxing spirit, the dinner was organized on a **beach terrace of Astoria restaurant** in Budva.

After many months of negotiations, agreements and hard work, came the reward in form of good fun, happy smiles and appreciations. Talas-M company continues with management of successful events and about the Michelin tourist guide for Montenegro and Michelin awards for Montenegrin restaurants, you will be informed in one of the following issues of SEEBtm magazine!

Kleber krosière

After ten years of organizing this type of trip, marketing team of Michelin/Kleber group has chosen Montenegro for this year’s “cruise”. For the first time in its history, Kleber had a record number of participants – over four hundred.



Hoteli Maistra, Rovinj

ROVINJ KAO JEDINSTVENA KONGRESNA DESTINACIJA

Vodeća hrvatska turistička kompanija Maistra kontinuirano je usmjerena na razvoj svoje kongresne ponude što dokazuje i posljednja opsežna investicija u hotel Lone, a kojim je ujedno zaokružena ponuda **kongresnog centra Cap Aureo**, jednog od najvećih kongresnih centara u regiji. Centar predstavlja cjeloviti kongresni kompleks sa smještajnim objektima različitih kategorija - hotel Lone, Monte Mulini, Eden i Park, smješten unutar zaštićene park šume Zlatni rt, tik uz more, a opet u neposrednoj blizini grada Rovinja. Centar obuhvaća 20 dvorana, od kojih najveća prima 650 sudionika, a sve dvorane ukupno raspoložu kapacitetom od gotovo 1.600 sudionika.

Osim Cap Aurea, Maistra u svom portfelju broji i **kongresni centar Adris** koji se nalazi u samom centru Rovinja u prostorima bivše tvornice duhana.

Kongresni centar Cap Aureo obuhvaća 20 dvorana, od kojih najveća prima 650 sudionika, a sve dvorane ukupno raspoložu kapacitetom od gotovo 1.600 sudionika.

Ovaj kompleks prostire se na površini od 30.000 četvornih metara te se sastoji od suvremeno uređene koncertne dvorane i galerije te izložbenih prostora savršenih za organizaciju velikih manifestacija i kongresa.

Glavna dvorana ima maksimalni kapacitet od 1.500 sjedišta, a druga po veličini dvorana 1.000 sjedišta. Pored njih unutar centra dostupno je još desetak odvojenih dvorana različitih kapaciteta, te prostori za registraciju sudionika, press centar, brojni uredi i sobe za sastanke, gala večere, zabavne punktove i sl.

Dodatnu kvalitetu kongresnoj ponudi Maistre, pored spomenutih kongresnih centara, daju i ostali hoteli koji raspoložu sa kongresnim sadržajima – hotel Istra na otoku Sv. Andrija u Rovinju i hotel Pineta u Vrsaru.

U kontekstu konferencijskog turizma Maistra nudi čitav niz komplementarnih sadržaja i usluga koji presudno utječu na zadovoljstvo ukupnom ponudom profila korisnika kongresnog turizma, a koji se kreću od komunikacijske povezanosti internetom pa sve do izbora vrhunskih restorana, spo-

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rtskih i tematskih wellness sadržaja, zabavnih sadržaja kao i mogućnost doživljaja grada, kulture i običaja destinacije. Jednako tako, osim kvalitete kongresnih kapaciteta i sadržaja, ono što Maistru karakterizira, te daje veliku prednost, je i geografski položaj Rovinja kao jedne od najbližih mediteranskih kongresnih destinacija za zemlje srednje i zapadne Europe. Kvalitetna cestovna povezanost te blizina šest međunarodnih zračnih luka prednost su koju cijene svi organizatori i sudionici kongresa.

HRVATSKA
Hrvatska turistička zajednica



Maistra Hotels, Rovinj

ROVINJ AS A UNIQUE CONFERENCE DESTINATION

Maistra, a leading Croatian tourist company, is continuously focused on the development of its conference offer, as the latest extensive investment into the Lone hotel proves, which also completes the offer of the **Cap Aureo conference center**, one of the largest conference centers in the region.

The center consists of a comprehensive conference complex with accommodation facilities of different categories - hotels Lone, Monte Mulini, Eden and Park, situated within the protected park forest Zlatni rt, next to the sea, and still in the immediate vicinity of the town of Rovinj. The center includes 20 halls, the largest of which can seat 650 participants, and all the halls together can accommodate almost 1,600 participants.

In addition to Cap Aureo, Maistra's portfolio includes the **Adris conference center** in the very heart of Rovinj, on the premises of the former tobacco

factory. This complex's floor area is 30,000 m², and it consists of a modern concert hall and a gallery, as well as exhibition areas, perfect for organizing big events and conferences.

The main hall has a maximum capacity of 1,500 seats, and the second hall by size has 1,000 seats. In addition to these halls, there are about a dozen separate halls with different capacities in the center, as well as the areas for participant registration, press center, numerous offices and meeting rooms, gala dinner rooms, entertainment points etc.

In addition to the above conference centers, other hotels featuring conference facilities – the Istra hotel on St. Andrew's island in Rovinj and the Pineta hotel in Vrsar – enhance the quality of Maistra's conference offer.

In the context of conference tourism, Maistra offers a number of complementary facilities and services which have a crucial effect on the conference tourism users' overall satisfaction with the offer, ranging from communication connections via the Internet to the selection of top-rate restau-

Adris conference center in the very heart of Rovinj, on the premises of the former tobacco factory. This complex's floor area is 30,000 m². The main hall has a maximum capacity of 1,500 seats, and the second hall by size has 1,000 seats.

rants, sports and thematic wellness facilities, entertainment, and the option to experience the town, culture and customs of the destination.

Equally, in addition to the quality of conference capacities and facilities, Maistra's distinctive feature and its advantage is Rovinj's geographical position as one of the closest Mediterranean conference destinations for the countries of Central and Western Europe.

Good road connections and the proximity of six international airports are an advantage appreciated by all conference organizers and participants.

Cap Aureo conference center includes 20 halls, the largest of which can seat 650 participants, and all the halls together can accommodate almost 1,600 participants.



Hotel Park Plaza Histria Pula

ŠARM I LUKSUZ U KONGRESNOJ PONUDI PULE

Novoređeni hotel Park Plaza Histria Pula 4* s impresivnim kongresnim centrom i čitavim nizom luksuznih pratećih sadržaja, smješten na samom moru, a udaljen svega nekoliko minuta od povijesnog grada Pule, predstavlja sam vrh kongresne ponude.

Dobra prometna povezanost, brojna kulturna događanja, prirodne ljepote, mogućnost organizacije raznih izleta i vođenih degustacija u Istri i okolici samo su neki od razloga zašto izabrati baš hotel Park Plaza Histria Pula kao odredište.

Ovaj hotel pravi je odabir za poslovna druženja obzirom da, pored funkcionalne kongresne infrastrukture, nudi čitav niz sadržaja za ugodno ispunjenje slobodnog vremena – od wellnessa i sportskog centra, do prirodnih i povijesnih ljepota koje ga okružuju, a bitan čimbenik svakako je i odlična gourmet ponuda.

U kongresnom dvoranu može se smjestiti do **700 gostiju** te je zato idealno mjesto za održavanje konferencija.

Za manje i intimnije sastanke pogodnije su **tri sale za sastanke i moderna kino sala**. Svi objekti su opremljeni najsvremenijom tehnologijom koja



odgovara ponudi hotela sa 4 zvjezdice, a profesionalno stručno osoblje za sastanke i događanja doprinosi uspješnoj organizaciji svakog eventa.

Za uspješne kongrese i skupove nisu važne samo kongresne dvorane i prateća tehnologija.

Bitno je moći ponuditi i nešto više, okruženje u kojem poslovna druženja dobivaju notu šarma i druželjivosti. Hotel Park Plaza Histria u atraktivno

uređenim i prostranim prostorima **lobby-a kongresnog centra ili samog hotela** nudi organizaciju vrsnih domjenaka, primanja, banqueta, coffee breakova, druženja uz koktele i prigodne zalogaje, sve popraćeno zabavnim i glazbenim sadržajima kakvi odgovaraju profilu događanja.

Prostrana terasa s pogledom na Jadransko more, za lijepoga vremena također je savršeno mjesto za druženje, adut koji nikoga neće ostaviti ravnodušnim.

U sklopu hotela nalazi se i moderna kino sala s najsvremenijom audiovizualnom tehnologijom, u kojoj se mogu odrađivati razne zahtjevnije projekcije ili prepustiti se gledanju filmova, spotova ili drugih sadržaja važnih za event.



www.arenaturist.com



Hotel Park Plaza Histria nalazi se u poznatom turističkom resortu **Verudela**, mjestu bogatim zanimljivim sadržajima za sve ukuse. Intimna šetnja uz more s pogledom na prirodne ljepote ili uživanje u **shopping & fun ulici Verudela Avenua**.

Ona spaja hotel i apartmansko naselje koje mu također pripada te sadrži brojne trgovine, butique, galerije, suvenirnice, barove, restorane i vinoteku...

Zanimljivo je obići i tvrđavu **Verudela** iz 1886. god. s impresivnim **Aquariumom** i postavom od preko 60 bazena na tri razine, u kojima se može videti sva sila organizama sjevernog i južnog Jadrana, tropske morske i slatkovodne ribe, kao i

predstavni europskih rijeka i jezera ili umjetničke galerije u kojoj se smjestio **Muzej suvremene umjetnosti Istre**...

Za one koji vole da samostalno istražuju, moguće je **unajmiti automobil ili bicikl** te krenuti u avanturu istraživanja istarskog zaleđa ili bogate pulske povijesti. Uslijed sportske infrastrukture i prirodnih atrakcija, područje je idealno za organizaciju team buildinga i sportskih druženja.

Hotel Park Plaza Histria Pula

CHARM AND LUXURY OF PULA'S CONFERENCE OFFER

The new four stars hotel Park Plaza Histria Pula on the coastline, just few minutes away from historical city of Pula, with an impressive conference centre and all kinds of luxury contents, represents the top of conference offer.

Great transport connections, natural beauties, possibility to organize various excursions and guided tasting trips in Istria and surroundings are just some of the reasons to choose hotel Park Plaza Histria Pula as a destination. This hotel is the best choice for business meetings.

Apart from a functional congress infrastructure and premium technological equipment, it offers a whole range of other contents in order to pleasantly fulfill free time – wellness and sports center, natural and historical beauties and excellent gastronomic offer.

The conference plenary hall can fit up to **700 people** what makes it a perfect place for big events. For smaller and more intimate meetings there are **three other boardrooms and a modern cinema room**. All the rooms are equipped with the latest technology, according to the standards of a



four stars hotel. And the professional event management team is there for successful organization of each event. In order to have a successful congress and meeting not only conference rooms and technology are important. Hotel offers more than that: an environment in which business happenings receive a note of charm and conviviality.

Hotel Park Plaza Histria, with its attractively designed **large halls in the**

lobby of the congress center offers the place where to organize superb business lunches, parties, coffee breaks and banquets with cocktails and appropriate snacks, all this accompanied by entertainment and music chosen in order to adapt to the nature of specific event.

During fine weather conditions, a **vast terrace with sea view** can represent a perfect place to meet and chat.

The terrace overlooking the sea is ideal for networking and will not leave anyone indifferent.

In the hotel there is a modern cinema room with the state of the art audio-visual equipment, in which could be deliver various projections or just relax while watching a movie, spot or other contents linked to the event.

www.arenaturist.com



Hotel Park Plaza Histria lies in the famous tourist resort **Verudela**, a place of rich and interesting contents and facilities for all tastes. To have an intimate walk on the seaside and a view on natural beauties, do some **shopping & fun along the Verudela Avenue**.

It connects the hotel with its apartments village and has many shops, boutiques, galleries, souvenir shops, bars, restaurants and a wine shop...

It is interesting to visit **Verudela fortress** built in 1886 with an impressive **Aquarium** and an installation of 60 tanks on three levels where you can get acquainted with the complete range of sea inhabitants of the Northern and Southern Adriatic, tropical marine and freshwater fish, as well as representatives of European rivers and lakes, or arts gallery hosting the **Museum of contemporary arts of Istria...**

For those who prefer to do the research by themselves, it is possible to **rent a bike or a car** and head for an adventure of exploring the Istrian hinterland or richness of Pula's history. Thanks to its sports infrastructure and facilities as well as natural attractions, this is an ideal place to organize team buildings and sports happenings.

Rina Travel & Events

VOLVO TRUCKS FINALE 2013 U HRVATSKOJ

Volvo Trucks za regiju jugoistočne Europe, u suradnji sa agencijom Rina Travel & Events, organizirao je 19. listopada 2013. godine, finale međunarodnog natjecanja „The Drivers' Fuel Challenge 2013“ za srednju i istočnu Europu, na motodromu Grobnik pored Rijeke.

Naručitelj Volvo Trucks od 2011. godine na ovaj način promovira učinkovitost i štedljivost svojih kamiona i nagrađuje partnere širom svijeta, a Hrvatska je ove godine odabrana za regionalnog domaćina **14 delegacija iz zemalja od Baltika do Jadrana**.

