

see business travel & meetings

magazine

Specijalizovani časopis za poslovna putovanja i kongresni turizam Jugoistočne Evrope

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

Broj 14 / februar 2014 / No. 14 / February 2014

www.SEEbtm.com



TEMA BROJA:

**KORPORATIVNI
DOGAĐAJI**

COVER STORY:

**CORPORATE
EVENTS**

ROB DEJVIDSON:

**ŠTA ORGANIZATORI TRAŽE PRI
IZBORU PROSTORA?**

AKTUELNE TEME:

MRAČNI I RATNI TURIZAM

ROB DAVIDSON:

**WHAT ARE PLANNERS LOOKING FOR
WHEN CHOOSING A VENUE?**

HOT TOPICS:

DARK AND WAR TOURISM

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.

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 your free time – wellness and sports center, natural and historical beauties and excellent gastronomic offer.



Superior Room Sea View



Congress Hall (up to 700 people)

I M P R E S S U M

Izdavač, produkcija i marketing:

The Best Solutions

Ljube Šercera 13/10

11000 Beograd, Srbija

Tel/fax: +381 11 3960 388

Tel: +381 11 3098 468

Web: www.SEEbtm.com

www.kongresniturizam.com, www.SEEmice.com

E-mail: office@kongresniturizam.com

Direktor:

Ivan Milić

Glavni i odgovorni urednik:

Miona Milić

Urednički tim:

Svetlana Gavrić, Mirjana Jokić

Lektura:

Lexica prevodilačka agencija

Dizajn i priprema za štampu:

Dizajn Studio Nemet

Štampa:

Štamarija Stojkov

Tiraž: 3.000

Periodičnost: kvartalno

Datum izdavanja: februar 2014.

Broj 14

Godišnja pretplata za SEEbtm sa PDV-om i

dostavom na adresu (4 izdanja) za:

- Srbiju iznosi 2.500,00 dinara

- inostranstvo 35,10 eura

Zahtev za pretplatu dostaviti na e-mail:

pretplata@SEEbtm.com

Copyright © The Best Solutions;

sva prava zadržana

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

CIP - Каталогизација у публикацији
Народна библиотека Србије, Београд

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

SEEbtm : Southeast Europe business travel
and meetings magazine : 2014 / [editor in
chief Miona Milić]. - 14th ed. - Belgrade :
The Best Solutions, 2014 (Belgrade : Stojkov). -
104 str. : fotogr. ; 30 cm

Tiraž 3.000.

ISBN 978-86-87655-00-3

1. Milić, Miona [glavni i odgovorni
urednik]

a) Угоститељски објекти - Балканске државе

- Водичи

COBISS.SR-ID 152412940

*„Iznenadio me je sa buketom cveća,
setio se naše godišnjice!”*

*„Napravila mi je omiljeno jelo, kada
sam došao kući posle stresnog dana.”*

*„Kada sam otvorio/la kovertu, unu-
tra je bio vaučer za romantično pu-
tovanje!”*

*„Jutros sam na frižideru ugledao/la
poruku koja me je nasmejala.”*



*Kada nam partner poklanja pažnju, kada vodi računa o našim potrebama
i željama, kada je tu da nas nasmeje i pruži podršku, obično dobija isto ili
slično zauzvrat, veza ima preduslove da traje, i da obe strane u njoj uživaju.*

*Identično, vezu sa poslovnim partnerima i saradnicima, potrebno je pažljivo
negovati, kako bi bila dugoročna i na obostrano zadovoljstvo.*

*Svaka poslovna saradnja i kontakt, uključuje neku vrstu emocija, zato je
bitno voditi računa o osećanjima, da se sa poslovnim partnerima odnosimo
sa poštovanjem, da ih nasmejemo, učinimo neki gest koji će ceniti, podseti-
mo nekih lepih momenata, ili da dočaramo sliku perspektivne zajedničke
budućnosti.*

*Korporativni događaji su izmišljeni za to. Ne treba zaboraviti da smo u dubi-
ni duše, u manjoj ili većoj meri, svi egoisti. Znak pažnje, poštovanje i profe-
sionalizam su neizostavni za svaki uspešan i dugoročan kontakt i saradnju.*

*U ovom broju SEEbtm magazina fokusiramo se na korporativne događaje,
njihovu ulogu, značaj, vrste događaja, zanimljive primere iz prakse i još mno-
go toga inspirativnog.*

*Positivan moto, kako u životu, tako i poslu, treba da bude: Ponašaj se prema
drugima, kao što bi voleo da se drugi ponašaju prema tebi. Nama to svaka-
ko jeste moto.*

Miona Milić,

glavni i odgovorni urednik



26.
Aktuelne teme:
**SOČI 2014 –
ZIMSKE
OLIMPIJSKE I
PARAOLIMPIJSKE
IGRE**



35.
Tema broja:
**ZAŠTO
KORPORATIVNI
DOGAĐAJI?**



46.
Top prostor:
**KORPORATIVNI
DOGAĐAJI NA
TEMZI VREDNI
PAMĆENJA**



70.
Destinacija:
**ZLATIBOR –
ATRAKTIVNA
PLANINSKA
DESTINACIJA
ZA KONGRESNI
TURIZAM**



80.
Kongresni biro:
**KONGRESNA
PONUDA
NEMAČKE PO
EKONOMSKIM
I STRUČNIM
OBLASTIMA**



95.
Zanimljivost:
**KUGLANJE –
SPORT I
REKREACIJA
ZA SVAKOGA**

Novosti i događaji.....	5
Novo i renovirano	14
Aktuelne teme: Mračni i ratni turizam	18
Praksa: Promo Tours agencija – 10. Godišnja gastroenterološka konferencija u Sarajevu	24
Aktuelne teme: Soči 2014 – Zimske olimpijske i paraolimpijske igre	26
Tema broja: Zašto korporativni događaji?	35
Istraživanje: Zastupljenost korporativnih događaja	39
Top prostor: Korporativni događaji na Temzi vredni pamćenja	46

Hotel: Falkensteiner Hotel Belgrade	52
Rob Dejvidson: Šta organizatori traže pri izboru prostora?	54
Kongresni centar: Belexpocentar – Jedinstvena hala u Beogradu za velike događaje	60
Vinarije kao posebni prostori: U vinu je istina (<i>In Vino Veritas</i>)	62
Hotel: Hotel Galleria, Subotica	66
Destinacija: Zlatibor – Atraktivna planinska destinacija za kongresni turizam	70
Hotel: Hotel Palisad, Zlatibor	76

Industrija: Digitalni „kiosk“ za MICE industriju	78
Kongresni biro: Kongresna ponuda Nemačke po ekonomskim i stručnim oblastima	80
Hotel: Kraljevi Čardaci SPA, Kopaonik	88
Sajam: IMEX u Frankfurtu – Novi pristup usluzi podrške klijenata pred sajam	90
Zanimljivost: Kuglanje – Sport i rekreacija za svakoga	95
Rečnik pojmova	99
Zanimljivosti	101

I M P R E S S U M

Publisher, production and marketing:

The Best Solutions

Ljube Sercera No 13/10 Street

11000 Belgrade, Serbia

Phone/fax: +381 11 3960 388

Phone: +381 11 3098 468

Web: www.SEEbtm.com

www.kongresniturizam.com, www.SEEmice.com

E-mail: office@kongresniturizam.com

Director:

Ivan Milic

Editor-in-Chief:

Miona Milic

Editorial team:

Svetlana Gavric, Mirjana Jokic

Lecture:

Lexica Translation Agency

Design & Layout:

Dizajn Studio Nemet

Printing office:

Štamparija Stojkov

Circulation: 3.000

Periodicity: quarterly

Issue date: February 2014.

No 14

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

- Serbia 2,500.00 RSD

- abroad (4 issues) 35.10 EUR

Request for subscription please send to an

e-mail: subscription@SEEbtm.com

Copyright © The Best Solutions

All rights reserved

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

CIP - Каталогизacija у публикацији
Народна библиотека Србије, Београд

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

SEEbtm : Southeast Europe business travel
and meetings magazine : 2014 / [editor in
chief Miona Milic]. - 14th ed. - Belgrade :
The Best Solutions, 2014 (Belgrade : Stojkov). -
104 str. : fotogr. ; 30 cm

Tiraž 3.000.

ISBN 978-86-87655-00-3

1. Milic, Miona [главни и одговорни
уредник]

а) Угоститељски објекти - Балканске државе

- Водичи

COBISS.SR-ID 152412940

*"He surprised me with a bouquet,
he remembered our anniversary!"*

*"She prepared my most favourite
dish when I came back home after
quite a stressful day at work."*

*"When I opened an envelope, there
was a voucher for a romantic trip!"*

*"This morning, on my fridge, I saw a
message which made me laugh."*



When our partners shows consideration, when they take care of our needs and wishes, when they are there to make us laugh and to give support, they usually get the same or at least something similar in return. Such relationships have all the preconditions to last, and to make both sides fully enjoy them.

Similar to that, the relationships we build with our business partners and clients require thoughtful care, in order to make them last longer to the mutual pleasure. Each business cooperation and each contact implies some kind of emotion, which is why it is important to take care of feelings, to show respect for our business partners, to make them laugh, to make any gesture they will appreciate, to remind them of some precious moments, or to create and visualize the image of the promising common future.

It is exactly the reason why the corporate events were invented. None of us should forget that deep in our souls, more or less, we are all egoists.

A sign of consideration, respect and professionalism are essential part of each successful and long-term contact and cooperation.

In this issue of SEEbtm magazine we will focus on corporate events, their role, significance, types of events, interesting examples from practice and many other inspiring things.

A positive motto, as in private life so at work, should be the following: Treat others the same way you want them to treat you. And that certainly is our motto.

Miona Milic,
Editor-in-Chief



30.
Hot topics:
SOCHI 2014 – OLYMPIC AND PARALYMPIC WINTER GAMES



37.
Cover story:
WHY CORPORATE EVENTS?



49.
Top venue:
MEMORABLE CORPORATE EVENTS OVER THE THAMES



73.
Destination:
ZLATIBOR – AN ATTRACTIVE MOUNTAIN DESTINATION FOR MEETINGS INDUSTRY



84.
Convention Bureau:
MEETING DESTINATION GERMANY WITH ECONOMIC AND SCIENTIFIC EXPERTISE



97.
Interesting:
BOWLING – SPORT AND RECREATION FOR EVERYONE

News and events 9	Hotel: Falkensteiner Hotel Belgrade 53	Industry: Digital Newsstand for the MICE Industry 79
New and improved 16	Rob Davidson: What are Planners Looking for When Choosing a Venue? 57	Convention Bureau: Meeting Destination Germany with Economic and Scientific Expertise 84
Hot topics: Dark and War Tourism 21	Congress Centre: Belexpocentar – An Unique Hall in Belgrade for Great Events 61	Hotel: Kraljevi Cardaci SPA, Kopaonik 89
Practice: Promo Tours Agency – 10 th Sarajevo Annual Gastroenterology Conference 25	Wineries as special venues: In Wine There is Truth (<i>In Vino Veritas</i>) 64	Exhibition: IMEX Frankfurt – New Angle on Pre-show Customer Service 92
Hot topics: Sochi 2014 – Olympic and Paralympic Winter Games 30	Hotel: Hotel Galleria, Subotica 67	Interesting: Bowling – Sport and Recreation for Everyone 97
Cover story: Why Corporate Events? 37	Destination: Zlatibor – An Attractive Mountain Destination for Meetings Industry 73	Term dictionary 100
Research: Share of Corporate Events 42	Hotel: Hotel Palisad, Zlatibor 77	Interesting news 103
Top venue: Memorable Corporate Events Over the Thames 49		

HOLIDAY INN BEOGRAD DOBITNIK NAGRADE „NOSILAC BAKLJE“

Hotel Holiday Inn Beograd treću godinu u kontinuitetu, i po četvrti put (2009., 2011., 2012., 2013. god.), osvojio je prestižnu nagradu „Nosilac baklje“ (*Torchbearer Award*) za područje Evrope, koju dodeljuje „Inter-Continental Hotels Group“ (IHG).



U oštroj konkurenciji 620 hotela, priznanje „Nosilac baklje“ dobija hotel koji je tokom godine pokazao izuzetne rezultate u zadovoljstvu gostiju hotelskom uslugom.

Najvažniji element za dobijanje nagrade je upitnik „Heart Beet“ koji popunjavaju gosti, ocenjujući hotelsku uslugu u različitim kategorijama kao što su: usluga, hotelski sadržaji, čistoća i dr.

Ovom nagradom hotel Holiday Inn Beograd je krunisao šestogodišnjicu poslovanja.