Prvi posao Rine, kao odabranog partnera Volva, bio je predložiti opcije smještaja gostiju na najvišem nivou. Nakon više sastanaka i inspekcijskih posjeta izbor je pao na **motodrom Grobnik** za utrku i nedaleku Opatiju za smještaj – staru damu hrvatskog turizma u kojoj su gosti mogli uživati, u hotelu Remisens Premium Hotel Ambassador sa pet zvjezdica.

Najzahtjevniji dio organizacije predstavljala je višednevna transformacija asketski uređenog Grobnika u VIP prostor pa je pored staze postavljen šator od 500 m², a mehaničarske garaže su preuređene u prostore sa zabavnim sadržajima za simulacije vožnje, sobe za novinare i prostore za potrebe cate-



ringa. Uz koordiniranje mnogobrojnih transfera iz zračnih luka u Zagrebu i Trstu do Opatije mnogo posla je bilo i u brendiranju i pripremi staze.

Kada su sve pripreme u Rininoj organizaciji bile gotove i vrijeme je poslužilo, pa su gosti mogli uživati u ugodnoj mediteranskoj klimi i sunčanom vremenu (20°C) usred jeseni.

Nakon jutarnjeg dijela od 14 natjecatelja - nacionalnih prvaka u svojim državama ulazak u drugi krug i mogućnost osvajanja Volvovog modela V40 ostvarili su predstavnici Poljske, Češke, Mađarske i Slovenije.

Kada su i popodnevne vožnje završene konačni rezultati su zadržani u tajnosti kako bi bili otkriveni na vrhuncu **gala večeri koja se isti dan odvijala u Opatiji**.

Nakon večere od jadranskih i kontinentalnih delicija za svih 150 učesnika prikazan je video sa najzanimljivijim dijelovima dnevnog dijela programa, a izvršni direktor Volva srednje i istočne Europe Tom Joerning dodijelio je nagrade od kojih je ona najvrjednija, na 4 kotača, otišla Zoltanu Simonu iz Mađarske.

U dobrom raspoloženju zabava uz živu glazbu je mogla početi, a unatoč cjelodnevnom obavezama i umoru gosti su plesni podij ispraznili tek pred jutro.

Gosti su iz Hrvatske otišli sa mnogo pozitivnih dojmova, zadovoljni gostoprimstvom i cjelokupnim doživljajem te su svi najavili ponovno sudjelovanje u Volvovom „The Drivers' Fuel Challenge“-u.

„Bila nam je čast ugostiti ovako značajan skup, a posebno bi zahvalila Rini na izvrsnoj suradnji u detaljnoj pripremi i organizaciji događanja.“

*Maja Šimunić
Liburnia Riviera Hotel,
voditelj MICE odjela*



„Izuzetno smo zadovoljni sa podrškom koju nam je pružala Rina, krećući od prvog nacrtu pa do same realizacije eventa. Cijeli tim Rine orijentiran je prema svojem klijentu u potpunosti i cijelo vrijeme tijekom procesa „izgradnje“ eventa. Njihova fleksibilnost i posvećenost zadatku je upravo onakva kakvu mi kao klijenti trebamo i očekujemo.“

*Lidija Supek Koršoš
Volvo Trucks Hrvatska,
marketing menadžer*

Rina Travel & Events

VOLVO TRUCKS FINALS 2013 IN CROATIA

On October 19th 2013, the Race Track Grobnik near Rijeka was the main stage for the finals of the international competition "The Drivers' Fuel Challenge 2013" organized by Volvo Trucks South East Europe and Rina Travel & Events.

The client – Volvo Trucks has this way been promoting its Economical and Effective vehicles and awarding its partners around the world. Croatia was chosen as a regional host for the finals in which **14 national champions from Baltic to the Adriatic participated.**

First assignment for Rina Travel was to suggest high class accommodation options for the participants. After a series of meetings and an inspection visit **Race Track Grobnik** was chosen and nearby Opatija – Croatia's champion of tourism as a base where guests were able to enjoy in five stars Remisens Premium Hotel Ambassador. Organization wise the most difficult part was the three day transformation of Grobnik Race Track into a VIP area. Next to the track a 500 m² pavilion was erected and simple garages were transformed into elegant drive simulator rooms, press and catering rooms.



A lot of work went into coordinating the transfers from airports in Zagreb and Trieste and in extensive branding of the Race Track.

When all agency preparations were done even the weather rose to the occasion and guests could enjoy the mild Mediterranean climate and 20°C in mid October.

After the morning part of the competition out of 14 national champions, 4 of them got into the second round – champions of Slovenia, Poland, Czech Republic and Hungary.

The afternoon round results were kept secret only to be revealed at the **Gala Dinner later that evening in Opatija.** After dining the best of Cro-

atian cuisine, guests were shown a video with the day's highlights from the Track. Tom Joerning, Managing Director of Volvo Trucks, Market Central East Europe awarded the prizes with the most valuable – Volvo V40 passenger car going to Zoltan Simon of Hungary.

In such good atmosphere the party could begin, and despite full day of activities the contestants and members of their delegations didn't leave the dance floor until dawn.

The guests enjoyed the hospitality and left Croatia with great memories and experiences and all said they would be taking part in Volvo's next "The Drivers' Fuel Challenge".

"It was a pleasure to host such an important gathering, and I would especially like to thank Rina for great cooperation and detailed preparation of the event."

*Maja Šimunić
Liburnia Riviera Hoteli,
Manager of MICE Department*



"We are extremely satisfied with the support we received from Rina, from the first draft to the event day. Rina's entire team is fully client oriented the entire time needed to build the event.

Their flexibility and dedication to the task is exactly what we as clients need and expect."

*Lidija Supek Koršoš
Volvo Trucks Hrvatska,
Marketing Manager*

Novi portal www.kongresniturizam.com

RAJ ZA ORGANIZATORE DOGAĐAJA

Specijalizovan regionalni internet portal za organizaciju događaja i poslovni turizam www.kongresniturizam.com je u 2013. godini obukao novo odelo. Portal je sada nov, redizajniran, sa savršenim mogućnostima pretrage i usluga koje nudi organizatorima događaja.



Ivan Milić

Internet portal www.kongresniturizam.com pokrenut je 2006. godine kao prvi internet portal koji se bavi kongresnim i poslovnim turizmom u regionu Jugoistočne Evrope.

Tokom 6 godina postojanja, postigao je uspeh i zavidne rezultate, prepoznat od strane kongresne industrije i organizatora događaja, kao jedinstven prostor za plasiranje i pronalaže-

nje informacija o mogućnostima pri organizaciji događaja u regionu.

Tokom 2013. godine, ovaj specijalizovan internet portal je prošao kroz ozbiljan programerski i vizualni redizajn, na kojem je radio čitav tim profesionalaca nekoliko meseci.

Tim povodom, imali smo prilike da razgovaramo sa g-dinom **Ivanom Milićem**, direktorom prodaje kompanije The Best Solutions, u čijem je sastavu ovaj portal.

1. Internet portal www.kongresniturizam.com je u ovoj godini potpuno redizajniran. Možete li nam reći nešto više o izgledu portala?

Ono što prvo primetimo na nekoj osobi jeste fizički izgled, tako i u poslu, prvi utisak koji steknemo o nekom proizvodu ili usluzi jeste na osnovu toga kako je ono vizuelno predstavljeno i upakovano. Zbog toga smo veliku pažnju posvetili izgledu samog portala,

Na portalu www.kongresniturizam.com kreirana je jedna vrsta onlajn radnog prostora za organizatore događaja.

prvenstveno prezentacijama destinacija i naših članova, hotela, prostora i agencija.

Akcentat je stavljen na sadržaj prezentacija i jasno i pregledno predstavljanje svih informacija koje su najbitnije za nekoga ko traži odgovarajući hotel, prostor ili agenciju.

Ne postoji informacija koja je potrebna organizatoru, a koja se ne nalazi, recimo, na prezentaciji nekog hotela. I koju ne može da uoči u roku od par sekundi. Od kapaciteta sala i smeštaja, galerije slika, tabelarnog prikaza kapaciteta sala sa fotografijama tih sala, da li sala ima besplatni Wi-Fi, prostor za kafe pauze, prirodnu svetlost, mogućnost ulaska automobila u dvoranu, da navedem samo neke.



Razvili smo mogućnosti pretrage koje osiguravaju da svaki korisnik portala, na njemu najlakši način, dođe do potrebne informacije.

Odmah se uočavaju svi sadržaji hotela, kao i tehnička opremljenost sala. Prikazani su i njegovi direktni kontakti, spisak zadovoljnih klijenata, i još mnogo toga.

Sa druge strane, prezentacije samih destinacija (Srbije, Hrvatske, Crne Gore, Slovenije, Bosne i Hercegovine, Makedonije, Bugarske, Rumunije) vrlo pregledno pružaju relevantne informacije za inostranog organizatora. Izdvojene su najbitnije informacije koje pružaju uvid o mogućnostima i potencijalima jedne destinacije za organizaciju događaja svih vrsta.

Reč je o informacijama kao što su direktni letovi, najveći kongresni kapacitet u zemlji, broj hotela, rang na ICCA listi, svetski poznate ličnosti iz te zemlje, i slično.

Optimizacija portala po poslednjim standardima za internet pretraživače je nešto što se podrazumeva.

2. Spominjali ste višekriterijumske načine pretrage. O čemu se zapravo radi?

Organizatori događaja dolaze iz raznih industrija i profesija. Svaki događaj ima sopstveni cilj, ciljnu grupu, budžet. Kriterijumi za izbor prostora i odgovarajuće agencije su različiti.

Stoga, polazna tačka za pretragu nije svakome ista.

Iz tih razloga, razvili smo mogućnosti pretrage koje osiguravaju da svaki korisnik portala, na njemu najlakši način, dođe do potrebne informacije.

Tu je klasična **pretraga po vrsti prostora** ili **po vrsti usluge** koja je potrebna. Za one čiji je početni kriterijum za izbor hotela ili agencije, geografska lokacija, tu je **pretraga po mapi**. U slučaju kada je za organizaciju događaja primarna informacija da li postoje direktni letovi od lokacije delegata do same destinacije, razvijena je inovativna i jedinstvena **pretraga po letovima**. Ona daje informaciju iz kojih sve zemalja postoje direktni letovi do zemalja Jugoistočne Evrope, sa informacijom koje avio kompanije saobraćaju na tim relacijama.

Kad smo kod pretrage prema pros-

torima, ne mogu da ne spomenem i **detaljnu pretragu**, koja omogućava organizatorima da u jednom kliku pronađu hotel koji se uklapa u sve njihove zahteve. U isto vreme, mogu da selektiraju željenu regiju i okruženje, zatim, potreban broj soba i kapacitet konferencijske sale, vrstu i kategorizaciju prostora, izaberu konkretne sadržaje i da kliknu pretraži.

U par sekundi će im se izlistati spisak potencijalno odgovarajućih hotela. Vreme koje im je do sada bilo potrebno da dođu do takvog spiska, može da se meri danima.

3. Kako je organizatorima olakšano donošenje odluke za izbor odgovarajućeg hotela ili event prostora?

Organizatori za pripremu nekog događaja obično analiziraju desetine ponuda. Neke analiziraju sa web sajtova, neke putem dobijenih mejlova, telefonskih poziva... Kriterijumi mogu biti razni, lokacija, kapacitet smeštaja, broj i kapacitet konferencijskih sala, sadržaji objekta itd. Potrebno je izdvojiti one koje najviše odgovaraju zahtevanim kriterijumima i ulaze u najuži izbor. Obično se to prezentuje njho-



vom nadređenom ili upravnom odboru, kojima je potrebno argumentovati razloge za izbor određenog prostora. To sve može da se pretvori u priličnu zbrku informacija i dokumenata. Iz tih razloga smo na portalu www.kongresniturizam.com kreirali jednu vrstu onlajn radnog prostora za organizatore događaja.

Jednostavnim registrovanjem i otvaranjem korisničkog naloga, organizatorima je omogućeno da za svaki njihov događaj, na listu dodaju hotel ili event prostor koji im potencijalno odgovara. Sledeći korak koji umnogome

Izdvojene su najbitnije informacije koje pružaju uvid o mogućnostima i potencijalima jedne destinacije za organizaciju događaja svih vrsta.

olakšava posao svakog organizatora jeste mogućnost upoređivanja svih izabranih hotela/prostora za taj događaj. Klikom na dugme, tabelarno se izlistavaju svi izabrani hoteli gde se komparativno prikazuju broj soba, konferencijskih sala, kapaciteti sala, razni sadržaji i ostali parametri. Vrlo jasno se uočavaju prednosti svakog od njih i olakšava donošenje odluke za hotel koji najviše odgovara kriterijumima za konkretan događaj.

4. Na koje sve načine organizatori događaja mogu da koriste portal www.kongresniturizam.com?


Organizatori događaja mogu samostalno da pretražuju portal po svim gore pomenutim mogućnostima pretrage, kao i da kreiraju sopstveni korisnički nalog na osnovu kojeg će mo-

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ći da vrše poređenje svih izabranih objekata. Reč je o bazi od preko 250 hotela, event prostora i agencija iz regiona Jugoistočne Evrope. Drugi način jeste da kontaktiraju naš tim profesionalaca, sa višegodišnjim iskustvom i poznavanjem regionalnog tržišta, koji im može pomoći u analiziranju toga šta im je potrebno i dobijanja najbolje ponude. Napomenuo bih, da su obe vrste usluga za organizatore događaja besplatne.

M. M.

Organizujete događaj?



KOMPARATOR

Radi lakšeg pregleda selektujte samo podatke koji su u Vašem interesu

	HOTEL 1	HOTEL 2	HOTEL 3	HOTEL 4
	Hotel 1 ★★★★	Hotel 2 ★★★★	Hotel 3 ★★★	Hotel 4 ★★★★
<input checked="" type="checkbox"/> Okruženje	More	Banja	Planina	Grad
<input checked="" type="checkbox"/> Broj soba	254	165	196	302
<input checked="" type="checkbox"/> Broj sala	8	5	4	12
<input checked="" type="checkbox"/> Kapacitet najveće sale	1000	600	1500	600
<input checked="" type="checkbox"/> Wi-Fi	(besplatan)	(besplatan)	(plaća se)	(besplatan)
<input checked="" type="checkbox"/> Restoran	Da	Da	Da	Da
<input checked="" type="checkbox"/> Ulazak auta u salu	-	-	-	Da
<input checked="" type="checkbox"/> Wellness	Da	Da	Da	Da
<input checked="" type="checkbox"/> Otvoren bazen	Da	Da	-	-
<input checked="" type="checkbox"/> Otvoreni parking	Da	Da	Da	Da
<input checked="" type="checkbox"/> Garaža	-	-	-	Da
<input checked="" type="checkbox"/> Zatvoren bazen	-	Da	-	Da
<input checked="" type="checkbox"/> Kazino	Da	-	-	-
<input checked="" type="checkbox"/> Business center	Da	Da	Da	Da
	Pošalji upit	Pošalji upit	Pošalji upit	Pošalji upit

New portal www.kongresniturizam.com

A PARADISE FOR EVENT ORGANIZERS

A specialized regional web portal dedicated to event organization and business tourism, www.kongresniturizam.com put on a new suit in 2013. Now it is renewed, redesigned and has improved the searching and services offered to event organizers.



Ivan Milic

Web portal www.kongresniturizam.com was launched in 2006, as the first web portal specialized in meetings industry and business travel in the South-Eastern Europe. During the first 6 years of business, it has achieved successful and impressive results, recognized by the meetings industry and the event organizers, as a unique online space for both presentation and search for conference capabilities for event organization in the region.

During 2013, this specialized web portal underwent a serious programming and a visual redesign, which involved the whole team of professionals in the course of a few months.

On that occasion, we have the opportunity to talk to Mr **Ivan Milic**, the sales director of the company The Best Solutions, which operates through this portal.

1. This year, the web portal www.kongresniturizam.com was completely redesigned. Could you tell us something more about its new appearance?

When we see a person, what we first notice is a physical appearance. It is the same in business, the first impression which we get about one product or a service comes from its visual presentation or packaging.

That is why we dedicated a lot of attention to the appearance of the portal, mainly presentations of destinations and our members, hotels, venues and agencies.

The accent is on the contents of presentations and a clear and neat presentation of all the information which may be important for someone who is looking for an adequate hotel, venue or agency.

There is no information, required by an organizer, which cannot be found in the presentation, let's assume, of one hotel, and which cannot be noticed within a few seconds. Just to list a few, from meeting halls and accommodation capacities, photo gallery, tabular view of the meeting halls and its capacities including photos, free Wi-Fi if provided, coffee break rooms, natural light, possibility to drive a car into the hall.

On the portal www.kongresniturizam.com we created a type of online working space for event organizers.

Hotel facilities are observed immediately, as well as the existing technical equipment in the meeting halls. It also provides direct contacts, the list of all satisfied clients and many other things.

On the other hand, presentations of destinations (Serbia, Croatia, Montenegro, Slovenia, Bosnia and Herzegovina, Macedonia, Bulgaria, Romania) give a very clear review of the information relevant for foreign organizers. The most important pieces of information giving the insight into facilities and potentials of one destination, provided for organization of all kinds events, have been singled out.



We have developed the possibility of searching which ensures that each user of the portal can find necessary information in the easiest way for them.

This type of information includes direct flights to the destination, the biggest congress capacities in the country, number of hotels, ICCA list ranking, world celebrities originating from that country, and similar. Optimization of the portal with the latest standards for internet explorers is something that goes without saying.

2. You were talking about multiple-criteria searching methods. What is it actually about?

Event organizers come from various industries and professions. Each event has its own goal, the target group and the budget. The criteria for selection of venue and appropriate agency are different. Therefore, the starting point for searching does not have to be the same for everybody.

From that reason, we have developed the possibility of searching which ensures that each user of the portal can

find necessary information in the easiest way for them.

There is a classical **search by venue** or **by type of service** that is needed. For those whose starting criterion for choosing hotel or agency is a geographic location, there is a **search by map**.

In case when the crucial information for event organization is whether there are direct flights from the starting location to the very destination, there is **an innovative and a unique search by flights**. It gives the information about the countries which have the direct flights to the SEE countries, with the information which airlines fly on those routes.

Talking about search by venue, I cannot but to mention the **detailed search**, which enables the organizers to find, with only one click, the hotel which meets all their requirements. At the same time, they can select the desired region and the surroundings, then, the required number of rooms and the conference hall capacities, type and categorization of the venue; they can choose the specific amenity

and just click "search". Within a few seconds, they will see the list of potentially suitable hotels. The time that they used to spend searching for the information in order to make such list, can be measured by days.

3. What is it that enables the organizers to choose the appropriate hotel or venue more easily?

In preparation of a certain event, the organizers usually analyze great number of proposals. Some are taken from the websites, some from the received mails, telephone calls... The criteria can be various, such as location, accommodation capacities, number and capacities of conference halls, facilities provided, etc. It is necessary to select those which are the most suitable in terms of the given criteria and to make a narrow selection.

Such selection is usually presented to the chief or the management board, who ask for the arguments and reasons for such choice. That can all finally turn to quite a mess of information and documentation.

From that reason we created, on the portal www.kongresniturizam.com, a type of online working space for ev-



The most important pieces of information giving the insight into facilities and potentials of one destination, provided for organization of all kinds events, have been singled out.

ent organizers. By simple registration and opening of the user account, the organizers are enabled, in organization of events, to add to their list all hotels or venues which is potentially suitable for them. The next step which largely makes the job of organizer easier is the possibility of making comparison between all selected hotels/venues for that particular event. With only one click, you will see the tabular review of the selected hotels with comparative review of number of rooms, conference halls, their capacities, various facilities and other parameters. It is easy to observe the advantages of each of them, and to

The accent is on the contents of presentations and a clear and neat presentation of all the information which may be important for someone who is looking for an adequate hotel, venue or agency.



choose a hotel which meets the required criteria for that particular event in the best way possible.

4. What are the ways in which the event organizers can use the portal www.kongresniturizam.com?

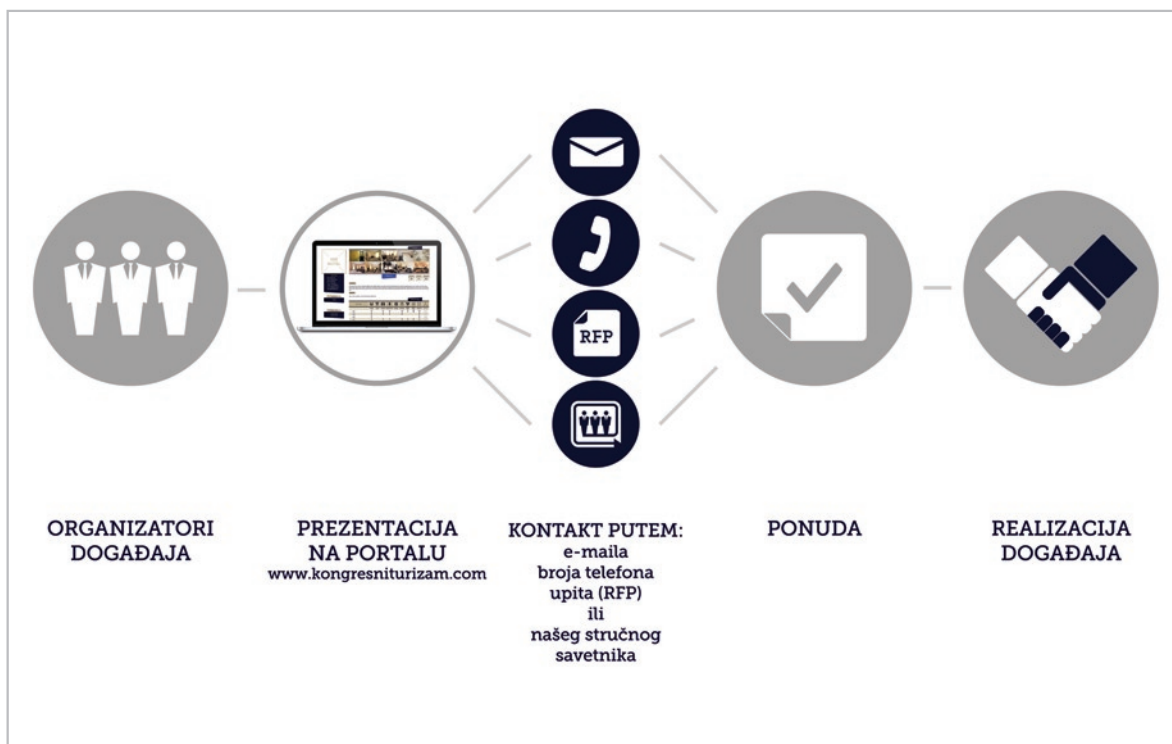
The event organizers can independently search the portal by all aforesaid methods, as well as create their own user account which will enable them to make comparisons between all selected venues. That is the data base which comprises 250 hotels, venues

and agencies from the region of the South Eastern Europe.

The other way is to contact our professional team, which gathers the professionals with a long-lasting experience and a good knowledge of the regional market, and who will help them in analysing of the information they need and getting the best proposal.

I need to mention that both types of services we offer for the event organizers are free of charge.

M. M.





Kongresni biro Amsterdama

„I AMSTERDAM APPROVED“ GARANCIJA ZA USPEH

Još u 13. veku, Amsterdam je počeo da funkcioniše kao centar trgovine. Čak i najranijih dana, stanovnici Amsterdama su spoznali vrednost sklapanja odnosa sa ostalim kulturama, posebno kada je tako nešto služilo u svrhu trgovinskog i ekonomskog razvoja. Danas, Amsterdam još uvek čuva i gaji karakter otvorenog i tolerantnog društva, privlačeći posetioce i stanovnike sa svih strana sveta.

Na osnovu ICCA statistike za 2012. godinu, Amsterdam se ponovo našao među 10 najvažnijih kongresnih gradova sveta.

O mogućnostima i planovima koje nudi ovaj grad, a u vezi sa kongresnom industrijom, razgovarali smo sa gospodinom **Markom Horsmansom**, menadžerom Kongresnog biroa Amsterdama.

1. Amsterdam na svakoga ostavlja jedinstveni utisak, pun sećanja i emocija. Možete li navesti nekoliko stvari koje ovaj grad čine toliko posebnim?

Amsterdam je grad sa mnoštvom lica koja inspirišu i iznenađuju. Ni jedan drugi grad ne nudi takvu kombinaciju kosmopolitskog stila i opuštajuće atmosfere kao što to čini Amsterdam, gde naša gostoljubiva priroda privlači ljude uzbuđljive raznolikosti.

Mešavina kultura – Ukratko, nije slučajnost to što je Amsterdam postao jedan od svetskih gradova koje odlikuje najveći stepen multikulturalizma. Grad predstavlja pravu mešavinu kultura, čije građane čini stanovništvo iz 180 različitih zemalja. Takođe, grad je prigrlio i prihvatio različite stilove života, religije i uverenja. Ogromna raznolikost stanovništva svima dozvoljava da budu ono što jesu i da kažu ono što misle.

Arhitektura – Amsterdam je najviše poznat po svojim luksuznim kućama na obalama kanala i šarmantnim fasadama sa zabatom, ali grad zaista ima toliko arhitektonskog blaga da ljubitelji dizajna drži angažovane nedeljama.

Od vetrenjača i pokretnih mostova do Amsterdamske škole i krajnje mo-

dernog dizajna, puno toga se krije iza fasada nezaboravnih Amsterdamskih građevina.

Priroda – Za tako mali grad, Amsterdam sav „puca“ od zelenila. Otkrijte gde možete posmatrati svet netaknute prirode, najbolje mesto za piknik ili upoznajte grad sa vode.

Cveće Amsterdama – Kada pomislite na Holandiju, odmah vam se javi ne-

koliko ustaljenih tipičnih slika – vetrenjače, klompe i lale.

2. Ova godina je veoma važna za Amsterdam pošto grad slavi nekoliko neverovatnih prekretnica. Možete li nam reći nešto više o događaju Amsterdam 2013?

2013 je veoma posebna godina za Amsterdam! U proslavljanju nekoliko važnih momenta, kao što je otvaranje obnovljenog muzeja *Rijksmuseum* i



Van Gogovog muzeja, i proslava 400 godina *Canal Ring-a*, ova godina će biti prepuna uzbudljivih događaja.