MK MOUNTAIN RESORT IZ SRBIJE MEĐU SVETSKIM LIDERIMA KVALITETA

MK Mountain Resort dobitnik je prestižnog svetskog priznanja „World Quality Commitment 2013 Paris“, za kvalitet u oblasti turizma i hotelijerstva. Ovo priznanje dodeljuje se kompanijama i organizacijama koje su nakon desetomesečne procedure izglasane od biznis lidera, predstavnika privrede, iz 118 zemalja sveta.



Ova prestižna nagrada koju dodeljuju lideri liderima fokusirana je na inovacije, tržišne trendove, rastuće brendove, tehnološke inovacije i finansije.

MK Mountain Resort je jedina srpska kompanija nagrađena u zlatnoj kategoriji turizma i hotelijerstva.

Prema rečima organizatora, kompanije nagrađene za 2013. godinu, prepoznate su kao lokalni i nacionalni lideri i internacionalne korporacije koje na pravi način demonstriraju kvalitet proizvoda i usluga, imaju značajan udeo na tržištu, liderstvo u društvu, evidentne rezultate poslovanja koje je bazirano na održivom razvoju.

HOTEL VILLA BREG U VRŠCU OD SADA SA 4*, A SA VIŠIM KVALITETOM USLUGE



Luksuzan hotel Villa Breg koji se nalazi u Vršcu, završio je sa novim procesom kategorizacije, tačnije sa prelaskom sa pet na četiri zvezdice.

Prelazak u kategoriju 4 zvezdice nije se dogodio zbog pada kvaliteta usluge, naprotiv, usluga je podignuta na viši nivo. Naime, hotel se na ovaj potez odlučio kako bi mogao da ugosti klijente kojima poslovna politika ne dozvoljava odsedanje i organizovanje događaja u hotelima sa pet zvezdica.

Takođe, hotel je renoviran, pa je tako gostima na raspolaganju još jedna nova banket sala za poslovne sastanke koja u zavisnosti od postavke može da primi od 20 do 40 osoba.

36. MEĐUNARODNI SAJAM TURIZMA, BEOGRAD, SRBIJA

36. Međunarodni sajam turizma održaće se u periodu od 27. februara do 02. marta 2014. godine u halama Beogradskog sajma.

Ovogodišnji slogan sajma je „Ispunjavamo želje“, a zemlja partner biće Indonezija. Na sajmu će se predstaviti turističke organizacije, agencije, turoperateri, hotelski lanci, najatraktivnije turističke destinacije, planinski centri, banje, avio kompanije i mnogi drugi.

Uporedo sa 36. Međunarodnim sajmom turizma, u halama Beogradskog sajma održaće se i 10. Sajam ugostiteljske opreme HORECA i 5. Međunarodni sajam vina BEOWINE.

Inače, prethodne godine na sajmu turizma svoju ponudu predstavilo je više od 880 izlagača, a broj posetilaca premašio je 58 hiljada.



HOTEL ZLATIBOR MONA NASTAVLJA TREND USPEŠNOG POSLOVANJA U KONGRESNOM TURIZMU



Hotel Zlatibor Mona sa svojim kongresnim centrom Koledo koji je otvoren 2013. godine predstavlja mesto održavanja nekih od najvećih skupova u zemlji.

Shodno tome, u periodu od 23. do 25. januara 2014. godine hotel je bio domaćin dilerske konferencije za Porsche SCG. Na konferenciji su predstavljeni najnoviji proizvodi, ali i usluge kompanije. Konferenciji je prisustvovalo oko 150 učesnika iz zemlje i regiona.

Pored konferencije Porsche-a, u januaru su održane i još neke veće konferencije, među kojima su bile konferencije kompanija GIZ i Novartis.

Konferencija GIZ-a je održana u periodu od 25. do 27. januara dok je konferencija Novartis-a održana od 27. do 31. januara 2014. godine.

MANIFESTACIJE U PROLEĆNOJ SEZONI NOVOSADSKOG SAJMA, SRBIJA

U 2014. godini na Novosadskom sajmu biće organizovano 20 priredbi. Prolećnu sezonu otvaraju Sajam obrazovanja „Putokazi“, Salon knjiga i Izložba umetnosti „Art Expo“ koji će se održati od 28. februara do 04. marta, dok se nova priredba – Sajam kozmetike, estetske hirurgije i bebi opreme održava od 21. do 23. marta. Novi termin Sajma turizma je u proleće, od 10. do 14. aprila, a prvi put se u istom terminu organizuju i Sajmovi gastronomije, vina, piva, rakije i kafe. 81. međunarodni poljoprivredni sajam okupiće najznačajnije kompanije, udruženja i pojedince iz oblasti poljoprivredne proizvodnje, a održava se od 20. do 26. maja. U prvom delu godine, nova manifestacija je Sajam muzike, koji se priređuje 20. i 21. juna 2014. godine.



19. BASS KONGRES, BEOGRAD, SRBIJA

19. Kongres Balkanskog stomatološkog društva – BaSS će se održati u periodu od 24. do 27. aprila 2014. godine u Sava Centru u Beogradu, u Srbiji. Učesnici kongresa će biti u mogućnosti da prisustvuju zanimljivom naučnom programu sa dobro poznatim i priznatim govornicima koji će predstaviti najnovija dostignuća u različitim oblastima stomatologije.



Neke od glavnih tema ovogodišnjeg kongresa biće stomatološki biomaterijali i uređaji, fiksna protetika, pedijatrijska stomatologija, oralna dijagonoza, oralna radiologija, nove tehnologije, itd.

KONFERENCIJA „BUDUĆNOST U TURIZMU“, HOTEL WELL, TERME TUHELJ, HRVATSKA

Konferencija „Budućnost u turizmu - vizije, paradigme i scenariji“ održana je 28. januara 2014. godine u hotelu Well u Termama Tuhelj, u Hrvatskoj. Terme Tuhelj u saradnji sa IEDC - Poslovnom školom Bled su organizovale konferenciju, na kojoj je predstavljena analiza globalnih turističkih trendova kao i trendova u regiji Alpe Jadran.



Konferencija je bila namenjena svim zaposlenima u turizmu, direktorima kompanija, menadžerima, profesorima i asistentima na fakultetima i svima onima kojima praćenje turističkih trendova pomaže u poslovanju.

Takođe, konferencija je bila uvod u predstavljanje novog programa, prvog EMB studija u Hrvatskoj koji će biti kombinacija postojećeg MBA studija i dodatnih modula iz menadžmenta u turizmu, sa gostovanjem uvaženih profesora sa poznatih svetskih fakulteta.

RADISSON BLU RESORT U DUBROVNIKU OSVOJIO OPP NAGRADU ZA IZVRSNOST

Integrirani resort sa pet zvezdica, Radisson Blu Resort & Spa u Dubrovačkim Vrtovima Sunca već treću godinu zaredom je prepoznat od strane struke što dokazuje i zadnja dobijena nagrada, OPP nagrada za izvrsnost 2013.



iO Adria izabrana je između 450 vodećih svetskih kompanija iz više od 20 zemalja sveta u području prodaje i iznajmljivanja rezidencija kao *Best Developer* u južnoj Evropi. Ovaj jedinstveni dubrovački resort nagrađivan je više puta u različitim kategorijama za izvrsnost, gostoljubivost i kvalitet poslovanja.

Neke od osvojenih nagrada kojima se resort ponosi su *SPA Traveler Award 2013* po izboru čitatelja osvojenu već treću godinu u nizu za najbolji internacionalni Spa u Hrvatskoj, *Expedia's Insider Select 2013* za jedan od najboljih hotela u Evropi, *World Luxury Hotel Award 2013* za najbolji luksuzni balni resort u Evropi, kao i *Tripadvisor sertifikat izvrsnosti 2013*, prestižnu nagradu koja se dodeljuje samo 10% top svetskih vrhunskih hotela.



ADRIA HOTEL FORUM, ZAGREB, HRVATSKA

Adria Hotel Forum održan je u periodu od 11. do 13. februara 2014. godine u hotelu Westin u Zagrebu, u Hrvatskoj. Forum je bio mesto susreta vodećih hotelskih lanaca, hotelijera, lokalnih samouprava, državnih tela i stručnjaka iz područja investicija u hotelskoj industriji sa ciljem razmene održivih ideja i projekata koji unapređuju razvoj zajednice.

Tema Foruma 2014. godine bile su „Investicije i inovacije“, a forum je organizovan pod pokroviteljstvom Ministarstva turizma Republike Hrvatske, Ministarstva održivog razvoja i turizma Crne Gore, Grada Zagreba i Istarske županije.

POMORSKE PRIČE AGENCIJE MERIDIAN DMC IZ CRNE GORE



Agencija Meridian DMC iz Kotor je za svog dugogodišnjeg klijenta, kompaniju Gasprom, organizovala događaj u neobičnom zdanju Muzeja Pomorskog nasleđa u sklopu marine Porto Montenegro.

Za jedinstven, originalan i nezaboravan događaj, uvek je dobrodošao neki neobičan i specijalan prostor, koji je u ovom slučaju, bio pravi pogodak.

Nautički muzej agencija je za ovu priliku dekorisala i adaptirala za potrebe radnog ručka svog klijenta. Kako bi klijent imao nezaboravno iskustvo dan je realizovan u pomorskom duhu, gde su gosti imali priliku da posete grad Kotor, grad prvih crnogorskih pomoraca Perast, ostrvo Gospa od Škrpjela, i jedrenjacima uplove u marinu Porto Montenegro.

Laganom šetnjom kroz marinu uz pogled na atraktivne mega jahte i ekskluzivne restorane program je okončan ručkom u muzeju s tradicionalnom dobrodošlicom i bogatim gastro sadržajima. Takođe, dodatna atrakcija bila je i poseta podmornice P821 „Heraj“ čime je okončana još jedna uspešna „pomorska“ priča agencije Meridian DMC.

„LUXURY RESORT MEETINGS HOTEL 2013“ ZA HOTEL KEMPINSKI PALACE PORTOROŽ, SLOVENIJA

Luksuzni Hotel Kempinski Palace Portorož nagrađen je na ovogodišnjoj manifestaciji *Meetings Star Award* održanoj u januaru 2014. godine, priznanjem „Luxury Resort Meetings Hotel 2013.“



Meetings Star Award je priznanje koje se dodeljuje za izvanredan doprinos u oblasti marketinške komunikacije destinacija, kongresa, događaja i pružaoa usluga iz oblasti kongresne industrije centralne i jugoistočne Evrope.

Priznanje se dodeljuje za kreativnost, znanje i rad zasnovan na timskom radu i iskustvu koje donosi vidljive i merljive rezultate. Sertifikat posebnog priznanja dodeljen je hotelu Kempinski Palace Portorož za najbolji „Luxury Resort Meeting Hotel“ u 2013. godini, s obzirom na to da je hotel ocenjen sa 4,77 bodova.

TRI NAGRADE ZA BOHINJ PARK ECO HOTEL, SLOVENIJA

TripAdvisor.com, najpoznatiji svetski portal za putovanja, na godišnjoj ceremoniji dodeljivanja nagrada za 2013. godinu nagradio je Bohinj



TRAVELLERS' CHOICE 2013

Park ECO Hotel sa tri prestižna priznanja – „Certificate of Excellence“; „Travellers' Choice“ – kategorija hotelskih usluga i sa „Travellers' Choice“ – kategorija top hotela.

Kako bi hotel dobio „Certificate of Excellence“, mora konstantno dobijati najviše ocene – 4 ili više (na skali od 5) u periodu od 6 meseci. Takođe, u periodu od godinu dana hotel mora imati i određeni broj pregleda i komentara. „Certificate of Excellence“ se dodeljuje samo onim hotelima koji redovno primaju najbolje komentare od gostiju.

OMFS KONGRES, OHRID, MAKEDONIJA

3. Balkanski i međunarodni kongres maksilofacijalne hirurgije – OMFS, biće održan u periodu od 24. do 27. aprila 2014. godine, na Ohridu, u Makedoniji.

Tema kongresa biće „Jačanje veza među hirurzima“.

Naučni program će pratiti konvencionalne pravce sa jasnom predstavom tekućih koncepata i tehnika u oblasti hirurgije (upravljanje traumama, inflamatorne bolesti, hirurška patologija pljuvačnih žlezda, implantna hirurgija, hirurgija facijalnih deformiteta i rascapa, oralni tumori i rekonstrukcija), kao i sesije na temu postoperativne nege, endoskopskog i interdisciplinskog pristupa, sa unakrsno specijalizovanim sesijama čije teme će obuhvatiti zajednička interesovanja.



7. CEFOOD KONGRES, OHRID, MAKEDONIJA



7. Centralno-evropski kongres o hrani – CEFood biće održan u periodu od 21. do 24. maja 2014. godine, na Ohridu, u Makedoniji.