3. Šta gostujući kupci i poslovni putnici mogu da očekuju od Amsterdama, u smislu razlika u odnosu na ostale kongresne gradove?

Gradsko područje Amsterdama predstavlja destinaciju svetske klase. Za laku dostupnost tu je **jedan od najmodernijih i najefikasnijih aerodroma Evrope**: *Schiphol* Aerodrom Amsterdam. Kompaktna veličina Amsterdama znači da se skoro sve nalazi skoncentrisano u krugu koji se može **obići peške**. Ipak, mreža javnog transporta koja uključuje autobuse, tramvaje i metro, efikasna je, savremena i pouzdana.

Istorijski centar – Amsterdam je osnovan u srednjem veku, u blizini brane na reci Amstel. Grad je doživeo istinski procvat u 17. veku, kada je postao najveći svetski centar trgovine i umetnosti. Istorijsko jezgro grada poznato kao „Grachtengordel” (prsten kanala), ostalo je netaknuto sve do današnjih dana.



Ova oblast, koja bez sumnje predstavlja muzej na otvorenom, jeste toplo, prijatno i živahno srce grada.

Centar znanja – Grad privlači mnoge istaknute akademike i postao je atraktivno mesto za susrete stručnjaka angažovanih u oblasti nauke i istraživanja. Delom zbog centralne lokacije na rubu Evrope, Amsterdam sada nudi novo „tržište” besplatne i efikasne razmene znanja i ideja.

Posao i zadovoljstvo – U Amsterdamu se nalaze kompanije Dutch East India, Google i sedište AKZO Nobela. Kompanije koje se bave reklamom i oglašavanjem biraju Amsterdam zbog toga što privlači kreativne ljude.

Jezik – Maternji jezik u Amsterdamu je holandski, a drugi jezik je engleski. Pored toga, mnogi stanovnici Amsterdama govore različite savremene strane jezike.



4. Kongresni biro je inicirao saradnju pod nazivom Task Force for Citywide Congresses. Šta ona podrazumeva i kako doprinosi kongresnoj industriji Amsterdama?

Task Force for Citywide Congresses predstavlja saradnju između velikih poslovnih hotela Amsterdama, Amsterdam RAI-a i Amsterdam Marketinga, između ostalog.

Jedan od značajnijih primera rezultata ove saradnje jeste „I Amsterdam Approved“ garancija.

Od aprila 2013. godine, Amsterdam Marketing je u mogućnosti da organizatorima međunarodnih kongresa ponudi, u okviru grada, maksimalno 16.000 hotelskih soba u Amsterdamu. Takođe, Amsterdam Marketing im je dao dozvolu da klijentima hotela ponude sobe sa „I Amsterdam approved“ pečatom kvaliteta, kao deo paketa. Kongres i hoteli sa tri, četiri i pet zvezdica moraju unapred definisati u ponudi koliko soba nude organizatorima kongresa u gradu.

Na taj način, grad može da ponudi mogućnost za organizovanje velikih skupova, na efikasan i brz način, bez potrebe za održavanjem preliminar-nih razgovora, i **garantuje dostupnost maksimalno 16.000 soba.**

Ovaj probaj je postignut zahvaljujući saradnji Task Force for Citywide Congresses. Tokom poslednje tri godine kapacitet hotela na gradskom području Amsterdama značajno je povećan, sa 25.000 na 30.000 soba. Kao rezultat toga, Amsterdam je postao **bolje pripremljen da ugosti i velike kongrese** i da dalje proširi svoj položaj kao međunarodni kongresni grad.

Amsterdam Marketing po tom pitanju tesno saraduje sa svim svojim zainteresovanim stranama. Veliki skupovi su od velikog značaja za Amsterdam.

Zapravo, spektakularan porast od 47% u broju dana trajanja događaja u 2011. godini može biti pripisan velikim kongresima.

Termin „Citywide Congresses“ se odnosi na kongrese i skupove u trajanju od više dana, koji uključuju najmanje 5.000 međunarodnih učesnika.

5. Amsterdam Marketing organizuje jedan interesantan specijalizovani događaj koji okuplja organizatore. Možete li nam reći nešto više o MICExperience 2014?

U periodu od 22. do 24. januara 2014. godine, Amsterdam Marketing organizuje MICExperience 2014, događaj namenjen organizatorima kongresa i skupova.

Tokom ova dva i po dana, oni se upoznaju sa mnogim posebnim prostorima, hotelima i ostalim sadržajima u Amsterdamu koji su im potrebni da organizuju uspešan događaj.



Tokom MICExperience 2014, organizatori kongresa i skupova biće spojeni sa partnerom koji dobro poznaje grad i okolinu.

S. G.



Amsterdam Convention Board

“I AMSTERDAM APPROVED” GUARANTEE FOR SUCCESS

Dating back to the 13th century, Amsterdam got its start as a trading city. Even in its earliest days, Amsterdammers saw the value of building relationships with other cultures, especially when it helped facilitate trade and economic development. Today, Amsterdam retains its character as an open and tolerant society, attracting visitors and new residents from all corners of the globe.

By ICCA ranking for 2012, Amsterdam is once again in top-10 congress cities in the world.

About its opportunities and plans for meeting industry, we spoke with **Mr Marc Horsmans**, Manager of Amsterdam Convention Board.

1. Amsterdam leaves a unique memories and feeling on everyone. Could you name a few things that makes it so special?

Amsterdam, a place of many inspiring and surprising faces.

No other city mixes cosmopolitan style and relaxed atmosphere quite like Amsterdam, where our hospitable na-

ture attracts an excitingly diverse population.

Melting pot of cultures – In short, it’s no coincidence that Amsterdam has become one of the most multicultural city in the world.

The city is now a melting pot of cultures, with residents from 180 different countries.

It also embraces a variety of different lifestyles, religions and beliefs.

The city’s enormous variety of residents works by allowing everyone to be who they are and say what they think.

Architecture – Amsterdam is best known for its luxurious canal houses and charming gabled facades, but the city has enough architectural treasures to keep design lovers busy for weeks.

From windmills and drawbridges to the Amsterdam School and cutting-edge modern design, learn the stories behind Amsterdam’s most memorable structures.

Nature – For such a small city, Amsterdam is bursting with green.

Discover where to spot wildlife, the best place for a picnic or get to know the city from the water.



Flowers of Amsterdam – When you think of the Netherlands, a few iconic images immediately spring to mind – windmills, clogs and tulips.

2. This year is a very important for Amsterdam as the city celebrates several incredible milestones. Could you tell us more about Amsterdam 2013?

2013 is a very special year for Amsterdam! In celebration of incredible milestones like the opening of the renovated *Rijksmuseum* and the *Van Gogh Museum* and 400 years of the *Canal Ring*, the year will be chock-full of exciting events.

3. What could hosted buyers and business travelers expect from Amsterdam, in terms of differences from other congress cities?

The Metropolitan Area of Amsterdam is a world-class destination. Due to the ease of accessibility of **one of Europe's most modern and efficient airports**: Schiphol Airport Amsterdam.

The compact size of Amsterdam means that almost everything is within **walking distance** of each other. Nevertheless the public transport network of buses, trams and metro is efficient, modern and reliable.

Historic heart – Amsterdam was founded in the Middle Ages near a dam on the River Amstel.

The city truly blossomed in the early 17th century, when it became the world's largest centre for trade and art. The historic heart of the city known as the "Grachtengordel" (Canal Ring) has remained beautifully intact to this day.

The area is by no means an open-air museum, but rather the warm, friendly and vibrant heart of the city.

Knowledge centre – The city attracts many prominent academics and has become an attractive meeting place for those involved in science and research. Due in part to its central location on the edge of Europe, Amster-

dam now offers a new "market place" for the free and efficient exchange of ideas and knowledge.

Business with pleasure – Amsterdam is the address to the Dutch East India Company, Google and AKZO Nobel headquarters. Advertising and design firms prefer Amsterdam for its ability to attract creative people.

Language – The mother tongue is Dutch and English is the second language in Amsterdam.

In addition to this, many residents speak additional modern foreign languages.

4. Convention Board initiated collaboration named Task Force for Citywide Congresses. What it represents and how contributes to Amsterdam's meetings industry?

Task Force for Citywide Congresses a collaborative effort between Amsterdam's large business hotels, the Amsterdam RAI and Amsterdam Marketing, amongst others. A great example of a result of this collaboration is the "**I Amsterdam Approved**" guarantee.

As of April 2013, Amsterdam Marketing is able to guarantee organisers of international, city wide congresses the availability of a maximum of 16,000 hotel rooms in Amsterdam.



Amsterdam Marketing has also given them permission to offer their customers hotel rooms with the "I Amsterdam Approved" quality seal as part of the package.

The congress and the three, four and five star hotels must specify beforehand in a charter how many rooms they can offer the city wide convention organisers.

By doing so, the city is able to field bids for large conference proposals in an efficient and fast way without holding preliminary discussions, and **guarantee the availability of a maximum of 16,000 rooms.**

This breakthrough was achieved by the Task Force Citywide Congresses. Over the last three years the hotel capacity in the Amsterdam Metro-

litan Area has increased significantly, from 25,000 to 30,000 rooms.

As a result, Amsterdam is **better equipped to accommodate large conventions** and further extend its position as international congress city.

Amsterdam Marketing cooperates closely with all stakeholders in doing that. Large congresses are of great importance to Amsterdam.

In fact, the spectacular 47% growth in the number of participant days in 2011 can be attributed to large congresses.

The term "citywide congresses" refers to multiple-day congresses with at least 5,000 international participants.

5. Amsterdam Marketing is organizing one interested specialized event for meeting planners. Could you tell us more about MICEExperience 2014?

From 22nd until 24th January 2014, Amsterdam Marketing is organising the MICEExperience 2014 especially for the conference and meeting planner.

Over these two-and-a-half days they will become acquainted with the many special venues, hotels and other parties in Amsterdam that can help them organise a successful event.

During the MICEExperience 2014, conference and meeting planners will be paired with a partner who knows the city inside and out.

S. G.





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Turistička agencija „Bon Voyage“

PUTOVANJE NA FIP KONGRES U DABLINU UZ NEZABORAVNE DOŽIVLJAJE

Svetski kongres farmacije i farmaceutске nauke – FIP održan je u periodu od 31. avgusta do 5. septembra 2013. godine, ovoga puta u Dublinu, u Republici Irskoj. Ovaj grad kao elegantna, sofisticirana i tradicionalna evropska prestonica opravdano je izabran za domaćina ovog velikog kongresa.

Učesnici FIP kongresa, za čiju je organizaciju putovanja bila odgovorna **turistička agencija „Bon Voyage“**, bili su u prilici da osim stručnog programa kongresa u svoje slobodno vreme posete i znamenitosti Irske prestonice kao i okolnih mesta – pokrajine Wicklow, popularnog „vrta Irske“ i dvorca Malahid.

Farmaceuti su u okviru odlaska na **FIP kongres** u Irskoj, zahvaljujući dobroj organizaciji putovanja, bili u mogućnosti da zaista dožive destinaciju kroz organizovano „Irsko veče“ i degustacije lokalnih specijaliteta.

Odabir pravog organizatora putovanja je važan jer je on taj koji treba da se postara da dolazak bude jednostavan, tačan i bezbedan, smeštaj i ishra-



na adekvatni, da učesnike upozna sa gradom i kvalitetno im popuni slobodno vreme, ali i da im ostane na raspolaganju sve vreme tokom njihovog boravka u inostranstvu.

Da se u toj ulozi već godinama odlično snalazi **turistička agencija „Bon Voyage“** svedoči najpre imponantan broj zadovoljnih putnika i klijenata. Ove godine je na putovanje u Irsku ova agencija vodila preko 180 farmaceuta koji su se vratili u Srbiju puni doživljaja sa željom da im i sledeće



putovanje bude jednako uspešno organizovano.

U organizatoru su pronašli preko potrebnu predusretljivost, pouzdanost, podršku i srdačnost.

Osim FIP kongresa, „Bon Voyage“ je agencija koja jednako kvalitetno vodi grupe i na ostale **kongrese i sajmove iz oblasti farmacije i medicine**, ali i drugih oblasti društvenog života.

U mladom i uspešnom timu nalazi potrebnu energiju da svoj posao i nakon 20 godina postojanja uspešno razvija i unapređuje.

Ukoliko je putnik zainteresovan da od odlaska na kongres dobije više od običnog putovanja i da zaista doživi destinaciju, „Bon Voyage“ je sasvim sigurno pravi izbor.

Za više informacija posetite web stranicu: **www.bonvoyage.rs**

U idućoj godini agencija će propratiti sve stručne i poslovne skupove u zdravstvu sa posebnim fokusom na predstojeći FIP kongres 2014 koji će se održati u Bangkoku, na Tajlandu, u periodu od 30. avgusta do 04. septembra 2014. godine.



Travel Agency "Bon Voyage"

TRIP TO FIP WORLD CONGRESS IN DUBLIN WITH UNFORGETTABLE EXPERIENCES

World Congress of Pharmacy and Pharmaceutical Sciences - FIP was held from 31st August to 5th September 2013 in Dublin, Ireland. Dublin is an elegant, sophisticated and traditional European capital that was carefully chosen to host this great congress.

Travel agency "Bon Voyage", which was responsible for the trip of participants of FIP Congress, gave the opportunity to participants, that except participating in professional program of Congress, in free time visit attractions of the capital of Ireland and surrounding places - the province of Wicklow, the popular "Garden of Ireland" and Malahide castle.

During the **FIP Congress** in Ireland, pharmacists were able to really experience the destination through organized "Irish Night" and tasting of local specialties, thanks to the good organization of the trip.

This, once again showed that it is very important to choose the right travel agency to organize an adequate itinerary, which is in charge of making



sure that their clients' journey is comfortable, accurate and safe, food and accommodation are adequate, and to provide them with proper information and quality time at a destination, and that it remains available at all times during their stay abroad.

Travel agency "Bon Voyage" has had such reputation for many years, in favour of which testifies the impressive number of satisfied clients. This year, it took over 180 pharmacists to Ireland who returned to Serbia overwhelmed by positive experiences, hoping their next trip will be just as successfully organized as the last one.



They received much-needed attentiveness, reliability, support and warmth from the organizers' side.

Apart from FIP Congress, "Bon Voyage" takes groups not only to conferences and fairs **in the field of pharmacy and medicine**, but also to other events for niche segments.

In relatively young and successful team there is plenty of positive energy that is needed to do the job with the same passion after 20 years of successful development and constant improvement.

If travelers want's to get more than just a guiding and experience, a bit more of a destination than expected, "Bon Voyage" is definitely the right choice.

For more information visit:
www.bonvoyage.rs

Next year the agency will take groups to all professional and business meetings in the health sector with special focus on the upcoming FIP Congress 2014 to be held in Bangkok, Thailand, from 30th August to 4th September 2014.



Samo za prave hedoniste

KUBANSKE CIGARE – ZAVIRITE U OTMENI SVET DUVANA

Šta su to kubanske cigare? Pored toga što su najpopularnije cigare na svetu i simbol Kube, za neke su i simbol luksuza i prestiža, odnosno statusni simbol. Poznavaoima i ljubiteljima, kubanske cigare pružaju ne samo redak, već i nemejljiv užitek.

Kuba – mesto gde je sve počelo

Poreklom sa Kube, duvan se uzgaja i bere u nekoliko područja na ostrvu, a naročito na plantažama Vuelta Abaho, koje se nalaze u pokrajini Pinar del Rio. Istraživanjem kubanskih predela, Kristofer Kolumbo sa svoja dva mornara, pronašao je nešto što vezuje istoriju kubanskih cigara za njega.

Naime, naišli su na grupu ljudi, muškaraca koji su u rukama imali nekakav štapić koji se dimio i nekakve biljke, osušene i uvijene u list nalik na musketu, koji je takođe osušen i upaljen na jednom kraju. Na drugom kraju su uvlačili odnosno uzimali taj dim, pri udisanju. Kolumbo i mornari su otkrili čitavu jednu zemlju duvana, a da nisu ni bili svesni u kojoj meri.

Posle toga se Kolumbo vratio u Evropu gde je španskom narodu predstavio ovu novu vrstu užitka.

Partagas je najstarija fabrika cigara otvorena 1827. godine.



Kubanske cigare nisu bile toliko popularne sve do sredine devedesetih godina prošlog veka kada su doživele veliku ekspanziju. Tih godina su postale moderne i otmene, umnogome zahvaljujući medijskoj pažnji.

Najpoznatije cigare

Veliki broj ljudi ne zna da su kubanske cigare dobile imena po delima Aleksandra Dime i Vilijema Šekspira.

Razlog tome je tradicija čitanja knjiga u fabrikama cigara, koja seže od 1860-tih godina.

Od tada pa do danas, stvoreno je mnogo brendova kubanskih cigara, a kao najpoznatiji se izdvajaju **Kohiba** (Cohiba), **Montekristo** (Montecristo), **Romeo i Julija** (Romeo y Julieta), **Partagas**, **Diplomatikos** (Diplomaticos).

Cohiba su cigare koje se smatraju vodećim kubanskim brendom. Ime potiče od drevne reči Indijanaca iz plemena Taino za snop listova duvana, koji je najstariji poznati oblik cigare. Smatra se da je prva cigara Cohiba napravljena 1966. godine, a da je na svetsko tržište plasirana 1982. godine.

Montecristo ima bogatu istoriju i postao je jedna od najpoznatijih cigara u svetu. Isto tako predstavlja i standard po kome se mere sve kubanske cigare.

Cohiba Behike je najskuplja cigara na svetu i košta oko 400 dolara po komadu.



Prva cigara Cohiba napravljena je 1966. godine.



Najpoznatiji uživaoci kubanskih cigara su Winston Čerčil, Fidel Kastro, Al Kapone, Sigmund Frojd, Albert Ajnštajn, Čarli Čaplin, Džek Nikolson, Šeron Stoun, i dr.

Istinski uživatelj prvo omiriše cigaru, zatim je polako protrlja kroz ruke i uživa u njoj i pre nego što je upali.

Kažu da treba da se duvani lagano, nikada u toku posla ili na ulici. Dim treba uvlačiti tek na svaki minut. Za istinskog ljubitelja, kubanska cigar je mogućnost uživanja u jedinstvenoj kombinaciji ukusa i aroma.

Kubanske cigare su luksuz i to nimalo jeftin. Prave se od kvalitetnih sirovina, a u izradu svake pojedinačne cigare se ulaže mnogo pažnje i brige. Činjenica da se veoma teško nalaze van Kube čini ih još poželjnijim.

M. J.

Habano je najveći međunarodni skup ljubitelja najbolje cigare na svetu.

Uživanje u kubanskim cigarama

U otmenom svetu duvana kubanske cigare uživaju najbolju reputaciju i pružaju vrhunsko zadovoljstvo. Asociiraju na prefinjenost i glamur. Prodaju se u kutijama zapečaćenim velikim zelenim znakom kao garancijom originala. Pušenje ove cigare predstavlja pravi ritual.

Romeo y Julieta ima nasleđe od preko 130 godina, a dobila je ime po Šekspirovom književnom remek-delu. Napravljene na Kubi 1875. godine, cigare Romeo y Julieta su postale neverovatno poznate u 20. veku.



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RUZ

Only for True Hedonists

CUBAN CIGARS – PEEK IN A WORLD OF NOBLE SMOKING

What are Cuban cigars? Besides being the most popular cigars in the world and a symbol of Cuba for some they are a symbol of luxury and prestige or a status symbol. To their connoisseurs and admirers provide rare, but an experience that can't be measured.

Cuba – Place Where Everything Started

Originating from Cuba, tobacco is grown and harvested in several regions of the island, especially in Vuelta Abajo plantations, situated in Pinar del Río province.

Exploring the areas of Cuba, Christopher Columbus with his two sailors, found something that related history of Cuban cigars to them. Namely, these two sailors came across a number of people while exploring. The men had a smoldering stick in their hands and certain herbs, which were dry and wrapped in a musket style leaf that was also dry, and lit at one end.

At the other end they sucked or inhaled or received that smoke, when they breathed in. They had discovered the land of tobacco without being aware of the extension of their report. After that Columbus went to Europe,



where he introduced to the Spanish people a new way of enjoying. Cuban cigars weren't so popular, but in the mid of 1990s they had a big boom. In those years they became fashionable and stylish, largely due to their representation in the media.

of Alexander Dumas and William Shakespeare. They are named so due to the tradition of reading books in the cigar factories, which dates back to the 1860s. From then till today, there were many brands of Cuban cigars, but some the most famous are **Cohiba cigars, Montecristo, Romeo y Julieta, Partagas, Diplomaticos.**

Partagas is the oldest cigar factory opened in 1827.

The Most Famous Cigars

Many people don't now that the Cubans cigars were named by the works

Cohiba cigars are considered for the leading brand of Cuba. The name originates from an ancient Taino Indian word for bunches of tobacco leaves, which was the earliest known form of the cigar. It is believed that the first Cohiba cigar was made in 1966, and on the world market came out in 1982.

Montecristo has a rich history, and it became one of the best known cigars in the world. Also it represents a standard by which all Cuban cigars are judged.

Cohiba Behike is the most expensive cigar on the world and it costs around 400 dollars each.





The most famous smokers of Cuban cigars were Winston Churchill, Fidel Castro, Al Capone, Sigmund Freud, Albert Einstein, Charlie Chaplin, Jack Nicholson, Sharon Stone, etc.

then he caress it and enjoy it before it is ignited. They say that smoking should be slow, never during work or on the street.

Smoke should be drawn only every minute. For true smoker Cuban cigar is an opportunity to enjoy the unique combination of flavors and aromas.

Habano is the largest international gathering of enthusiasts of the best cigar in the world.

Enjoying in Smoking of Cuban Cigars

In a world of noble smoking Cuban cigars enjoy the highest reputation and the peak of pleasure. They evoke images of sophistication and glamour. They are sold in boxes sealed with large green sign of authenticity.

Cuban cigars are a luxury, and not a cheap one. They are made from quality materials and a lot of care and attention goes into the making of every single cigar.

Considering that it is very hard to find them outside of Cuba makes it even more desirable.

Romeo y Julieta has over 130 years of heritage, and it was named after Shakespeare's literary masterpiece. Created in Cuba in 1875, Romeo y Julieta cigar became incredibly famous in the 20th century.

Smoking of this cigar has its own ritual. True smoker first smells the cigar,

M. J.

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Muzika za igranje, a ne za slušanje

TANGO – ARGENTINSKI PLES KAO NAČIN ŽIVOTA

Tango je ples za koji svako ima svoje mišljenje. Za nekoga tango predstavlja samo pravilan stav i precizan i stabilan korak, dok je za druge tango način života ili priča duše. Tango je sam po sebi specifičan i jedinstven. On je i muzika, i ples, i pevanje, ali i poezija. U sebi krije određenu dozu mistike, a da bi se ta mistika otkrila potrebno je vreme, hrabrost i upornost.

Koreni tango plesa

Tačno poreklo tanga nije poznato, s obzirom da je izgubljeno u mitovima ili u nezabeleženoj istoriji.

Međutim, najučestalija priča je da je tango prvobitno bio ples improvizacije koji je kombinovao pokrete i ritam nekoliko ranijih muzičkih i plesnih tradicija i da je **bio ples siromašnih, tačnije ples niže klase**.

Tango se razvio oko 1870. godine zahvaljujući mešanju raznovrsne muzike **evropskih imigranata, afrikanaca i gaučosa**. Naime, afričkim robovima koji su dovedeni u Buenos Ajres kao radna snaga je bilo dozvoljeno da uz muziku bubnjeva igraju njihov ples *Candombé*.

Candombé je vremenom prerastao u *milongu* i nakon toga u tango. Takođe, i imigranti sa Kube su imali uticaj na razvoj tanga. Oni su doneli ples *habaneru*, koji je kasnije kombinovan sa španskim plesom *contradanza* i nakon toga sa *polkom*.

Argentinski stočari – gaučosi su takođe imali svoju ulogu u razvoju tanga. Naime, oni su organizovali *payada* – poznata takmičenja u improvizaciji muzike na gitari i pevanju.

Što se tiče muzike, tango je prvobitno svirao samo jedan muzičar na harmonici ili gitari. Kasnije je osnovan trio koji se sastojao od gitariste, violiniste i flautiste ili klariniste. Violina, gitara, flauta i klarinet su korišćeni zbog lakog transporta, jer se dešavalo da su muzičari svirali na nekoliko različitih lokacija u toku večeri.

Ovi instrumenti su korišćeni sve do pojave klavira, kojem se priključio i



bandoneon zamenivši harmoniku, flautu i klarinet. Bandoneon je tangu dao drugačiji zvuk, tačnije tango je sa ovom melodijom postao temperamentniji, ozbiljniji i ritmičan.

Takođe, kroz ovakve melodije tango je postao i način izražavanja dubokih emocija. Zatim je bas zamenio gitaru, i tako je nastao novi, savremeni tango orkestar koji su činili **bandoneon, violina, klavir i bas**.

Možda niste znali:

- tango je nastao u siromašnim delovima Buenos Ajresa
- postao je popularan zbog nedostatka žena
- viši staleži Buenos Ajresa su na tango gledali kao na skandalozan čin siromašnih
- tango je prvi ples za parove u Evropi koji je uključivao improvizaciju

Zlatno doba tanga

Period zlatnog doba tanga, kako ga Argentinanci zovu, obuhvata razdoblje od **1920. do 1950. godine**, s obzirom da je tada tango dobio svoj današnji oblik.

U periodu od 1920. do 1930. godine tango se širio u svetu. Tada se tango plesao u filmovima, a pevači tango muzike su putovali svetom, i tako je i počeo razvoj zlatnog doba tanga.

Za Argentinu, tango je tada postao sinonim, a zemlja je postala jedna od najbogatijih nacija u svetu, a muzika, poezija i kultura su napredovale. Slobodno se može reći da je tango predstavljao način za izražavanje argentinske kulture.

Za zlatno doba tanga je važna i 1935. godina koju karakterišu kompozitori

Buenos Ajres je svetski centar tanga.