Neke od glavnih tema u okviru kongresa biće: sastojci hrane, struktura hrane, proizvodnja hrane, kvalitet i bezbednost hrane, ambalaža i rok trajanja, dizajn proizvoda, itd.

Kongres je namenjen naučnicima, profesionalcima, kompanijama, državnim institucijama i profesionalnim asocijacijama koje deluju u oblasti proizvodnje hrane, obrade hrane, kvaliteta i bezbednosti hrane, ishrane, higijenskog inženjeringa i dizajna, inovativnih tehnologija i novih trendova u bezbednosti hrane.

Organizatori kongresa su Evropska federacija za nauku o hrani i prehrambenu tehnologiju (EFFoST) i Međunarodna unija za nauku o hrani i prehrambenu tehnologiju (IUFoST), a očekivani broj delegata iz Evrope i celog sveta je 500.

ICESOS'14, SARAJEVO, BOSNA I HERCEGOVINA

Međunarodna konferencija o ekonomskim i socijalnim studijama (ICESoS) biće održana u periodu od 24. do 25. aprila 2014. godine u Sarajevu, u Bosni i Hercegovini.

Svrha ICESoS konferencije jeste da okupi istraživače iz oblasti ekonomije i drugih društvenih nauka kako bi razgovarali na temu regionalnog ekonomskog razvoja, posebno u kontekstu zemalja Zapadnog Balkana.



Panel program konferencije će uključiti diskusije na temu regionalnog ekonomskog razvoja u vezi sa ekonomskom tranzicijom kroz koju su prošle zemlje Zapadnog Balkana.

EVENTEX KONFERENCIJA, SOFIJA, BUGARSKA

Eventex konferencija održana je 20. februara 2014. godine u Inter Expo Center-u u Sofiji, u Bugarskoj. Eventex je jedina godišnja konferencija posvećena profesionalcima u kongresnom turizmu.



Glavne teme ovogodišnje konferencije bile su alati za efektivne i inovativne sastanke i događaje, globalna kongresna industrija – pozitivni izgledi za budućnost, 10 načina da se uštedi na troškovima događaja korišćenjem primera iz prakse, generacija Y – šta oni žele od događaja?, kako angažovanje učesnika može povećati ishod sastanka, hibridni događaji: teorije i tehnike za širenje dometa događaja.

Govornici na konferenciji bili su Rob Davidson, Stefania Conti-Vecchi, Graeme Barnett, Magdalina Atanassova i Bo Kruger.

ECO 2014, SOFIJA, BUGARSKA

21. Evropski kongres o gojaznosti - ECO održaće se u periodu od 28. do 31. maja 2014. godine u Nacionalnoj palati kulture u Sofiji, u Bugarskoj.

Kongres omogućava stvaranje platforme za diskusiju o poslednjim naučnim razvojemima u ovoj oblasti.

Glavni ciljevi kongresa su da se obezbedi godišnji forum za širenje informacija o najnovijim istraživanjima na polju gojaznosti, podsticanje i identifikacija inovativnih preventivnih i terapijskih strategija za smanjenje rasprostranjenosti gojaznosti, da se stvore mogućnosti za umrežavanje za stručnjake u oblasti istraživanja gojaznosti, itd.

Kongres je namenjen lekarima, naučnicima, zdravstvenim radnicima koji rade na istraživanjima i edukaciji, itd.

Prvi Evropski kongres o gojaznosti održan je u Stokholmu 1988. godine.



MCE SAJAM CENTRALNE I ISTOČNE EVROPE, BUKUREŠT, RUMUNIJA

4. MCE sajam centralne i istočne Evrope održan je u periodu od 9. do 11. februara 2014. godine u Bukureštu, u Rumuniji. MCE 2014, ponudio je još više destinacija; još više kvalitetnih rešenja pružiocima MICE usluga u okviru centralne i istočne Evrope, i još više kvalifikovanih i proverenih gostujućih kupaca (hosted buyers), zainteresovanih za potencijale regiona centralne i istočne Evrope.



DMC i PCO agencije, kompanije za organizaciju događaja, kongresni biroi, hoteli, avio kompanije, itd. srele su se uživo sa odabranim i proverenim gostujućim kupcima.

Program konferencije obezbedio je uvažene govornike, koji su diskutovali na temu aktuelnih dešavanja u okviru industrije, i obezbedio je još više znanja iz oblasti kreiranja još boljih događaja.



4. MEĐUNARODNI FORUM ZA ZDRAVSTVENI TURIZAM, BUKUREŠT, RUMUNIJA

U periodu od 14. do 16. marta 2014. godine u Bukureštu, u Rumuniji, održaće se 4. Međunarodni forum za zdravstveni turizam.

Cilj foruma je da se stvori medijska i komunikacijska platforma između stručnjaka u turizmu i zdravstvu kako bi se identifikovali glavni, određeni resursi ovog oblika turizma u Rumuniji i ostatku sveta i njegova integracija u koherentan sistem razvoja.

Na forumu će biti predstavljeni najvažniji razvoji u ovoj oblasti, naglašavajući promenljivu motivaciju i podsticaje za zdravstvena putovanja i sve veće potrebe za kvalitet u zdravstvenom turizmu kao kontinuirana potražnja na tržištu.

HOLIDAY INN BELGRADE – TORCHBEARER AWARD WINNER

Hotel Holiday Inn Belgrade continuously for three years, and for the fourth time (2009, 2011, 2012, 2013), won the prestigious Torchbearer Award for Europe, awarded by “InterContinental Hotels Group” (IHG). In the fierce competition of 620 hotels, Torchbearer award is given to a hotel, which presented excellent results in guest satisfaction hotel service throughout the year.



The most important element in getting the award is “Heart Bet” questionnaire filled by visitors, reviewing hotel service in a variety of categories such as services, hotel facilities, cleanliness etc.

With this award Hotel Holiday Inn Belgrade crowned the sixth anniversary of the business operating.

HOTEL VILLA BREG IN VRSAČ NOW AS A 4*, BUT WITH HIGHER QUALITY OF SERVICES

Luxury Hotel Villa Breg, which is located in Vrsac, has finished with a new process of categorization, more precisely changing from five to four stars.

Changing to a category of 4 stars did not happen due to the drop of quality of service, on the contrary, the service is raised to a higher level.

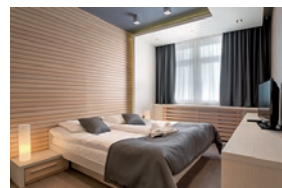
Namely, hotel decided on this move so that it would be able to accommodate clients whose business policy does not allow accommodating and organizing events in five-star hotels.

Also, hotel was renovated, so the guests have another new meeting room for meetings, which, depending on the settings can accommodate from 20 to 40 people.



MK MOUNTAIN RESORT FROM SERBIA AMONG THE WORLD LEADERS IN QUALITY

MK Mountain Resort is the winner of the prestigious global World Quality Commitment 2013 Paris Award, for quality in the area of tourism and hospitality. This award is granted to companies and organizations based on votes of business and economy leaders from 118 countries around the world after a ten month selection period. This prestigious award, granted by leaders to leaders, is focused on innovation, market trends, growing trends, technology innovation and finance.



MK Mountain Resort is the only Serbian company awarded in the gold category of tourism and hospitality.

As stated by the organizers, the companies awarded for the year of 2013 are recognized as local and national leaders, and as international corporations who represent quality of products and services, but also have a major part of the market share, leadership in society, and evident results of doing business which is based on sustainable development.

36TH INTERNATIONAL FAIR OF TOURISM, BELGRADE, SERBIA



36th International Fair of Tourism will be held from 27th February to 2nd March 2014 in the halls of the Belgrade Fair, Serbia.

This year slogan is “Making Wishes Come True” and partner country is Indonesia.

At the Fair it will be presented tourism organizations, agencies, tour operators, hotel chains, as well as the most attractive tourist destination, mountain resorts, SPAs, airline companies and many others.

Along with the 36th International Fair of Tourism, in the halls of Belgrade Fair it will be held the 10th Fair of Hospitality Equipment HORECA and the 5th International Wine Fair BEOWINE.

Last year at the Fair its offer presented more than 880 exhibitors and number of visitors has exceeded 58 thousand.

HOTEL ZLATIBOR MONA CONTINUES WITH THE TREND OF SUCCESSFUL BUSINESS IN MEETING INDUSTRY



Hotel Zlatibor Mona, with its Congress Centre Koledo, opened in 2013, represents a venue for organization of some of the largest meetings in the country.

Accordingly to that, in a period from 23rd to 25th January 2014, the hotel hosted Porsche SCG dealer conference. At the conference, the company introduced the latest products and the company services. The conference was attended by 150 participants, both from the country and the region. Apart from

the conference of Porsche, some other conferences were also held in January, for example, the conferences of companies GIZ and Novartis. The conference of GIZ was held from 25th to 27th January, while the conference of Novartis was held from 27th to 31st January 2014.

SPRING EVENTS AT THE NOVI SAD FAIR, SERBIA

In 2014 at the Novi Sad Fair it will be held 20 events. The spring season will be opened by the International Fair of Education "Guidelines", the Book Fair and the International Exhibition of Art "Art Expo", which will be held from 28th February to 4th March, while a new manifestation – the Fair of Cosmetics, Cosmetics Surgery and Baby Accessories will be held from 21st to 23rd March. A new term for the International Fair of Tourism will be at spring, from 10th to 14th April, and for the first time at the same period will be held the Fair of Gastronomy, Wine, Beer, Brandies and Coffee. The 81st International Agricultural Fair will gather the most significant companies, associations and individuals from the field of agricultural production, and will be held from 20th to 26th May. In the first part of the year, another new manifestation will take place – the Fair of Music, which will be held on 20th and 21st June 2014.



19TH BASS CONGRESS, BELGRADE, SERBIA



19th Congress of the Balkan Stomatological Society – BaSS will be held from 24th to 27th April 2014 in Sava Center in Belgrade, Serbia. Participants of the Congress will be able to attend an interesting scientific programme with well know and respect speakers, who will present contemporary achievements in different fields of dentistry. Some of the main topics of this year Congress will be Dental Bio-materials and Devices, Fixed Prosthodontics, Pediatric Dentistry, Oral Diagnosis, Oral Radiology, New Technologies, etc.

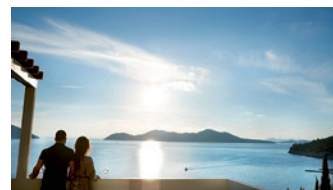
CONFERENCE "THE FUTURE OF TOURISM", HOTEL WELL, TERMETUHELJ, CROATIA



Conference "The Future of Tourism - visions, paradigms and scenarios" was held on 28th January 2014 in hotel Well in Terme Tuhelj, Croatia. Terme Tuhelj in cooperation with IEDC-Bled School has organized a conference at which the analysis of global tourism trends and the trends in the Alps to the Adriatic was presented. The conference was dedicated to all the employees in the tourism industry, company directors, managers, professors and lecturers at colleges and those who monitor tourism trends helps in business. Also, the conference was a prelude to the presentation of the new program, the first EMB study in Croatia which will be a combination of existing MBA and additional modules from management in tourism, with the visit of distinguished professors from the world renowned faculty.

RADISSON BLU RESORT AT DUBROVNIK RECEIVED OPP AWARD FOR EXCELLENCE

Radisson Blu Resort & Spa, five star fully integrated resort at Dubrovnik Sun Gardens received OPP Award for Excellence 2013.



For the third time in a row, iO Adria was chosen among 450 of the leading lights in international property, from over 20 different countries as the Best Developer in Southern Europe. Radisson Blu Resort is a resort that has been awarded for many times during past years. Some of the received awards that resort is proud of are *SPA Traveller Award 2013*, received for the 3rd consecutive year by readers' Choice for the best International Spa in Croatia, *Expedia's Insider Select 2013* for one of the best hotels in Europe, *World Luxury Hotel Award for 2013* for The Best Luxury Coastal Resort in Europe, *Tripadvisor Certificate of Excellence for 2013*, a prestigious award extended to only 10% of the world's finest hotels.

ADRIA HOTEL FORUM, ZAGREB, CROATIA



Adria Hotel Forum was held in period from 11th to 13th February 2014, in Westin hotel in Zagreb, Croatia. The Forum represents the meeting place for the leading hotel chains, hotel owners and managers as well as professionals from the field of hotel industry investment to exchange sustainable ideas and projects that foster and benefit the development of the community. The topic of the Forum 2014 was "Investments and Innovations", and the Forum was organized under auspices of the Ministry of Tourism of the Republic of Croatia, the Ministry of Sustainable Development and Tourism of Montenegro, the City of Zagreb and the Istria Region.

MARITIME STORIES OF THE AGENCY MERIDIAN DMC, MONTENEGRO



The Agency Meridian DMC from Kotor organized for their long-lasting client, the company Gasprom, an event in special venue of The Naval Heritage Museum within the marina

Porto Montenegro. Unique, original and unforgettable events always prefer unusual and special venues, and which was, in this case, a real hit.

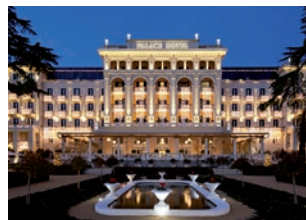
On this occasion the agency decorated and adapted the museum for the needs of the working lunch, organized for their client.

In order to prepare such unforgettable event, the day was organized in the maritime spirit, where the guests had the opportunity to visit the Town of Kotor, the town of the first Montenegrin seafarers Perast, the island Gospa od Skrpjela (Our Lady of the Rocks), and to sail into marina Porto Montenegro.

After an easy walk in the marina enjoying the view on the attractive mega-yachts and exclusive restaurants, the program was finished with the lunch in the museum, traditional welcome and rich gastro contents. Also, an additional attraction was the visit of the submarine P821 "Hero" which was the end of another successful "maritime" story of the agency Meridian DMC.

"LUXURY RESORT MEETINGS HOTEL OF THE 2013" FOR KEMPINSKI PALACE PORTOROZ, SLOVENIA

Luxury Kempinski Palace Portoroz Hotel, at this year Meetings Star Award held in January 2014, has received the award for the "Luxury Resort Meetings Hotel of the year 2013".



Meetings Star Award is an award for outstanding contributions in the field of marketing communication of destinations, congresses, events and meetings industry suppliers in Central and South East Europe.

The award is a visible recognition of creativity, knowledge and work based on team-work and experiences that brought clear and measurable results.

A certificate of special recognition was presented to Kempinski Palace Portoroz for the best "Luxury Resort Meeting Hotel of the year 2013", considering that hotel was rated with 4.77 points.

THREE AWARDS FOR BOHINJ PARK ECO HOTEL, SLOVENIA

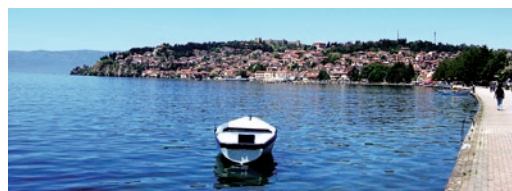
The world's most famous interactive website for travelers, TripAdvisor.com, has awarded the Bohinj Park ECO Hotel with 3 prestigious recognitions - Certificate of Excellence; Travellers' Choice - Category Hotel services and Travellers' Choice - Category Top Hotel, at the Annual Awards Ceremony for 2013.



To receive the Certificate of Excellence, the hotel must consistently receive highest marks 4 or higher (on a scale of 5) for a period of 6 months. Moreover, in a 12 month period it must receive a certain number of reviews and opinions.

Certificate of Excellence is received only by hotels that regularly receive the highest opinion from the guests.

OMFS CONGRESS, OHRID, MACEDONIA



3rd Balkan and International Congress for Maxillofacial Surgery – OMFS, will be held in period from 24th to 27th April 2014 at Ohrid, Macedonia.

The theme of the congress is "Strengthening connections for surgeons". The scientific program will follow conventional lines with sound representation of current concepts and techniques in surgical field (trauma management, inflammatory diseases, surgical pathology of salivary glands, implant surgery, surgery of facial deformities and clefts, oral tumors and reconstructions), as well as sessions in postoperative treatment, endoscopy and interdisciplinary approaches with cross-specialty sessions in areas of joint interests.

7TH CEFOOD CONGRESS, OHRID, MACEDONIA



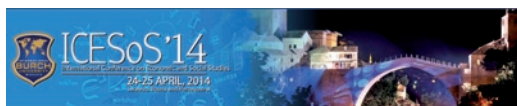
7th Central European Congress on Food – CEFood will be held in period from 21st to 24th May 2014 at Ohrid, Macedonia.

Some of the congress main topics will be: Food Ingredients, Food Structure, Food Production, Food Quality and Safety, Packaging and Shelf Life, Product Design, etc.

Congress is intended for scientists, professionals, companies, governmental officials and professional associations working in the fields of food production, food processing, food quality and safety, nutrition, hygienic engineering and design, innovative technologies, new trends in food safety.

Organizers of the congress are European Federation of Food Science and Technology (EFFoST) and International Union of Food Science and Technology (IUFoST) and the expected number of delegates is 500 from Europe and all around the world.

ICESOS'14, SARAJEVO, BOSNIA AND HERZEGOVINA



International Conference on Economic and Social Studies (ICESoS) will be held in period from 24th to 25th April 2014 in Sarajevo, Bosnia and Herzegovina.

The purpose of ICESoS Conference is to bring economy and other social science researchers together to discuss issues related to



regional economic development particularly in the context of Western Balkan countries.

Conference panel program will include discussions covering regional economic development issues related to economic transitions experienced by Western Balkan countries.

EVENTEX CONFERENCE, SOFIA, BULGARIA

Eventex Conference was held on 20th February 2014, at Inter Expo Center in Sofia, Bulgaria. Eventex Conference is the only annual conference for meeting and event professionals in the region.



Main topics of this year conference were Toolbox for effective and innovative meetings and events, The Global Meetings Industry – A positive outlook for the future, 10 ways to save on event costs by using sustainable practices, Generation Y – what do they want from events?, How engaging the participants can increase the outcome of the meeting, Hybrid events: theories and techniques to extend the reach of an event.

Speakers at conference were top meeting and event professionals from Europe, such as Rob Davidson, Stefania Conti-Vecchi, Graeme Barnett, Magdalena Atanassova and Bo Kruger.

ECO 2014, SOFIA, BULGARIA

21st European Congress on Obesity - ECO will be held in period from 28th to 31st May 2014 at National Palace of Culture in Sofia, Bulgaria.



This congress provides an essential platform for discussion on the latest scientific developments in the field. The objectives of the ECO are to provide an annual forum for the dissemination of information about state of the art research in the field of obesity, to foster the identification of innovative preventive and treatment strategies to reduce the prevalence of obesity and its associated burden of diseases, to provide networking opportunities for experts in the field of obesity research and management, etc.

The target audience for ECO is clinicians, scientists, allied health professionals working in the field of obesity research and education, opinion leaders and advocacy groups. The first European Congress on Obesity (ECO) took place in Stockholm in 1988.

MCE CENTRAL AND EASTERN EUROPE FAIR, BUCHAREST, ROMANIA



The MICE Event for Central & Eastern Europe
9 – 11 February 2014 – Bucharest – Romania

4th MCE Central and Eastern Europe Fair was held in period from 9th to 11th February 2014 in Bucharest, Romania.

The MCE 2014 offered more destinations; more Solution Providers offer quality MICE services within Central and Eastern Europe and more qualified and screened Hosted Buyers interested in making use of the potential the CEE region offers.

DMCs, PCOs, Event Management Companies, Conventions Bureaus, Hotels, Airlines, etc. meet up on a face to face basis with the selected and screened hosted buyers.

A conference program offered keynote speakers, discussing hot topics within the industry, ensured increasing knowledge on creating optimized events.

4TH INTERNATIONAL FORUM FOR HEALTH TOURISM, BUCHAREST, ROMANIA



4th International Forum for Health Tourism will be held from 14th to 16th March 2014, in Bucharest, Romania.

Aim of this forum is to create a media and communication platform between experts in touristic and health services, in order to identify the main, specific resources of this form of tourism in Romania and all around the world and its integration in a coherent system of development.

At the forum it will be presented the most important evolutions in the field, highlighting the changing motivations and incentives for health travel and the increasing need for quality in health tourism as a continuous market demand.


HOTEL
ARISTOS
★ ★ ★ ★
ZAGREB



Unique ambiance for every occasion

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

www.hotel-aristos.hr



Otvoren 88 Rooms Hotel**** u Beogradu

Sredinom februara u Beogradu je otvoren 88 Rooms Hotel****, koji se nalazi u centru grada. Hotel je opremljen po standardima hotela sa četiri zvezdice, a poslovaće pod okriljem kompanije MK Mountain Resort.

88 Rooms Hotel zasniva se osnovama modernog hotelijerstva i namenjen je u istoj meri poslovnim gostima i turistima.

Enterijer hotela odlikuje moderan dizajn, svetao i udoban ambijent, kao i najsavremenija oprema za rad i digitalnu komunikaciju.

Pored 88 soba i apartmana, hotel će raspolagati konferencijskim prostorom i „rooftop“ restoranom koji će biti smešten na krovu šestospratnice, odakle se pruža neverovatan pogled na Beograd i obale Dunava.

Novi, luksuzni apartmani hotela Metropol Palace Beograd

U Beogradskom hotelu Metropol Palace, koji pripada lancu hotela Luxury Collection, gostima su od sada na raspolaganju novi apartmani besprekornog dizajna, među kojima su apartman Beograd i apartman Park.

Apartment Beograd se prostire na dva sprata, i iz njega se pruža prelep pogled na crkvu Svetog Marka i Tašmajdanski park, čineći ga idealnim mestom za posebne prilike. Dok, luksuzno opremljeni apartman Park gostima pruža utisak da se nalaze daleko od gradske vreve. Svi novi apartmani su prostрани i gostima pružaju komfor, ali i udobnost, podsećajući na slavnu istoriju hotela.



„GO PLAY“ u hotelu Holiday Inn Beograd

U novoj sezoni hotel Holiday Inn Beograd je pripremio iznenađenje u vidu dodatnog benefita za svoje goste.

Nakon prošlogodišnje akcije „GO GREEN with Holiday Inn“, gde je gostima pružena nova usluga - iznajmljivanje bicikla, menadžment hotela je želeo da u sličnom duhu uđe u novu 2014. godinu. Kako bi na pravi način iskoristili pauzu između sastanaka, upotunili vreme na živopisan način, ili se osetili kao kod kuće daleko od kuće, gostima je na raspolaganju jedinstveni ugođaj i kutak.

Naime, reč je Play Corner-u koji je pozicioniran u lobiju hotela, savremenoj stanici za prepuštanje svetu najnovijih igrica.

Kraljevi Čardaci SPA otvaraju vrata kongresnom turizmu

Kraljevi Čardaci SPA na Kopaoniku, od sada raspoloža sa novom konferencijskom salom i lobi barom. Konferencijska sala ima kapacitet od 370 mesta, sa mogućnošću pregrađivanja na 2, 3 ili 4 sale koje su opremljene najsavremenijom tehničkom opremom.

Novootvoreni lobi bar je pogodan kako za održavanje poslovnih sastanaka, tako i za ostale vrste skupova.

Uz ponudu à la carte restorana i pivnice, kao i uz činjenicu da su proglašeni za jedan od najboljih Spa centara u Srbiji, Kraljevi Čardaci SPA pružaju odličan izbor za razne vrste poslovnih događaja.



SEE Offices – sale za sastanke sa najboljim pogledom na Beograd

Kompanija SEE Offices nedavno nudi uslugu iznajmljivanja sala za sastanke na ekskluzivnoj lokaciji – 19. spratu Poslovnog centra „Ušće“ na Novom Beogradu.

Klijentima su na raspolaganju kompletno opremljene sale za sastanke sa najboljim pogledom na Beograd, u kojima u potpunoj privatnosti mogu držati važne sastanke sa sadašnjim ili budućim poslovnim partnerima ili treninge za manje grupe.

Kapacitet tri raspoložive sale se kreće od 12 pa sve do 70 osoba, pa se mogu organizovati i sednice upravnih odbora, a klijentima je na raspolaganju i osoblje SEE Offices koje će im pružiti kompletnu podršku prilikom organizacije kompleksnih događaja.

Sale su na raspolaganju tokom celog dana, čak i u večernjim časovima i vikendom.



„Uskočite“ u novi Jump Inn Hotel Beograd

Jump Inn Hotel koji se nalazi u centru Beograda, u Savamali biće otvoren u martu 2014. godine. Zgrada hotela je potpuno renovirana sa akcentom na komfor, dizajn, najnovije tehnologije i visok nivo usluge. Hotel će imati 49 soba i apartmana. Sobe su zamišljene tako da zadovolje visoke standarde i da odgovaraju različitim ukusima i potrebama gostiju. Takođe, hotel će imati i dve konferencijske sale za sastanke opremljene uređajima najnovije tehnologije i sa besplatnim pristupom WiFi internetu. Manja sala je namenjena za 20 ljudi, a veća sala je kapaciteta do 80 ljudi.