Juan D'Arienzo i **Rodolfo Biagi**, jer su tada komponovali muziku koja je imala brži ritam. Zahvaljujući toj muzici, tango se vratio svojoj osnovnoj funkciji, a to je bila muzika za igranje, a ne za slušanje.

Takođe, u tom periodu su nastale i neke od najpoznatijih tango kompozicija, a i orkestri su počeli da broje više članova, sa dirigentom, kompozitorom i profesionalnim pevačima.

Zahvaljujući doseljenicima, tango je stigao i do Evrope, gde je postao jako popularan i bio je prihvaćen od strane viših slojeva društva.

Za prihvatanje tanga u Argentini, veliku ulogu je imao i **Pariz** s obzirom da je tada Pariz bio centar sveta, a argentinska aristokratija se ugledala na društvo u Parizu. Nakon prihvatanja tanga kod Francuza, ubrzo su i argentinske porodice svih staleža zaplesale ovaj ples.

1984. godine tango je zvanično definisan kao Argentinski ples.

**Sivo doba tanga**

Kao što sve ima svoje zlatno doba, tako je tu i sivo doba. Za tango sivo doba je počelo posle 1955. godine, kada ga je **argentinska vlada zabranila** jer su smatrali da ga igraju devojke u bordelima.

Od te godine, tango se dugo vremena igrao u tajnosti, tačnije u podzemlju a velika plesna mesta su zatvorena i masovna okupljanja zabranjena.

Tango je tada opstao u manje poznatim mestima, i naravno u srcima igrača koji od njega nisu odustali. Kao deo podzemlja, tango je u jed-

22. septembra 1913. godine je napisan prvi članak o tangu, koji se pojavio u novinama Critica, a autor teksta pod nadimkom Viejo Tanguero nikada nije otkriven.

nom momentu bio zanemaren, s obzirom da je rock and roll muzika preuzela scenu.

1980. godine, tango je ponovo imao razloga da bude zahvalan Parizu.

Te godine se u Parizu održao mjuzikl **Tango Argentino**, i tako je Pariz ponovo postao početna tačka za predstavljanje tanga u svetu.



UNESCO je 2009. godine uvrstio tango u svetsku kulturnu baštinu.

Korak po korak tango

Postoji veliki broj stilova u tangu, koji su se razvijali zajedno sa razvojem ovog plesa.

Neki od najpoznatijih stilova tanga su **milonga, quebrada, creolo, orillero i tango arrabalero, canyengue, tango liso, salonski tango, neo-tango i naravno show tango ili fantasia.**

Milonga je jedan od stilova argentinskog tanga, koji se smatra i samom pretečom tanga. To je ples koji karakteriše fizički kontakt koji je u vreme kada se tango pojavio bio zabranjen prilikom plesanja. Zapravo, milonga je bio narodni ples.

Creolo tango su igrali i muškarci međusobno. Za **tango orillero i tango arrabalero**, koraci su bili kratki i oštri

„Tango je najbolji izraz onoga što pesnici često pokušavaju da objasne rečima – verovanje da borba može biti svetkovina” – *Horhe Luis Borhes*



Najpoznatija tango numera je **La cumparsita**, nastala 1917. godine u Montevideu, koja je danas zvanična himna Urugvaja.

Najpoznatiji tango stvaraoci su pevač, glumac i gitarista **Karlos Gardel** i kompozitor i bandeonista **Astor Piazzolla**.

sa puno dinamičnih ukrasa. Drugi naziv za ove dve vrste tanga je „Tango sa periferije grada”.

Tango canyengue je jedini tango stil koji se od početka igrao na otvorenom. **Nuevo Tango ili neo-tango** je stil koji se razvio oko 2000. godine, i to uglavnom na teritoriji Evrope i Amerike.

Sve u svemu, tango je ples čiji su se stilovi menjali kroz godine, ali ono što je ostalo nepromenjeno je da je tango stekao svoju svetsku slavu i da je to ples koji se može plesati uz svaku vrstu muzike, i da kod njega ne postoje ograničenja.

M. J.



Music for Dancing, not for Listening

TANGO – ARGENTINE DANCE AS A LIFESTYLE

Opinions about tango vary widely. To some tango is all about posture, precision, and a sure step, for others it's a way of life, or a tale of the spirit. In itself, tango is exquisite and unique. It's music, and dance, and singing, but it's also poetry. It has a mystical note whose revelation takes time, courage, and tenacity.

The Roots of Tango

The exact origin of tango is unknown, since it has been lost in myths and unrecorded history. Nevertheless, the most popular story says that tango was originally an improvised dance, combining the movements and rhythms of several older music and dance traditions, and that it was the **dance of the poor, or rather, of the lower classes**.

Tango appeared around the year 1870 as a mixture of the music of **European immigrants, Africans, and gauchos**. The Africans brought to Buenos Aires as slaves were allowed to dance with the music of drums their *Candombé* dance. *Candombé* gradually evolved into the *milonga* and then into the tango. The immigrants from Cuba also influenced on the evolution of tango. They brought over the *habanera* dance, which was later combined with the Spanish dance *contradanza* and then with the *polka*. Also the Argentine ranchers – *gauchos* played a role in the development of tango. They organized the *payada* - popular competitions in improvised guitar music and singing. As far as the music is concerned, tango was originally played by a single musician on a harmonica or guitar. Later this music was played by trios, comprising a guitarist, violinist, and flute or clarinet player. The violin, guitar, and clarinet were chosen due to ease of transport, because musicians often performed at several places during a single night.

These instruments were used until the piano appeared, later supplemented by the bandoneon which replaced the harmonica, flute, and clarinet.



The bandoneon gave tango a different sound, making it more temperamental, serious, and rhythmical. Also, through these melodies tango has

Perhaps you didn't know:

- originally tango was the dance of the poorer quarters of Buenos Aires
- it became popular because of the lack of women
- the higher classes of Buenos Aires saw tango as the scandalous pastime of the poor
- tango is the first dance for couples in Europe which involved improvisation

become a way of expressing deep emotion. Then the bass replaced the guitar and the new, modern tango orchestra was formed consisting of the **bandoneon, violin, piano, and bass**.

The Gold Age of Tango

The golden age of tango, as the Argentines call it, lasted from **1920 to 1950** and marked the period during which the tango gained its present form.

From 1920 to 1930, tango spread around the world. Back then, tango was danced in movies and singers of the

Buenos Aires is the world center of tango.

tango music traveled the world and so it began the golden age of tango.

The tango became a synonym for Argentina, which became one of the richest nations in the world while its music, poetry, and culture flourished. It in fact became an expression of the Argentine culture.

Another important year during the golden age of tango is 1935, marked by composers **Juan D'Arienzo** and **Rodolfo Biagi** who composed music with a faster rhythm.

This music brought tango back to its original role, making it once more music for dancing, not for listening. Some of the most famous tango com-



positions were created during this period, while orchestras grew larger and now had a maestro, composer, and professional singers. Thanks to the immigrants, tango reached Europe, where it became extremely popular and accepted by high society.

One of the cities that contributed greatly to the widespread popularity

In 1984, the tango was officially defined as Argentine dance.

On 22nd September 1913, the first article about tango appeared in the *Critica* but the identity of the author who wrote under the alias *Viejo Tanguero* was never discovered.

of tango was **Paris** as a center of the world then, that even the Argentine aristocracy followed its dictates. Once the French began dancing the tango, Argentine families of all classes soon followed suit.



In 2009, UNESCO placed the tango on the World Heritage List.

The Gray Period for Tango

Just as there is a golden age, so there must be a gray period for everything. For the tango, gray times became after 1955 when it was **banned by the government** because it was considered the dance of the bordello girls.

After that year tango was danced in secret, or rather, underground, while large dance halls were closed and mass gatherings forbidden. The tango survived in secluded places and, of course, in the hearts of the dancers who did never abandon it. Hidden from public sight, the tango was nearly forgotten when rock and roll took over the music scene. In 1980, the tango was once again brought to the forefront by Paris. That year the **Tango Argentino** musical was performed in Paris and this city once again became the starting point from which the tango conquered the world.

Step by Step to the Tango

There are many styles of tango which evolved along with the original dance. Some of the best-known tango styles are **milonga, quebrada, creolo, orillero and tango arrabalero, canyengue, tango liso, tango salon, neo-tango and, of course, show tango or fantasia.**

Milonga is one of the styles of Argentine tango, considered the forerunner of tango. This dance involves physical contact which was forbidden in dancing at the time tango appeared. Milonga was, in fact, a folk dance.

Creolo tango was danced also between men. The steps to **tango orillero** and **tango arrabalero** were

“Tango is the best expression of what poets often try to put in words – the belief that struggle can be a festivity” – Jorge Luis Borges

The best-known tango composition is *La cumparsita*, created in 1917 in Montevideo, today the official anthem of Uruguay.

short and sharp with many dynamic ornaments. Another name for this type of tango was “Tango from the suburb of town”.

Tango canyengue is the only tango that was danced outdoors. **Nuevo tango** or **neo-tango** is a style that appeared around the year 2000, mainly in Europe and America.

The best authors of tango are singer, actor, and guitar player, **Carlos Gardel**, and composer and bandoneon player, **Astor Piazzolla.**



Overall, the tango is a dance of changing styles throughout the years but its worldwide popularity has remained constant as has the fact that the tango can be danced to any type of music and that it sets no limits.

M. J.



Ispunjavamo želje

27. FEBRUAR - 2. MART 2014.



SAJAM



TURIZMA



 **BEOGRADSKI SAJAM**
Jedno mesto, ceo svet

HEDONIZAM

Hedonizam je težnja ka zadovoljstvu koje je samo po sebi svrha i pravi cilj svih delovanja. Hedonizam predstavlja čisto uživanje, zadovoljenje svih čula, stanje duha i svesti u kojem vam prija sve što vas okružuje. Naziv je dobio od grčke reči *hedone*, koja znači užitek.

BANDONEON

Bandoneon je mala harmonika nastala u Nemačkoj 1840-ih godina, a razvijena od strane Henriha Banda. Bandoneon je posebno popularan u Latinskoj Americi, tačnije u u Argentini, gde je postao jedan od sinonima za tango.

TRIMARAN

Trimaran predstavlja vrstu čamca, odnosno broda koji se sastoji od glavnog i pomoćnog trupa. Za njegov nastanak zaduženi su Polinežani, koji su ga izmislili pre 4000 godina. On je mnogo brži, lakši i stabilniji od određenih vrsta brodova, i jako je popularan među jedriličarima. Trimaran je najčešće projektovan za rekreaciju ili trke.

POSLOVNO-PRIVATNI PUTNICI

Poslovno-privatni putnici su posetioци određenih događaja (kongresa, konferencija, seminara), koji dolaze dan ili dva ranije ili ostaju nekoliko dana nakon završetka događaja, kako bi upoznali destinaciju u kojoj se događaj održava. Tačnije rečeno, to su putnici koji spajaju posao i zadovoljstvo.

DRUŠTVENO ODGOVORNO POSLOVANJE

Društveno odgovorno poslovanje je nastojanje poslovanja kompanije da doprinese ekonomskom razvoju, ali i da poboljša kvalitet života zaposlenih i njihovih porodica, kao i zajednice i društva u celini. www.wbcsd.org

TIM BILDING

Tim bilding se odnosi na širok spektar aktivnosti, kao što je aktivnost preduzeća, škola, sportskih ekipa, verskih ili neprofitnih organizacija na poboljšanju timskih performansi. Tim bilding aktivnosti se sprovode putem različite prakse, i mogu da se kreću od jednostavnih do složenih kombinacija vežbe simulacije i multi-dvodnevni radionica (uključujući grupnu procenu i grupne dinamične igre). Tim bilding je važan faktor u bilo kom okruženju, fokus je da se izvuče najbolje iz tima kako bi se obezbedio samorazvoj, pozitivna komunikacija, liderske veštine i sposobnost bliske saradnje tima u cilju rešavanja problema.

INCENTIVE PUTOVANJA

Incentive putovanja su prema definiciji Society of Incentive & Travel Executives (SITE): „Globalni menadžment alat koji koristi izuzetan doživljaj tog putovanja da bi motivisao i/ili odao priznanje učesnicima za povećan nivo rada koji su uložili za ostvarivanje organizacionih ciljeva“. U osnovi sastoje se od nezaboravnih i zabavnih putovanja plaćenih od strane poslodavca, sa osnovnim ciljem ohrabriranja zaposlenih da savlađuju izazovne poslovne ciljeve kompanije putem postizanja individualnih i/ili grupnih ciljeva.

MIŠELIN VODIČ ZA RESTORANE I HOTELE

Mišelin vodič za restorane i hotele mnogima je poznatiji kao „Crveni vodič“, u čast njegove crvene naslovne strane. Mišelin vodič je prvi put objavljen 1900. godine u Francuskoj. Od malog crvenog vodiča na 400 strana, koji je distribuiran besplatno vozačima kako bi im olakšali putovanje i učinili ga prijatnijim, Mišelin vodič se razvio tokom godina i postao je odrednica za gurmansko ručavanje. Danas, u nizu od preko 25 naslova izdvađa preko 45.000 objekata od Njujorka do Pariza, pa sve do Hong Konga. www.michelintravel.com

ICCA – MEĐUNARODNA KONGRESNA ASOCIJACIJA

Međunarodna kongresna asocijacija – ICCA (International Congress & Convention Association) je globalna zajednica za kongresnu industriju. Svojim članovima omogućava da generišu i održavaju značajnu konkurentsku prednost. Predstavlja vodećeg specijalistu u organizovanju, transportu i smeštaju međunarodnih skupova i manifestacija, a obuhvata više od 950 kompanija i organizacija članica u 87 zemalja širom sveta. www.iccaworld.com

AMSTERDAM RAI

Amsterdam RAI je jedan od najvećih izložbenih i kongresnih centara u Holandiji, koji je bio domaćin većem broju međunarodnih sajmova, izložbi i kongresa održanih u Amsterdamu. Ukupna površina izložbenog dela iznosi 87.000 m², a sastoji se od 11 multifunkcionalnih hala. Kongresni centar se sastoji od 22 kongresne i konferencijske sale, sa ukupnim kapacitetom od 1.750 mesta. Za velika okupljanja jedna od izložbenih hala može biti postavljena kao konferencijska sala. Ukupan kapacitet restorana u RAI-u je 3.000 mesta. Četiri restorana su uređena po principu samoposluživanja, sa posebnim restoranom La Ronde i „Brasserie“ gde usluživanje vrše konobari.

HEDONISM

Hedonism is the pursuit of pleasure, which in itself is a real purpose and goal of all activities. Hedonism is a pure pleasure, satisfaction of the senses, a state of mind and consciousness which feels comfortable all around you. The name came from the Greek word *Hedone*, which means pleasure.

BANDONEON

Bandoneon is a small accordion developed by Heinrich Band in the 1840's and invented in Germany. Bandoneon is especially popular in Latin America, more precisely in Argentina where it became one of synonyms for tango.

TRIMARAN

Trimaran is a multihull boat that comprises a main hull and two smaller outrigger hulls which are attached to the main hull with lateral beams. The first trimaran was built by Indigenous Polynesians almost 4000 years ago. It is much faster, easier and more stable than other kinds of ships, and is very popular among sailors. Trimarans are most commonly designed for recreation or racing.

BUSINESS EXTENDERS

Business Extenders are visitors coming to certain events (congress, conference, seminar) day or two earlier or stay a few days after the event, to get to know a destination where the event is held. Specifically, these are passengers connecting business with pleasure.

CORPORATE SOCIAL RESPONSIBILITY – CSR

Corporate Social Responsibility is the continuing commitment by business to contribute to economic development while improving the quality of life of the workforce and their families as well as of the community and society at large. www.wbcsd.org

TEAM BUILDING

Team Building refers to a wide range of activities, presented to businesses, schools, sport teams, religious or nonprofit organizations designed for improving team performance. Team building is pursued via a variety of practices, and can range from simple bonding exercises to complex simulations and multi-day team building retreats designed to develop a team (including group assessment and group-dynamic games), usually falling somewhere in between. Team building is an important factor in any environment, its focus is to specialize in bringing out the best in a team to ensure self development, positive communication, leadership skills and the ability to work closely together as a team to solve the problem.

INCENTIVE TRAVEL

According to the definition of Society of Incentive & Travel Executives (SITE) **incentive travel** is "A global management tool that uses an exceptional travel experience to motivate and/or recognize participants for increased levels of performance in support of organizational goals". Incentive travel basically implies unforgettable and entertaining trips paid by employers, with the main purpose of encouraging employees to reach challenging business goals of the company by achieving individual and/or group goals.

MICHELIN GUIDE TO RESTAURANTS AND HOTELS

Michelin Guide to Restaurants and Hotels is known by many as simply the "Red Guide", as a toast to its iconic red cover. The Michelin guide was first published in 1900, in France. From a small, 400-page red guide distributed free of charge to motorists to make their travels easier and more enjoyable, the Michelin guide has developed over the years to become the benchmark in gourmet dining. Today, the series of over 25 titles, highlights more than 45,000 establishments from New York to Paris to Hong Kong. www.michelintravel.com

INTERNATIONAL CONGRESS & CONVENTION ASSOCIATION – ICCA

International Congress & Convention Association – ICCA is the global community for the meetings industry, enabling its members to generate and maintain significant competitive advantage.

Represents the main specialists in organizing, transporting and accommodating international meetings and events, and comprises over 950 member companies and organizations in 87 countries worldwide. www.iccaworld.com

AMSTERDAM RAI

Amsterdam RAI is one of the largest exhibition and conference centers in the Netherlands, hosting most of international trade fairs, exhibitions, and congresses held in Amsterdam. Total exhibition area covers 87,000 m² with 11 multifunctional halls. The Congress Centre comprises 22 congress and conference rooms with capacity up to 1,750 persons. For large gatherings one of the exhibition halls can be fitted out as a conference hall. The overall capacity of the restaurants at RAI is over 3,000 persons. Four restaurants are arranged for self-service, while the specialty restaurants La Ronde and the Brasserie do have a waiter service.

HOTEL-JAHTA SA 5 ZVEZDICA U GIBALTARU



Hotel-jahta predstavlja novu atrakciju Gibraltara vrednu 200 miliona dolara i nosi naziv „Sunborn Yacht Hotel“. Inženjeri su u bili u problemu, s obzirom da su imali planove za divan, luksuzan hotel u jednoj od najlepših, ali i najmanjih destinacija na svetu, ali nisu imali prostor na kojem bi ga sagradili. S toga su došli na ideju da naprave hotel sa 5 zvezdica ali na jahti. I to se i dogodilo u Gibraltaru, a već neko vreme ovo se radi u brojnim zemljama koje imaju problem sa nedostatkom prostora.

Gibraltar je jedna od omiljenih destinacija za bogate turiste, baš kao Monako i Singapur ali je manjak smeštajnih kapaciteta do sada predstavljao nerešiv problem.

Prema izjavi izvršnog direktora kompanije „Sunborn Gibraltar“, Brajanu Stivendejl, koja i gradi ovaj luksuzni hotel na jahti, u Gibraltaru nikada nema dovoljno hotela i već dugo je

pokušavano da se nađe rešenje za to. Takođe, on je izjavio i da „za razliku od tradicionalnog građenja - u kojem imamo kamione, kranove i brojne opstrukcije i kašnjenja, mi smo već napravili proizvod koji sada lako može da se isporučiti do brojnih egzotičnih lokacija.“

Hotel-jahta je dugačka 142 metra, a gostima će na raspolaganju biti 189 soba, spa i teretana, sala za koktele, konferencijske sale, čak i sala za ples. Imaće 7 spratova, a iznajmljivanje sobe će koštati između 300 i čak 3.000 dolara po danu/noći.

Brod je sagrađen u Maleziji, a za dok u gibraltarskoj „Ocean Village“ marini, gde će i biti usidren, će biti prikačen pomoću šest superjakih hidrauličnih ruku. Inače, gosti će na brod ulaziti preko staklenog mosta.

SMEHOM DO BOLJEG ZDRAVLJA

Prema istraživanjima naučnika sa američkog Lioma univerziteta koji su 2006. godine proučavali interakciju između mozga, ponašanja i imunog sistema su otkrili da iskreno smejanje podstiče lučenje hormona koji čuvaju zdravlje.

Nakon ovog otkrića, isti ti naučnici su 2008. godine došli do saznanja da smejanje takođe snižava nivo štetnih hormona stresa. Kada su ispitanicima puštani smešni video snimci nivoi hormona beta endorfina, koji je inače odgovoran za ublažavanje depresije i ljudski hormon rasta, koji pomaže imunitetu su značajno porasli. Takođe, ovih promena nije bilo u grupi ispitanika koji nisu gledali smešne video snimke. Inače, slična ispitivanja su pokazala da smeh smanjuje nivo tri stresna hormona, tako da su se nivoi kortizola, adrenalina i katabolita dopamina znatno smanjili.



BURNING MAN – NAJVEĆI UMETNIČKI FESTIVAL NA OTVORENOM U SEVERNOJ AMERICI



Burning Man, predstavlja najveći godišnji umetnički, muzički i festival svega ostalog, koji se održao po 27. put u Blek Rok pustinji u Nevadi, a ove godine festival je posetilo 68.000 ljudi. Festival je opisan kao „eksperimentalna zajednica“ koja obuhvata brojne žurke, performanse s vatrom, maskembale i izvođenje strastvenih plesova u zoru. A organizatori ističu da je na posetiocima da odluče šta njima predstavlja Burning Man.

Događaj je već prvog dana ove godine bio najposećeniji u istoriji, s obzirom da je u pustinju prvog dana došlo 55.000 ljudi, a toliko posetilaca je bilo prošle godine na vrhuncu događaja. Za ovu priliku, umetnicu su u pustinji napravili privremeni grad sa 15 ulica, a Man Base, skulptura koja predstavlja celi festival i tradicionalno se pali poslednjeg dana, ove godine je veća nego inače.

Ulaznica na festival koštala je 650 dolara, a novac na festivalu nije imao nikakvu vrednost, s obzirom da svi učesnici razmenjuju dobra i poklanjaju hranu. Svi gosti ovog festival su bili obavezni da poštuju 10 principa, i to su: radikalna inkluzija, poklanjanje, dekomodifikaciju, radikalnu samostalnost, radikalno samoizražavanje, društveni rad, građansku odgovornost, ne ostavljanje tragova, učestvovanje i nemešanje.

BORBA PARADAJZOM ZA „SAMO“ 10 EVRA

„Tomatina“ je godišnja zabava gađanja paradajzima, koja se održava u španskom gradu Bunjolu i inače je praznik paradajza. Na ovogodišnjem gađanju paradajzom učestvovalo je oko 20.000 ljudi, prema saopštenju iz uprave grada. Za ovu borbu je dovezeno 130 tona zrelog paradajza, a postavljeni su i tuševi kako bi učesnici mogli da se očiste posle bitke.

Naime, organizovanje ove zabave je inspirisano tučom iz 1945. godine kada je grupa mladih izazvala tuču tokom karnevala, koristeći paradajz.

Na taj način se ovaj praznik ustalio i pored oklevanja vlasti koje su ga čak zabranile pedesetih godina. Opština je, međutim, 1957. godine odobrila obeležavanje „Tomatine“. Organizatori su odlučili da po prvi put, od kada se ova manifestacija održava naplaćuju ulaz, s obzirom na krizu koja je pogodila ovaj gradić a i ostatak zemlje.

Pa je tako ulaznica koštala 10 eura, kako bi se pokrili troškovi organizovanja. Međutim, za stanovnike ovog mesta učešće je bilo besplatno.



NOVO UMETNIČKO DELO NAD TRAFALGAR SKVEROM



Četvrto postolje na londonskom trgu Trafalgar, ispred Narodne galerije, koje unazad nekoliko godina krasi različita umetnička dela, zauzela je džinovska skulptura petla jarko plave boje, delo nemačke umetnice Katarine Frič. Petao je visok 4,72 metra i ima pomalo provokativan naziv - Hahn/Cock.

Plavi petao će ovo mesto zauzimati narednih 18 meseci, a osmišljen je kao veseli kontrast ozbiljnim bronzanim statuama kraljeva i generala koji dominiraju ovim prostorom. Inače, ova skulptura ima i pomalo humorističku notu, s obzirom na to da su plava boja i petao simbol Francuske, čiji je poraz 1805. godine u pomorskoj bici kod Trafalgara dao ime trgu. Za umetnicu ima nekog „finog humora“ u tome da simbol Francuske stoji na mestu koje slavi pobjedu nad Napoleonom. Centralni trg Trafalgar nazvan je po pobjedi čuvenog admirala

Horejša Nelsona nad združenom francuskom i španskom armadom, a četvrto postolje podignuto je 1841. godine za statu konjanika koja nikada nije dovršena. Postolje je bilo prazno vek i po, da bi od 1990. godine na njemu, svakih 18 meseci, bilo postavljeno po jedno novo umetničko delo.

ISPRAVLJANJE KRIVOG TORNJA U PIZI

Krivi toranj u Pizi se prema pisanju Huffington Post-a polako vraća u uspravan položaj. Prema izveštaju zvanične grupe koja je zadužena za nadzor ove građevine, Toranj se ispravio za oko 2,5 centimetara u periodu od 2001. do 2013. godine. Iako 2,5 centimetara nisu tako veliki broj, za nadzornike ovog Tornja on znači mnogo. Od 1992. godine nagib Tornja se smanjio sa 4,5 na 4,1 metar zbog „intervencija spašavanja“. Prvu „intervenciju spašavanja“ vodio je profesor Mikele Jamiolkovski, a uključivala je opasavanje prvog sprata Tornja sa 18 čeličnih kablova, a nakon toga i zamenu betonskih blokova ispod zemlje. Poslednja intervencija sprovedena je u januaru 1991. godine, tačnije iskopavanja je zemlja ispod temelja Tornja, zbog čega je on upao dublje i pomoću čega se smanjio nagib. Poslednje smanjenje nagiba Tornja u poslednjih 12 godina je pobjeda stručnjaka, koji predviđaju da je Toranj sada siguran barem narednih 200 do 300 godina. Takođe, predviđeno je da Toranj zadrži nagib zbog kojeg je i postao svetska atrakcija.