Projekat Talas-Srbija je otpočeo

Talas-M, jedna od vodećih DMC agencija u Crnoj Gori započela je sa novim projektom Talas-Srbija. Naime, početkom marta 2014. godine Talas-M će otvoriti svoju kancelariju Talas-S u Beogradu. Zahvaljujući predanom radu tima agencije Talas-M, kao i besprekornoj usluzi, povereni su im neki od najprestižnijih događaja organizovanih u Crnoj Gori, a neki od njihovih klijenata su bili i Volkswagen, Airbus, Henkel, Coca Cola, L'Oreal, Chanel, Toyota, Renault, IBM i mnogi drugi. Intenzivan rad na marketingu destinacije Srbije kroz dugogodišnje kanale prodaje Talas-M-a dao je rezultate i prve grupe su već potvrđene za 2014. godinu. Takođe, za februar su planirani sales calls u Evropi i Rusiji na kojima će se promovisati Srbija kao MICE destinacija.



Prvi hotel sa pet zvezdica na ostrvu Lošinj – Hotel Bellevue 5*

Grupacija Lošinj Hotels & Villas, hotelski brend kompanije Jadranka hoteli, odlučila je da hotel Bellevue koji je trenutno u rekonstrukciji, izgradi na nivou pet zvezdica. Biće to prvi hotel na ostrvu Lošinj s najvišom kategorijom kvaliteta. Smešten je u gustoj borovoj park šumi Čikat, u neposrednoj blizini tirkizno plavog mora. Hotel će imati jedinstveni Wellness centar, kao i veliku kongresnu salu za 300 osoba, a koja se po potrebi može pregraditi na tri manje, potpuno opremljene sale. Nastavak je to investicionog ciklusa započetog 2008. godine, koji je podigao kvalitet usluge u hotelima Aurora, Vespera i Punta na četiri zvezdice. Grupacija namerava nastaviti sa ulaganjima u podizanje kvaliteta zone Čikat i cele destinacije, čemu u prilog idu planovi za produženje piste lošinskog aerodroma i izgradnja Eko golf igrališta na području Punta Križe.

Hotel Porta u Skoplju postaje jedan od vodećih gradskih biznis centara

Početkom 2014. godine Hotel Porta u Skoplju obogatio je svoju kongresnu ponudu otvaranjem treće konferencijske sale – Klub sale. Njen jednostavan i savremen enterijer sa pažljivo izabranim detaljima omogućava ugodan radni ambijent sa kapacitetom za najviše 100 učesnika. Jasno fokusirajući se u smeru razvijanja profesionalnog biznis centra, sada Hotel Porta poseduje tri opremljene konferencijske sale – Čokoladnu salu, salu Vrelo i Klub salu sa ukupnom površinom od 400 m². Ukupan broj mesta za sedenje u ovim salama je 400. Konferencijsku ponudu hotela Porta upotpunjuje 20 soba za smeštaj gostiju, kao i à la carte restoran. Uskoro se planira i rekonstrukcija predvorja i restorana, kako bi se novim klijentima u potpunosti odgovorilo na zahteve, ali i uvelo osveženje za stalne klijente.



Starwood Hotels and Resorts od leta 2014. godine u Ljubljani

Kompanija Starwood Hotels and Resorts Worldwide zvanično je najavila potpisivanje ugovora sa sadašnjim vlasnikom Ljubljana Hotela Mons. Hotel koji je u vlasništvu Kranjska Investicijska Družba d.o.o., obeležiće ulazak hotelskog lanca Starwood u Sloveniju, a otvoriće se u leto 2014. godine. Four Points by Sheraton Ljubljana Mons nalazi se na 10 minuta udaljenosti od centra Ljubljane i na 15 minuta od međunarodnog aerodroma. Four Points by Sheraton Ljubljana Mons hotel raspolaže sa 114 soba, uključujući 3 junior apartmana, restoran i bar. Hotel će imati blizu 850 m² prostora za sastanke i događaje, uključujući veliku balsku dvoranu, 2 sale za sastanke kao i tri sale za sastanke odbora, kao i fitnes centar i parking.



88 Rooms Hotel**
Opened in Belgrade**

In mid-February in Belgrade was opened 88 Rooms Hotel****, located in the centre of the city. The 88 Rooms Hotel**** is equipped upon the four-star hotel standards and will be operated by MK Mountain Resort. The concept of the 88 Rooms Hotel is based on the principles of modern hotel business and targets both business guests and tourists, who are increasing visiting Belgrade. Interior layout boasts with modern design, bright and comfortable ambience and the latest equipment for work and digital communication. In addition to 88 rooms and suites, the hotel will also have a conference hall and a rooftop restaurant, located on the roof of this six-floor building, with an amazing view of Belgrade and the Danube river banks.

**New Luxury Suites at
Hotel Metropol Palace Belgrade**

Hotel Metropol Palace, which belongs to the Luxury Collection hotel chain, from now offers to the guests new luxury suites with the flawless design, among which are Belgrade and Park suite. Belgrade suite is situated on the 2nd floor with spectacular view on the St. Mark's church and Tasmajdan Park, which makes it an ideal place for special occasions. While, luxuriously furnished Park suite provides guests the impression that they are far from the city noise. All new luxury suites are spacious and to the guests offer comfort and convenience, reminding them of the famous history of the hotel.



**"GO PLAY" in
Hotel Holiday Inn Belgrade**

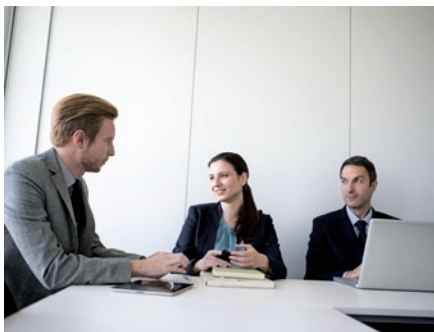


Starting with new season, hotel Holiday Inn Belgrade prepared a surprise as additional benefit for their guests. After last year's campaign "GO GREEN with Holiday Inn", where hotel offered a new service - Rent a bike, hotel wanted to start 2014 in similar spirit. In order to take a break between meetings and spend time in playful way during their stay, and most important - to feel like home away from home, a unique atmosphere and a corner is available only for guest.

Hotel prepared for guests letting go to a world of the latest games, Play Corner, modern station positioned in the lobby of the hotel.

**Kraljevi Cardaci SPA
Opening the Doors for Meeting Industry**

Kraljevi Cardaci SPA at Kopaonik, from now in its offer has new conference hall and a lobby bar. Conference hall has the capacity with 370 seats, and it can be divided into 2, 3 or 4 halls which are equipped with state-of-art technical equipment. The newly opened lobby bar is suitable for business meetings, as well as for other types of gatherings. With the offer of a la carte restaurant and pub, as well as the fact that they were named as one of the best Spas in Serbia, Kraljevi Cardaci SPA provides an excellent choice for all kinds of business events.



**SEE Offices – Meeting Rooms
with the Best View over Belgrade**

SEE Offices, from recent offers meeting rooms at an exclusive location – 19th floor of the Usce Business Centre in New Belgrade. Meeting rooms are equipped with all the necessities, including the beamer, and offer a breathtaking view over Belgrade. Clients can organize meetings with existing or future business partners in complete privacy, or trainings for smaller groups. The capacity of the meeting rooms goes from 12 to 70 people, so it is also possible to organize management board meetings, and the SEE Offices staff will provide to its clients complete support for organization of events. Meeting rooms are available during the whole day, including evenings and weekends.



Jump in New Jump Inn Hotel Belgrade

Jump Inn Hotel Belgrade which is located in the heart of Belgrade, in Savamala district will be opened in March 2014. Hotel building has been completely renovated with emphasis on comfort, design, latest technology and high standard of service. Hotel will have 49 rooms and suites. Rooms are designed to meet high standards, different tastes and needs of the guests. Also, there are two modern conference and meeting rooms equipped with the latest technology in audio and video, WiFi access and internally controlled air conditioning. Meeting room is suitable for 20 people and conference room can accommodate up to 80 people.

The Project Talas-Serbia is Underway



Talas-M, one of the leading DMC agencies in Montenegro started with a new project Talas-Serbia. Naimely, at the beginning of March 2014 Talas-M will open Talas-S office in Belgrade. Thanks to devoted work of Talas-M agency team and impeccable service, they have been entrusted with some of the most prestigious events ever organized in Montenegro.

And some of their clients have been well known names as Volkswagen, Airbus, Henkel, Coca Cola, L'Oreal, Chanel, Toyota, Renault, IBM and many more. Intensive work on destination marketing of Serbia through sales channels of Talas-M gave results and firsts groups have already been confirmed for 2014. Also, in February agency plan sales calls in Europe and Russia, which will promote Serbia as a MICE destination.



The First Five-Star Hotel on the Island of Losinj – Hotel Bellevue 5*

Losinj Hotels & Villas, brand of Jadranka hoteli, decided that Hotel Bellevue, currently under reconstruction, will be refurbished to a five-star hotel. Hotel is located in a wonderful setting pine trees of Ciklat Park forest and next to the blue sea. It will be the first hotel on the island of Losinj with the highest category of quality. The hotel will have a unique Wellness Centre and a large conference hall for up to 300 persons, which can be divided into three smaller, fully equipped halls. This is a continuation of the investment cycle started in 2008, which already raised the quality of service in hotels Aurora, Vespera and Punta to four stars. The Group intends to continue with the

investments in improving the quality of Ciklat zone and the whole destination, which will also be supported by the Losinj Airport's runway extension and building of Eco golf courses in the area of Punta Kriza.

Hotel Porta Skopje Became One of the City's Leading Business Centers

At the beginning of 2014 Hotel Porta in Skopje enriched its congress offer by opening the third conference room - Club hall.

Its simple and modern interior with carefully selected details provides a comfortable working ambiance with a capacity for up to 100 participants.

Focusing in the direction of developing a professional business center, Hotel Porta now has three fully equipped conference rooms - Chocolate room, Vrelo room and Club hall with a total area of 400 m². Total number of seats in these rooms is 400.

20 guest rooms and an à la carte restaurant complement the conference offer of Hotel Porta. A reconstruction of the lobby and restaurant are also planned, in order to fully meet clients' requests, as well as introduce variety for regular customers.



From Summer Starwood Hotels and Resorts in Ljubljana

The company Starwood Hotels & Resorts Worldwide has officially announced the conclusion of a contract with the owner of the current Ljubljana Hotel Mons.

Owned by Kranjska Investicijska Družba d.o.o., the hotel will mark the entry of Starwood into Slovenia when it opens in summer 2014.

Four Points by Sheraton Ljubljana Mons will be located just 10 minutes from the centre of Ljubljana and 15 minutes from the international airport. Four Points by Sheraton Ljubljana Mons will feature 114 guest rooms including three junior suites, a restaurant and bar, nearly 850 sqm of meeting and event space, including a large ballroom, two meeting rooms and three boardrooms, as well as a fitness centre and parking facilities.

Mračni i ratni turizam

TAJNE I MISTERIJE VELIKIH TRAGEDIJA PRIVLAČE TURISTE

Ove godine se širom sveta i kod nas obeležava sto godina od početka Prvog svetskog rata. Ovaj rat se smatra jednim od najvećih u istoriji, odneo je mnogo ljudskih žrtava i doprineo razaranju država i privreda. Danas, određene lokacije i destinacije koje su igrale istorijsku ulogu u Prvom svetskom ratu, privlače mnoge turiste. Jedna od centralnih manifestacija u regionu biće održana 28. juna u Sarajevu, u Bosni i Hercegovini, s obzirom da je tog dana izvršen atentat na austrougarskog prestolonaslednika Franca Ferdinanda od strane mladog Gavrila Principa, pripadnika tajne organizacije „Mlada Bosna“. Ovaj događaj se smatra povodom za početak Prvog svetskog rata.

Odluka da otputujete na mesto smrti, terora i ljudskog stradanja nije neuobičajena stvar, i što je žalosno, takva mesta i postoje, širom sveta. Iako mesto nuklearne katastrofe, dom serijskog ubice, prostorija za izvršenje smrtnih kazni nekadašnjeg državnog zatvora ili mesto gde je na stotine ljudi brutalno lišeno života ne zvuči kao dobra lokacija za godišnji odmor, „mračni“ turizam doživljava svoj procvat.

Poslednjih godina postoji sve veće interesovanje ljudi da kao turisti obiđu mesta dešavanja velikih tragedija i masovnih stradanja ljudi. To je dovelo do razvoja specifičnih oblika turizma tzv. „mračnog“ i ratnog turizma.

Mračni turizam predstavlja relativno novu oblast istraživanja u turizmu. Pojam su definisali Foli i Lenon, 1996. godine, kao fenomen koji obuhvata prezentaciju i konzumiranje (od strane posetilaca) stvarnih i komodifikovanih mesta smrti i katastrofa. Takođe se naziva crni turizam ili turizam tuge, i uključuje putovanja na lokacije povezane sa smrću i tragedijom.



Ipak, uprkos prirodi mračnog turizma koja je prilično neprijatna, ovakva putovanja ne zahtevaju „mračne turiste“, već samo ljude zainteresovane da saznaju i nauče nešto o životu i o svetu u kom živimo.

Institut za istraživanje mračnog turizma, sa sedištem na Univerzitetu Centralnog Lankašira (UK), organizovan je kao akademski centar za izučavanje, istraživanje i predavanja iz oblasti mračnog turizma.

Mesta mračnog turizma

Mesta mračnog turizma uključuju destinacije na kojima su se vodili ratovi i odvijale bitke, mesta koja su zadesile prirodne katastrofe, lokacije na kojima su izvršena ubistva, mesta tekovine robovlasništva, zatvori, groblja i sablasne turističke atrakcije. Od mnoštva takvih mesta, odabrali smo i odlučili da imenujemo nekoliko najinteresantnijih u celom svetu.

Aušvic-Birkenau u Poljskoj je koncentracioni logor i logor smrti gde je oko milion evropskih Jevreja ubijeno od strane nacista tokom Drugog svetskog rata. Svake godine preko milion ljudi poseti ovo mesto koje se prostire na površini od 191 hektara, da vidi i



Aušvic-Birkenau, Poljska

da nauči nešto o holokaustu. Memorijalni Muzej Aušvic-Birkenau obuhvata logor Aušvic-Birkenau, eksponate i spomenike.

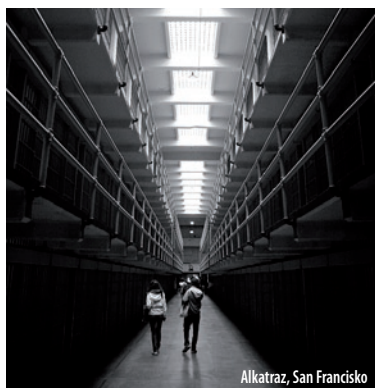
U 2013. godini, Memorijalni Muzej Aušvic Birkenau posetilo je 1,33 miliona ljudi.

Memorijalni park mira Hirošime u Japanu posvećen je sećanju na 140.000 direktnih i indirektnih žrtava nuklearnog napada na Japan. Memorijalni park obuhvata ruševine konstrukcije zgrade, sada poznate kao Kupola atomske bombe, što je ujedno i zgrada koja je bila najbliža centru eksplozije, a koja je „preživela“. Danas, park privlači posetioce iz celog sveta, a grad Hirošima je uprkos svemu živahan i atraktivan moderan grad pun zelenila.



Memorijalni park mira Hirošime, Japan

Alkatraz u San Francisku, nekada dom najozloglašenijih kriminalaca Amerike, državni zatvor koji je bio aktivan



Alkatraz, San Francisko

na ovoj lokaciji od 1934. do 1963. godine, doneo je dozu mistike na Stenu (The Rock). Prisustvo ozloglašenih zatvorenika kao što su Al Kapone, „Lice s ožiljkom“ i Robert Stroud, zvani „Čovek ptica“ dalo je ovom ostrvu epitet ozloglašenog.

Sve do današnjih dana, Alkatraz je bio i ostao najveća legenda među svetkim zatvorima.

Pored ćelija, dvorana, kula i svetionika, turističku atrakciju takođe predstavljaju i impresivni vrtovi, koji su bili važan deo svakodnevne službenika, porodica i zatvorenika vezanih za Alkatraz, bilo po kazni ili po dužnosti.

Polja smrti u Kambodži obuhvataju nekoliko lokacija u Kambodži na kojima je veliki broj ljudi ubijen i sahranjen, a 20.000 masovnih grobnica ukazuje na najmanje 1.386.734 žrtve pogubljenja. Najposećenije mesto je nekadašnja srednja škola koja je postala najveći zatvor, pritvor i centar mučenja u zemlji. Danas je to Muzej genocida, Tuol Sleng, čiji eksponati uključuju čitav niz prostorija u kojima su izložene fotografije muškaraca, žena i dece, fotografije koje prekrivaju zidove od poda do plafona; oni koji su fotografisani, kasnije su i poubijani.

Spomenik 9/11 u Njujorku predstavlja spomenik podignut u čast hiljade nedužnih muškaraca, žena i dece koji su nastradali od strane terorista u stravičnim napadima 26. februara 1993. i 11. septembra 2001. godine. Spomen park uključuje dve ogromne fontane koje reflektuju svetlost, i koje su postavljene na površini nekadašnjih temelja Severne i Južne kule.

Ratni turizam

Jedna od podgrupa mračnog turizma je **ratni turizam**. Istoričari veruju da je XX vek, vek u kome je proliveno najviše krvi u celoj ljudskoj istoriji u smislu broja ratnih žrtava.



Muzej genocida, Tuol Sleng, Kambodža



Spomenik 9/11, Njujork



rat, rat u Iranu. Takođe, ratovi u Bosni i Vijetnamu privlače mnoge turiste, koji su radoznali da vide mesta i bojna polja na kojima su se vodila ova dva rata.

Tokom XX veka, vođeno je 25 ratova i oružanih sukoba, a broj direktnih i indirektnih žrtava je procenjen na između 170 i 200 miliona ljudi, a od tog broja, oko 110 miliona ljudi je nastradalo na bojnim poljima.

Danas, ratni turizam ima mnogo zagovornika, kao jedna od najatraktivnijih i najvažnijih grana industrije turizma

u celom svetu, a milioni ljudi posete lokacije ratnog turizma širom sveta, kroz ture obilazaka bojnih polja. Ovaj segment turizma se ubrzano razvija na svetskom nivou, i mnogo novčanih sredstava je uloženo u različitim zemljama sveta.

Dva najpoznatija rata u ljudskoj istoriji su Prvi svetski rat i Drugi svetski rat, dok je danas najčešća asocijacija na

U periodu **od 2014. do 2018. godine** širom sveta, nacije, zajednice i pojedinci svih uzrasta će doći da obeleže, slave uspomenu i sete se života onih koji su živeli, borili se i izgubili živote u Prvom svetskom ratu.

Kako će se ova značajna godišnjica obeležiti u svetu i kod nas u regionu, ostaje nam da vidimo.

S. G.

MOTEL "KOD NOVAKA"
 Karakaj b.b., Zvornik, Republika Srpska (BiH)
 +387 56 261 756, 261 215
 www.motel-novak.com

Dark and War Tourism

SECRETS AND MYSTERIES OF GREAT TRAGEDIES ATTRACTS TOURISTS

This year, all around the world and here, in the region, a hundred years from the beginning of the World War I will be marked. That war is considered to be one of the greatest wars in history, as it took so many human lives and resulted in devastation of countries and economies. Today, certain locations and destinations that played the historic role in the World War I attract many tourists. One of the central manifestations in the region will take place in Sarajevo, Bosnia and Herzegovina, on 28th June, the day of assassination of the Austro-Hungarian prince Franz Ferdinand by a young Gavrilo Princip, a member of the secret organization "Mlada Bosna". This event is considered to be the cause for the beginning of the World War I.

Choosing to travel to sites of death, terror, and human suffering is not uncommon and, sadly, such places exist across the globe. Although the site of a nuclear disaster zone, the home of a serial killer, the execution chamber of a former state prison or place where hundreds of people were brutally murdered don't sound as a good idea for holiday, **dark tourism** is on the rise.

During the last few years, there has been an increasing interest of people to visit, as tourists, the sites of great tragedies and mass suffering, and to such extent that it lead to development of specific forms of tourism, so called, dark and war tourism.

Dark tourism is a relatively new area of tourism research. It is defined by Foley and Lennon in 1996 as the phenomenon which encompasses the presentation and consumption (by vi-



28th June 1914, Sarajevo, the day of assassination of Franz Ferdinand

sitors) of real and commodified death and disaster sites. Also called black or grief tourism, it involves travel to sites associated with death and tragedy.

The Institute for Dark Tourism Research, based at the University of Central Lancashire (UK), was set up as an academic centre for dark tourism scholarship, research, and teaching.

But despite the uncomfortable nature of dark tourism, it doesn't need "dark tourists", it just needs people who are interested in learning about this life and this world.

Dark tourism sites

Sites of dark tourism include destinations where wars or battles have taken place, scenes of natural disasters, murder spots, slavery-heritage sites, prisons, graveyards, and macabre visitor attractions.

Among them, we chose to name some of most interesting sites in the world.

Auschwitz-Birkenau, Poland is the concentration and extermination camp where approximately one million European Jews were murdered by the Nazis during World War Two. Each year over a million people visit the site that covers 191 hectares, to reflect upon and learn about the events of the



Auschwitz-Birkenau, Poland

holocaust. The Auschwitz-Birkenau Memorial Museum contains the Auschwitz-Birkenau camps, exhibits, and memorials.

Auschwitz Memorial visited by 1.33 million people in 2013.

Hiroshima Peace Memorial Park, Japan is dedicated to the memories of the 140,000 direct and indirect victims of the nuclear attack on Japan. The memorial park includes the skeletal ruins of the building now known as the A-Bomb Dome that is the closest building to the centre of the explosion to remain standing. Today the park attracts visitors from all over the world and the city of Hiroshima is a vibrant, green and attractive modern city.



Hiroshima Peace Memorial Park, Japan



Alcatraz, San Francisco

Alcatraz, San Francisco was once home to some of America's most notorious criminals, the federal penitentiary that operated here from 1934 to 1963 brought a dark mystique to the Rock. The presence of infamous inmates like Al "Scarface" Capone, and the "Birdman" Robert Stroud helped to establish the island's notoriety. To this day, Alcatraz is best known as one of the world's most legendary prisons. Beside cellhouse, halls, towers and lighthouse, tourist attractions are impressive Gardens that were an impor-

tant part of everyday life for officers, families, and prisoners confined to Alcatraz by sentence or duty.

Killing Fields, Cambodia are a number of sites in Cambodia where large numbers of people were killed and buried, 20,000 mass grave sites indicate at least 1,386,734 victims of execution. The most visited is a former high school that became the largest prison and center of detention and torture in the country. That is today's Tuol Sleng Genocide Museum which displays include room after room in which photographs of men, women and children cover the walls from floor to ceiling; virtually all the people pictured were later killed.



Tuol Sleng Genocide Museum, Cambodia

The 9/11 Memorial, New York is a memorial in honor of the thousands of innocent men, women, and children murdered by terrorists in the horrific attacks of February 26, 1993 and September 11, 2001. The Memorial park surrounds two enormous reflecting pools set within the footprints of the North and South towers.

War tourism

One of the subsets of dark tourism is **war tourism**. Historians believe that century 20 is the bloodiest century in human history in terms of casualties resulting from war.



The 9/11 Memorial, New York



while today's most common association on war is one in Iran. Also, wars in Bosnia and Vietnam attract many tourists to see places and battlefields where these wars were.

In century 20, 25 wars and armed conflicts, direct and indirect casualties were estimated to be between 170 and 200 million persons and the number of the killed was about 110 million persons in battlefields. Today, war tourism has many proponents as one of the attractive and important branches of tourism industry in the world and millions of people

visit the war tourism charismas from different parts of the world through battlefields tours. This part of tourism industry is growing rapidly in the world and many investments have been made in this field in different countries of the world.

Two most known wars in human history are World War I and World War II,

In the period **from 2014 to 2018** across the world, nations, communities and individuals of all ages will come together to mark, commemorate and remember the lives of those who lived, fought and died in the World War I. How this significant anniversary is going to be marked in the world and in our region, just remains for us to see.

S. G.



BON VOYAGE
TRAVEL AGENCY

Srbija / Crna Gora / Bosna i Hercegovina / Makedonija / Hrvatska

KONGRESNA PUTOVANJA
TEAM BUILDING
INCENTIVE

▶▶▶ Kongresi i sajmovi iz oblasti medicine ▶▶▶

T.A. BON VOYAGE
Vaš partner za poslovna putovanja!

Tel: +381 21 66 11 944
Tel/Fax: +381 21 66 21 244
E-mail: congresses@bonvoyage.co.rs
Web: www.bonvoyage.rs

U toku 2014. godine posebno izdvajamo:

FARMACIJA
FIP / Bangkok
30. avg - 4. sept 2014.

ORTOPEDIJA
EFORT / London
04. - 06. jun 2014

UROLOGIJA
EAU 2014

KARDIOLOGIJA
ESC / Barselona
30. avg - 3. sept 2014.