ZGRADA OD 47. SPRATOVA ALI BEZ LIFTA



U španskom gradiću Benidorm, tornjevi „In Tempo“ zamišljeni su da predstavljaju građevinu budućnosti i simbol izlaska Španije iz recesije. Prvobitno, Toranj je trebalo da ima 20 spratova, ali građevinari koji su bili ambiciozni su odlučili da udvostruče njihov broj. Međutim, bili su previše zaneseni idejom da naprave najvišu stambenu zgradu pa su za nadograđenih 27 spratova zaboravili da naprave lift. Grešku je sada nemoguće ispraviti jer za lift u zgradi koja ima 269 stanova nema mesta. Inače, sam projekat je od početka bio označen kao loša investicija, a u prilog tome govori i podatak da je zgrada trebala da bude otvorena još pre četiri godine. Tim arhitekata koji je radio na ovom projektu se povukao. Sada je decembar 2013. godine novi rok za završetak radova, a prodato je samo 35% stanova. Zbog toga će ostatak stanova biti ponuđen po znatno nižoj ceni.

SPA TRETMANI ZA LJUBITELJE PIVA U PENSILVANJI

U jedinstvenom Spa centru u Pensilvaniji koji se nalazi na Pokono planini, ljubitelji piva imaju priliku da se u njemu i okupaju. Naime, „The Lodge“ odmarališta koja se nalaze na dva i po sata vožnje od Njujorka postala su omiljena destinacija pivopija dubljeg džepa, budući da nude spa tretman na bazi piva. Ovaj tretman je zasnovan na „Dogfish Head Midas Touch“ domaćem pivu, a započinje se sa pilingom od ječma, hmelja i meda, a nakon toga sledi kupanje u pivu i masaža. Cena ovog tretmana je 250 dolara, a pored njega postoji i pedikir kupka od piva koja košta 95 dolara. „The Lodge“ odmarališta su se odlučila za ovu strategiju kako bi privukli što više muških gostiju, s obzirom da obično oni zaziru od spa tretmana.



NEOČEKIVANO ČUDO U PUSTINJI



Gejzir Flaj, malo poznata atrakcija Nevade, koja se nalazi se u Gerlahu slučajno je nastao tokom bušenja tla 1916. godine. Geotermalni mlaz vode našao je „tanko“ mesto i izbio na površinu šezdesetih godina prošlog veka. Tokom godina, rastvoreni minerali stvorili su neku vrstu fontane iz koje voda izbija i do pet metara u vazduh. Gejzir ima nekoliko terasa koje se razlivaju u 30 do 40 bazena na oko 30 hektara.

Ti bazeni formiraju specifičan ekosistem sa malim ribama i pticama. Boje duge potiču od raznih minerala iz vode koji reaguju s kiseonikom iz vazduha. Prekriven je i termofilnim algama, mikroorganizmima tolerantnim na visoke temperature. S obzirom da se gejzir Flaj nalazi na privatnom zemljištu i da je ograđen visokom bodljikavom žicom sa visokom kapijom, retko se otvara za javnost, ali se može videti

sa puta. Takođe, u ovoj oblasti postoje još dva gejzira koja su nastala na sličan način kao gejzir Flaj, s tim da je jedan visok oko 1 metar i podseća na mali vulkan, a drugi je u obliku kupe i slične je veličine kao Flaj. Takođe, za ove gejzire je zanimljiva i činjenica da oni neprekidno rastu.

5-STAR HOTEL YACHT IN GIBRALTAR

Hotel Yacht represents a new attraction of Gibraltar, 200 million dollar worth, and it is called "Sunborn Yacht Hotel".

The engineers had a problem when they planned to design a new, luxurious hotel in one of the most beautiful and the smallest destinations in the world, as they did not have enough area to construct it. From that reason, they came up with the idea to construct a 5-star yacht hotel. That is what actually happened in Gibraltar, and the same has been functioning for some time in numerous countries that struggle with the lack of area.

Gibraltar is one of the favourite destinations of wealthy tourists, just like Monaco or Singapore, but with the lack of accommodation capacities, which represented an unsolvable problem, all until now. According to the Executive Director of the company "Sunborn Gibraltar", Brian Stivendale, that is building this luxurious yacht hotel, Gibraltar has always had a shortage of hotels, and the solution for this problem has been worked on for quite some time.

Also, he said that "as different from the traditional fashion of building – which includes trucks, cranes and many obstructions and delays, we have already made a product which will be easily delivered to all exotic destinations." The hotel yacht is 142 meters long, and offers 189 rooms, the spa and gym, cocktail lounge, conference rooms, and even a dancing room. It will have 7 floors, and to rent a room, one will have to set aside from 300 to even 3,000 dollars a day/night. The ship was constructed in Malaysia, and it will be based at the dock in the "Ocean Village" marina, by six super-strong hydraulic hands. Besides, the guests will board the ship over the glass bridge.



LAUGHTER FOR BETTER HEALTH



According to the research carried out by the scientists of the American University of Leoma, that were studying, in 2006, the interaction between the brain, behaviour and the immune system, it was discovered that the honest laughing stimulates the excretion of the health-protective hormones.

After such discovery, the same scientists, in 2008, came to a notion that laughing also reduces the level of harmful stress hormones. When exposed to hilarious video clips, the individuals experienced the significant increase of beta endorphin hormone, which is, by the way, responsible for soothing of depression, as well as the human growth hormone, which protects the immunity. On the other hand, the group of individuals that was

not exposed to hilarious video clips recorded no changes in the level of the hormones. Besides, similar researches have demonstrated that laughing reduces the level of three stress hormones, which means that the level of cortisol, adrenalin and dopamine catabolite was significantly reduced.

BURNING MAN – THE BIGGEST OPEN-AIR ART FESTIVAL IN THE NORTH AMERICA

The Burning Man represents the biggest annual artistic and music festival, and the festival of any other kind that was held in the Black Rock desert in Nevada, for 27th time this year, and which was visited by 68,000 people. The festival is described as the "experimental community" that includes parties, fire performances, costume balls and performance of the passionate dawn dancing.

Organizers point out that the visitors will decide themselves, what the Burning Man means to them. Even on the first day of the festival, the event was by far the most visited in its entire history, as on the first day, 55,000 thousand people came into the desert, which was the peak number of the last year's event. For this occasion, the artists made a temporary desert town with 15 streets, a Man Base,

a sculpture that represents the entire festival and which is traditionally burned on the last day, which was this year much bigger than usually. The ticket cost 650 dollars, and the money had no value at the festival, as the participants were exchanging the goods and sharing the food. All the visitors of the festival were obliged to observe the 10 principles, as follows: radical inclusion, giving, decommodification, radical self-independence, radical self-support, social work, civil responsibility, no-leaving-traces principle, participation, no-interfering principle.



TOMATO FIGHT FOR "ONLY" 10 EUROS



"Tomatina" is an annual tomato-throwing festival, which takes part in Spanish town of Buñol and represents a tomato festive. This year, approximately 20,000 people took part in tomato-throwing, according to the city authorities. This battle required 130 tonnes of ripe tomatoes, and there were installed showers, so that the participants could wash themselves after the battle.

Namely, the organization of this festival was inspired by the fight which took place in 1945, when a group of young people initiated a fight during the carnival, using tomatoes. In that way, this festival settled in spite of hesitation of the government that even banned it during 1950s.

The municipality, however, in 1957, approved the celebration of the "Tomatina" festival. The organizers decided, for the first time, since this manifestation is taking place, to charge the entrance and participation, as the crisis hit this small town and the rest of the country as well. The price for the entrance was 10 EUR, all in order to cover the costs of organization. However, the citizens of the town had the right to free participation.

A NEW PIECE OF ART ABOVE THE TRAFALGAR SQUARE

A fourth plinth at the London Trafalgar Square, in front of the National Gallery, that has been decorated with various pieces of art during the last couple of years, is taken by the giant sculpture of bright blue rooster, a piece of art made by German artist Katharina Fritsch. The rooster is 4.72 meters high and has slightly provocative name - Hahn/Cock. The blue cock will be here for 18 months, and was thought out as a bright contrast to all serious brass statues of kings and generals dominating this space. Further, this sculpture has slightly humorous note, as the blue and the rooster symbolize France, whose defeat, in 1805 maritime battle gave the name to the Trafalgar Square. The artist finds some "fine humour" in the fact that the symbol of France is standing on the place which celebrates the victory over Napoleon. The central Trafalgar Square got the name after the victory of the famous admiral Horatio Nelson, over the united French and Spanish armada, and the fourth plinth was built in 1841, for the statue of the horseman, that has never been completed. The plinth was empty for a century and a half, and since 1990, every 18 months, a new piece of art is exhibited there.



STRAIGHTENING OF THE LEANING TOWER OF PISA



The leaning tower of Pisa, according to the Huffington Post, is slowly returning to the upright position. According to the report of the official group in charge of supervision of this construction, the Tower has been straightened for 2.5 centimetres in the period 2001 - 2013. Although 2.5 centimetres are not so much, for the supervisors of the Tower, that means a lot. Since 1992, the inclination was reduced from 4.5 to 4.1 meter due to "saving intervention". The first "saving intervention" was conducted by the professor Jamiolkowski, and it included girding of the first floor of the Tower with 18 steel cables, which was followed by replacement of the underground concrete blocks. The last intervention was carried out in January, 1991, to be more precise, the land was dug out under the Tower, which resulted in deeper barging consequently reducing the inclination. The last reduction of the inclination of the Tower in the last 12 years is a real victory of the experts, who anticipate that the Tower will be safe at least in the next 200 - 300 years. Also it was planned that Tower keeps the inclination which actually made it the world attraction.

47 STOREY BUILDING BUT WITHOUT THE ELEVATOR

The towers of the Spanish town of Benidorm, In Tempo, were originally planned to represent the future of construction and the symbol of ending of the Spanish recession. Originally, the tower should have had 20 floors, but the ambitious constructors decided to double this number. However, they were so enthusiastic over the idea to construct the biggest residential building ever that they eventually forgot to make the elevator for the upgraded 27 floors. Such omission is impossible to be corrected, as there is no free space to insert the elevator into the block of 269 apartments. However, the project was characterized as a poor investment since the beginning, which is supported by the information that the building was supposed to be opened four years ago. The team of architects that worked on this project stood back. Now, December 2013 is a new deadline for completion of works, and only 35% of apartments have been sold so far. That is the reason why the rest of the apartments will be offered at significantly lower prices.



SPA TREATMENT FOR BEER LOVERS IN PENNSYLVANIA



A unique Spa centre in Pennsylvania, located on Pocono Mountain, offers a real beer-bath to the beer lovers. Namely, "The Lodge" resort, situated at 2.5 hours of ride from New York, has become a favourite destination of the deep-pocket beer lovers, as it offers a spa treatment based on beer. This treatment is based on "Dogfish Head Midas Touch" local beer, and starts with the skin peeling made of barley, hop and honey, followed by the beer-bath and a massage. The price of such treatment is 250 dollars, and apart from that, there are also pedicure services and a beer-bath of 95 dollars. "The Lodge" resorts have decided to include this strategy in order to attract more male clients, as they usually have an aversion of spa treatments.

AN UNEXPECTED DESERT MIRACLE

Geyser Fly, not so famous attraction from Nevada, located in Gerlach, appeared by accident during the soil excavation in 1916. Geothermal stream of water found a "thin" spot and broke out to the surface in the 1960s. During the years, the dissolved minerals created a kind of fountain from which the water streams up to 5 meters into the air. The geyser has several balconies that flow over into 30 to 40 basins at the territory of approximately 30 hectares. Those basins form a specific ecosystem with small birds and fish. Rainbow colours originate from various water minerals and react with the air oxygen. It is covered by thermophile algae, high temperature tolerant microorganisms. Because the geyser Fly is located in the private piece of land, and fenced by a high barbed wire and a high gate, it is rarely opened for the public but can be seen from the road. Also, in this area, there are another two geysers, that appeared similarly as the geyser Fly, and one of which is 1 meter high and resembles a small volcano and the other is conic-shaped and of the similar size as Fly. Also, there is another interesting fact relating to these geysers – they are constantly growing.



DISCOVER

CROATIA'S NEWEST CONGRESS HOTEL PARK PLAZA HISTRIA

The recently renovated Hotel Park Plaza Histria Pula lies directly on the coastline and is only within a few minutes distance from the historical old town of Pula and its city centre.

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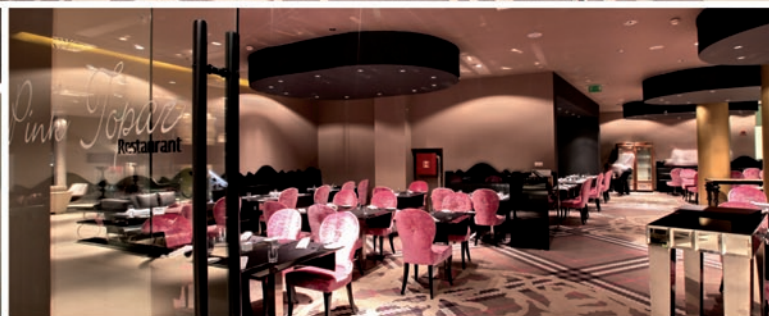
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