RADIOLOGIJA
ERS / Minhen
6. - 10. sept 2014.

Rezervišite blagovremeno najbolji aranžman!

Promo Tours, Sarajevo

10. GODIŠNJA GASTROENTEROLOŠKA KONFERENCIJA U SARAJEVU

Deseta Gastroenterološka konferencija će se održati u Sarajevu u periodu od 3. do 4. aprila 2014. godine, u Domu Mladih, kongresnom centru lociranom u središtu grada. Ciljevi učenja nadolazeće konferencije usmjerene su na najnovija dostignuća u hitnim intervencijama gastroenterologije kao što su upravljanje neuspjelih intervencija i komplikacija.

Format simpozija uključuje prezentacije i demonstracije regionalnih i međunarodnih stručnjaka sa dva state-of-the-art predavanja i simpozija za medicinske sestre.

U prethodnim godinama između 600-800 učesnika je učestvovalo na svakoj Gastroenterološkoj konferenciji. Većina učesnika dolazi iz regiona jugoistočne Evrope, a predavači iz cijelog svijeta. Tehnički izazovi za ovako veliku organizaciju su brojni. Od obezbjeđivanja adekvatnog smještaja i organiziranja gala večera do stručnih tehničkih detalja kao što su live endoskopski simpoziji.

Koncept konferencije se temelji na iznimno pozitivnom odgovoru sa prethodnih susreta.

Svaki uspješan kongres je rezultat mnogih sedmica detaljnih priprema. Događaji poput kongresa uključuju mnoge složene interakcije, dakle, oni moraju upravljati profesionalno, promišljeno i pažljivim akcentom na detalje.



Radionica Endoskopije će se prenositi uživo iz sale u konferencijsku dvoranu. Ova događaj je od interesa za gastroenterologe, onkologe, interniste, hirurge, medicinske sestre, te studente medicine.

Ova konferencija je organizirana od strane **Promo Tours agencije** iz Sarajeva kao vodeće poslovne agencije u oblasti kongresnih dešavanja, seminara u posljednjih četrnaest godina. Njihov stručni tim pruža sveukupne radnje na temelju detaljnih planiranja u svim fazama projekta.



Filozofija Promo Tours-a je da se ponaša kao pravi partner vođen strasću, predanošću i profesionalnošću. Promo tours agencija dosljedno jača kvalitetu i kreativnu vrijednost svojih proizvoda, jer radi prema svojoj viziji i želji da ostane prepoznata kao poslovna-turistička agencija na regionalnim i europskim tržištima.

Neki od kongresa u 2014. god. u organizaciji Promo Tours agencije

- ERA-EDTA CME Kurs, Sarajevo, 22. mart 2014. god.
- III Kongres AGP/FM SEE, Sarajevo, 19.-22. septembar 2014. god.
- 1. Kongres Ortopeda i Traumatologa BiH, Jahorina, 20.-22. septembar 2014. god.



www.promotours.ba

Promo Tours, Sarajevo

10TH SARAJEVO ANNUAL GASTROENTEROLOGY CONFERENCE

10th Sarajevo Annual Gastroenterology Conference will take place in Sarajevo at the “Dom Mladih” Convention Centre, located at the centre of the city, on the 3rd and 4th of April 2014. The learning objectives of the upcoming conference are focused on the most interesting and recent topics in gastroenterology and hepatology.

The format of the symposia includes presentations and demonstrations by regional and international experts with two state-of-the-art lectures and symposium for nurses.

In past years, between 600 and 800 participants took place on every Gastroenterology Conference. Majority of participants comes from SEE region, and lectures from all around the world. Technical challenges for such a big organization are numerous. From providing appropriate accommodation and organizing gala dinners to scientific technical details such as live endoscopy symposium.

The concept of the conference is based on the extremely positive response at previous meetings.

Every successful congress is the result of many weeks of detailed preparation. Events such as congresses involve many complex interactions, therefore they must be managed professionally, thoughtfully and with exacting attention to detail.



Live endoscopy workshop will be directly transmitted from Endoscopy Unit to the Conference Venue.

The event is of interest for gastroenterologists, oncologists, internists, surgeons, nurses, residents and medical students.

This Conference is organized by **Promo Tours agency** from Sarajevo.

Promo Tours is the leading Professional Congress Organizer in Bosnia and Herzegovina with proven experience during last 14 years in congress organization and management. Their professional team provides all day-to-day operations based on detailed



planning of all stages of the project. Philosophy of Promo Tours is to act like true partners driven by passion, commitment and professionalism. Agency is consistently strengthening the quality and creative value of its products as they work toward its vision of becoming a respected tourism agency on the regional and European markets.

Some of congresses in 2014 in organisation of Promo Tours

- ERA-EDTA CME Course, Sarajevo, 22nd March 2014
- III Congress AGP/FM SEE, Sarajevo, 19th-22nd September 2014
- 1st Congress of Orthopaedists and Traumatologists B&H, Jahorina, 20th-22nd September 2014

www.promotours.ba



Novi, glamurozan i blistav Olimpijski grad

SOČI 2014 – ZIMSKE OLIMPIJSKE I PARAOLIMPIJSKE IGRE

XXII Zimske olimpijske igre održane su u periodu od 7. do 23. februara 2014. godine, dok se XI Zimske paraolimpijske igre održavaju od 7. do 16. marta 2014. godine. Za ukupno 26 dana koliko traju igre, sve oči sveta biće uperene u grad Soči u Rusiji.

Organizacioni komitet Zimskih olimpijskih i paraolimpijskih igara u Sočiju 2014 formiran je **2. oktobra 2007. god.**, ubrzo posle završetka tendera. Osnovao ga je Olimpijski komitet Rusije, Ministarstvo sporta, turizma i omladine, kao i uprava grada Sočija. Predsednik i Glavni izvršni direktor Organizacionog komiteta igara 2014 u Sočiju je Dimitrij Černjšenko.

Ljudi, deo igara u Sočiju 2014

Do 2014. godine, tim Organizacionog komiteta igara u Sočiju 2014, brojao je više od **1.900 stalno angažovanih, i oko 6.000 privremeno angažovanih lica.**

XXII Zimske olimpijske igre i XI Zimske paraolimpijske igre u Sočiju 2014 uključice **25.000 volontera**: oko 13.000 opštih volontera, 8.000 volontera profesionalaca angažovanih u posebnim



oblastima i oko 4.000 volontera sportista.

Organizacioni komitet igara u Sočiju 2014, uspešno primenjuje **Program Ambasadora**, koji za cilj ima da promoviše sve aspekte projekta Olimpij-

skih igara, vrednosti Olimpijskih i Paraolimpijskih igara, mlade sportiste, sportiste sa invaliditetom i zdrav stil života uopšte.

Do 2014. godine, broj Ambasadora dosegao je cifru od 38 lica.



© Sochi 2014



Planinsko olimpijsko selo © Sochi 2014

Grad Soči

Grad broji oko 430.000 stanovnika, a uključuje preko 100 različitih etničkih grupa. Grad Soči pripada Krasnodarskom regionu, koji naseljava 5,1 milion ljudi. Soči se nalazi u jedinstvenoj klimatskoj zoni na obali Crnog mora, u podnožju planinskog regiona Zapadnog Kavkaza.

Soči je poznat po jedinstvenoj kombinaciji mediteranske i alpske klime. Prosečna visina snežnog pokrivača u planinskoj oblasti je 2 metra. Tokom

zime, temperatura je ispod nule, ali jaki mrazovi nisu uobičajena pojava.

Soči 2014 – Proba

Program probnih dešavanja koji prethodi igrama u Sočiju 2014, tri puta je veći od onog u Vankuveru, i uključio je više od **70 dešavanja** iz svih Olimpijskih i Paraolimpijskih sportova. Od ukupnog broja dešavanja, više od 30 je bilo međunarodnog karaktera.

Više od **150 dana treninga i takmičenja** tokom ove sezone Probni de-

Time što će biti domaćin Zimskih igara 2014, Rusija će dobiti svoj prvi međunarodni centar za zimske sportove.

šavanja ujedno predstavlja i najintenzivniju fazu radova u susret igrama.

U svim Olimpijskim i Paraolimpijskim sportovima održano je ukupno **21 međunarodno sportsko takmičenje**.

Oko 3.100 sportista i 2.600 posetilaca iz 60 zemalja, oko 2.800 reprezentativaca iz Federacija, sudija i tehničkog osoblja, kao i preko 5.300 volontera koji su radili ukupno u 50.000 smena, učestvovalo je u Probni dešavanjima.

Kada je u pitanju obim projekta i dešavanja, Probna dešavanja su poslužila kao **generalna proba igara** pošto su se odvijala u realno vreme, pod realnim uslovima i na lokacijama na kojima će se odigrati igre, sa angažovanjem svih učesnika i organizatora. Organizacioni komitet igara u Sočiju 2014, bio je prvi koji je u potpunosti testirao sve funkcije i usluge koje će biti primenjene tokom igara.



© Sochi 2014

Dvorana za klizanje „Ajsberg“
© Sochi 2014

Legat Zimskih olimpijskih igara

Time što će biti domaćin Zimskih igara 2014, Rusija će dobiti svoj prvi međunarodni centar za zimske sportove.

Centar obuhvata:

- Obalski klaster: Ledena kupola „Boljšoj“, Arena „Šaiba“, Centar za umetničko klizanje, i dvorana za klizanje „Ajsberg“.
- Planinski klaster: Sankaški centar „Sanki“, staze za bob i sankanje, kao i staze za nordijsko skijanje.

Sagrađena su 4 skijaška centra, planirana da ugoste 42.000 turista, a ukupna dužina skijaških staza prelazi dužinu od 150 km.

Zimske igre 2014 pomažu i u podizanju procenta zaposlenosti u Rusiji. Ukupan broj radnih mesta stvorenih i podržanih od strane Olimpijskog Projekta prelazi 560.000, u različitim sektorima privrede Rusije.

Objekti i infrastruktura

Zimske igre u Sočiju 2014 biće najpotpunije u celokupnoj istoriji Zimskih igara. Izgradnja je uključila **206 obje-**

kata. Od toga, samo 30 su direktno povezana sa sportskim događajima. Preostalih 176 objekata predstavljaju tehničku i turističku infrastrukturu, i namenjene su razvoju grada Sočija kao planinskog centra.

Lokacije u sklopu igara u Sočiju 2014, podeljene su na dva dela: Obalski klaster i Planinski klaster.

Olimpijski park u Obalskom klasteru može da primi oko **75.000 gostiju** istovremeno. Sve lokacije u okviru Parka, njih 60, nalaze se na pešačkoj razdaljini jedna od druge.

Među njima je i **Olimpijski stadion „Fišt“**, na kome će se odigrati svečane ceremonije Otvaranja i Zatvaranja igara, kapaciteta 40.000 gledalaca.

Zatim, **Ledena kupola „Boljšoj“** gde će se igrati hokej i čija je građevina zapanjujuće konstrukcije. Odabir boje fasadnog stakla je takav da tokom



© Sochi 2014



Olimpijsko selo © Sochi 2014



Arena „Šaiba“ © Sochi 2014

dana pruža spektakularan prizor igre svetlosti, dok uveče postaje potpuno transparentna i omogućava prolaznicima da uživaju u enterijeru.

Ima još veličanstvenih lokacija vrednih pomena: **Arena „Šaiba“** koja prima 7.000 gledalaca i čiji eksterijer udružuje formu snežnog kovitlaca ili paka u pokretu; **Karling centar „Ledena kocka“** koji prima 3.000 gledalaca i jedina je sportska arena na svetu sagrađena u toj veličini, a da je projektovana specijalno za kuglanje na ledu; **Dvorana za klizanje „Ajsberg“** koja prima 12.000 gledalaca; **Adler Arena** koja prima 8.000 gledalaca i mnoge druge lokacije uključujući i Olimpijsko selo.

Lokacije Planinskog klastera nalaze se na mestu Krasnaja Poljana, što je manje od sat vremena vožnje od Olimpijskog Parka, novom železnicom. Tamo se nalaze lokacije za odr-

žavanje sportskih disciplina na snegu, planinska olimpijska sela, hoteli i ostali sadržaji.

Novi međunarodni aerodromski kompleks u Sočiju, koji je otvoren u maju 2010. godine, predstavlja jedno od



Krasnaja Poljana © Sochi 2014

ključnih lokacija Zimskih olimpijskih i paraolimpijskih igara u Sočiju 2014. Kapacitet aerodroma tokom igara u Sočiju dostićiće broj od **3.800 putnika na sat**.

Prema minimalnim IOC uslovima, do 2014. godine, Soči će raspolagati sa 41.467 hotelskih soba, namenjenih posetiocima i učesnicima igara. Oko **25.600 novih hotelskih soba** zagarantovano je Programom za izgradnju olimpijskih objekata.

Kao deo priprema za Olimpijske i Paraolimpijske igre u Sočiju 2014, ukupno 47 lokacija transportne infrastrukture izgrađeno je ili modernizovano kako u Sočiju, tako i u okolini.

Do 2014. godine, izgrađeno je **preko 367,3 km puteva i mostova**, a položeno je i više od 201 km železničke pruge.

S. G.

Srpska kompanija izgradila preko milion kvadrata za Zimske igre u Sočiju 2014

Za samo tri godine srpska kompanija Putevi Užice izgradila je i opremila desetinu kapitalnih objekata među kojima su najznačajniji: Međunarodni Ruski olimpijski univerzitet, površine 92.000 m², u čijem sastavu su: Univerzitet, hotel sa 5 zvezdica Pullman-Accor, Kongresni Centar Pullman, hotel sa 4 zvezdice Mercure-Accor, Olimpijsko selo Imiritinka, površine 76.000 m², 1.160 stanova, hotelski kompleks sa 4 zvezdice Roza Hutor – Accor, površine 39.000 m², Swishotel Kamelija sa 5 zvezdica, površine 56.000 m², četiri mosta na Krasnoj poljani kao i nekoliko stambenih kompleksa površine 637.000 m².

Ukupna površina izvedenih objekata za ZOI SOČI 2014 je preko 1 milion m².

Zanimljivo je pomenuti da su Putevi Užice za izvođenje svojih projekata u najvećoj meri koristili proizvode srpskih proizvođača koji su zadovoljili visoke međunarodne standarde kvaliteta.

New, Glamorous and Shiny City for the Games

SOCHI 2014 – OLYMPIC AND PARALYMPIC WINTER GAMES

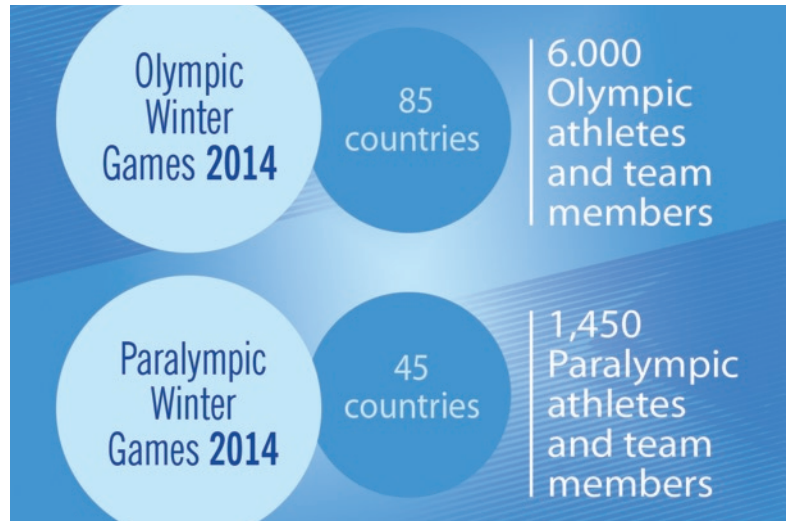
XXII Olympic Winter Games took place from 7th to 23rd February 2014, while XI Paralympic Winter Games will take place from 7th to 16th March 2014. For total of 26 days of competitions, the eyes of the world are upon city of Sochi in Russia.

The Sochi 2014 Organizing Committee was created on **October 2, 2007**, soon after the successful completion of the Bidding phase. It was founded by the Russian Olympic Committee, the Ministry of Sports, Tourism and Youth Policy, and the city of Sochi's Administration. Dmitry Chernyshenko is the President and CEO of the Sochi 2014 Organizing Committee.

People of Sochi 2014

By 2014, the Sochi 2014 Organizing Committee team exceeded more than **1,900 permanent staff and about 6,000 temporary employees.**

The XXII Olympic Winter Games and XI Paralympic Winter Games of 2014 in Sochi will involve **25,000 volunteers**: about 13,000 general volunteers, 8,000 professional volunteer working



in special branches and about 4,000 sports volunteers.

Sochi 2014 Organizing Committee successfully implements the Sochi 2014 **Ambassador Program**, which is aimed at promoting all aspects of

the Olympic project, the Olympic and Paralympic values, young athletes, athletes with disabilities and a healthy lifestyle in general.

By 2014, the number of Ambassadors reached 38 persons.



© Sochi 2014



"Bolshoy" Ice Dome © Sochi 2014

Hosting the 2014 Games will make it possible to create Russia's first ever international winter sports center.

More than **150 days of training and competitions** during this season's Test Events constituted the most intensive stage of works in the run up to the Games.

21 international sports competitions in all Olympic and Paralympic sports took place.

About 3,100 athletes and 2,600 accompanying guests from 60 countries, about 2,800 representatives from Federations, judges and technical delegates, and over 5,300 volunteers, who worked a total of 50,000 shifts, took part in the Test Events.

In terms of the projects and scale of the events, the Test Events acted as a **Games dress rehearsal** as they took place in real time, under real conditions and at real Games venues with the engagement of all participants and organizers.

The Sochi 2014 Organizing Committee was the first to fully test all functions and services which will be used during the Games.

The City of Sochi

Inhabited by around 430,000 people representing over 100 different ethnic groups, the city of Sochi is part of the Krasnodar Region, which has a population of 5.1 million people.

Sochi is located in a unique climatic zone on the shore of the Black Sea, at the foot of the Western Caucasus mountain region.

Sochi is famous for its unique combination of Mediterranean and Alpine climate. The average snow cover in

the mountains is 2 meters. In winter, the temperature is regularly below zero, but there are usually no severe frosts.

Sochi 2014 Test Events

The Sochi 2014 pre-Olympic Test Events Program is three times bigger than the one in Vancouver and included more than **70 events** in all Olympic and Paralympic sports. Of those events, more than 30 were international.



© Sochi 2014



Adler Arena Speedskating Center © Sochi 2014

Legacy of the Olympic Winter Games

Hosting the 2014 Games will make it possible to create Russia's first ever international winter sports center.

The center will include:

- Coastal Cluster venues: "Bolshoy" Ice Dome, "Shayba" Arena, the Figure Skating Training Center, and "Iceberg" Skating Palace.
- Mountain Cluster venues: Sliding Center "Sanki", the Luge and Bobsleigh Training Track and the Nordic Combined Track.

4 ski resorts, designed for 42,000 tourists, have been built with a total length of the ski slopes more than 150 km.

The 2014 Games help to boost employment in Russia. The total number of jobs created and supported by the Olympic project has exceeded 560,000 in the various sectors of the Russian economy.

Venues and Infrastructure

The Sochi 2014 Games will be the most compact in the entire history of the Winter Games. The construction included **206 venues**. Of these, only

30 are directly connected with the hosting of sports events. The other 176 venues are facilities for the engineering and tourist infrastructure and are intended for the development of the city of Sochi as an alpine resort.

The Sochi 2014 venues are divided in two parts: Coastal Cluster and Mountain Cluster venues.

The Olympic Park in the Coastal Cluster can accommodate approximately **75,000 guests** simultaneously.

All competition venues of the Park, 60 of them, are located within walking distance of each other.

Among them is "**Fisht**" **Olympic Stadium** which is designed to host the Opening and Closing Ceremonies, with capacity for 40,000 spectators.

Then, "**Bolshoy**" **Ice Dome** for ice hockey with amazing construction. The color of the façade glass was se-



© Sochi 2014



"Fisht" Olympic Stadium © Sochi 2014



"RusSki Gorki" Jumping Center © Sochi 2014

in May 2010, is essentially one of the key venues for the 2014 Olympic and Paralympic Winter Games. The capacity of the airport during the Sochi Games will reach **3,800 passengers per hour**.

According to minimal IOC requirements, by 2014 there are 41,467 hotel rooms in Sochi for visitors and participants of the Games. Approximately **25,600 new hotel rooms** are guaranteed by the Program for the Construction of Olympic Venues.

As part of the preparations for the 2014 Olympic and Paralympic Games, a total of 47 transport infrastructure venues have been built or modernized in and around Sochi. By 2014, **over 367.3 km of roads and bridges** have been built and more than 201 km of railway lines have been laid.

lected so that by day specular highlights play on it, whilst in the evening it becomes fully transparent enabling people to see the interior of the building.

for snow disciplines, the Mountain and Endurance Mountain Olympic Village, hotels and other facilities are based there.

The new Sochi International Airport complex, which was opened

S. G.

There are also other great venues to be mentioned: **"Shayba" Arena** for 7,000 spectators which outer appearance incorporates the shape of a snow whirlwind or a puck in motion; **"Ice Cube" Curling Center** for 3,000 spectators and the only sporting arena in the world constructed on such a grand scale to have been created especially for curling; **"Iceberg" Skating Palace** for 12,000 spectators; **Adler Arena** for 8,000 spectators and many others including Olympic Village.

The Mountain Cluster venues are situated in Krasnaya Polyana, less than an hour from the Olympic Park via the new railway line. Sports venues



The Olympic flame has been carried underwater in Lake Baikal, the world's deepest lake, as part of the Sochi 2014 Olympic Torch Relay © Sochi 2014

Serbian company has built more than one million square meters for the Games in Sochi 2014

In just three years Serbian company "Putevi Užice" built and equipped dozens of capital facilities, among which the most important are: Russian International Olympic University, area of 92,000 m², consisting of: the University, 5-star hotel Accor Pullman, Pullman Congress Centre, the 4-star hotel Mercure Accor, the Olympic Village Imeritinka of 76,000 m², 1,160 apartments, a resort with 4-star hotel Roza Hutor Accor of 39,000 m², 5-star hotel Swisshotel Camellia of 56,000 m², four bridges in Krasnaya Polyana and several residential complex area of 637,000 m².

The total area of built facilities for the 2014 Winter Games is over 1 million m².

It is interesting to note that the "Putevi Užice" for its projects largely used products of Serbian producers who meet high international standards of quality.

Welcome Home!



FALKENSTEINER

Hotel
Belgrade ★★★★★



Modern, dynamic and in the right place!

Meet in style in the new Falkensteiner Hotel Belgrade ★★★★★ and feel right at home.

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

YOU CAN EXPECT:

- A great location in the center of the business district of New Belgrade, 5 minutes to the city center and 15 min to the airport
- Easy access from the highway E 75 from the direction of Zagreb (Genex Kula exit)
- 170 superiorly equipped rooms and suites with anatomic beds
- 7 exclusive conference halls on an area of 700 m²
- The Pink Topaz Restaurant with an offer of local and international cuisine
- A hotel bar and salon for cigar lovers
- A city SPA with an incorporated fitness center
- Free WI-FI
- A sprinkler, smoke and fire alarm system as well as safety equipment
- An underground garage with 54 parking spaces and an outside parking lot

Veza sa kupcima

ZAŠTO KORPORATIVNI DOGAĐAJI?

Korporativni događaji su događaji organizovani i finansirani od strane kompanije, sa ciljem da promovišu kompaniju, njene vrednosti, proizvode ili usluge, da animiraju ili nagrade zaposlene, partnere, saradnike, kao i ostali sektor od uticaja za njeno poslovanje.

Istraživanja govore da je pet puta skuplje privući novog kupca nego zadržati postojećeg. Zato kompanije neguju odnose sa starim kupcima, a putem događaja koje organizuju učvršćuju međusobne odnose, klijentima imponuje da budu pozvani na prestižne događaje, a učestvovanjem u zabavi i aktivnostima koje kompanija organizuje za njih potvrđuju sebi da je kupovina ili korišćenje usluga te Kompanije bio pravi izbor.

Korporativne događaje možemo da podelimo u sledeće grupe:

- Svečane večere, okupljanja i kokteli
- Sportske, rekreativne i tim bilding aktivnosti
- Prisustvo značajnim sportskim, muzičkim i kulturnim događajima
- Izleti, putovanja, vikendi

Svečane večere, okupljanja i kokteli predstavljaju najčešći vid korporativnih događaja, a organizuju se u hotelima, event prostorima, restoranima, zatim, specijalnim prostorima – muzejima, galerijama, pozorištima, vinarijama, tvrđavama i sl., kao i na brodovima, kruzerima i jachtama.



Sportske, rekreativne i tim bilding aktivnosti se obično organizuju na otvorenom i zamišljene su da gosti učestvuju u organizovanim aktivnostima. Aktivnosti mogu biti karting, gađanje lukom i strelom, vožnja balonom, helikopterom i razne druge.

Sportske i tim bilding aktivnosti zahvataju hotele ili komplekse sa sportskim terenima i sadržajima, ali i prirodnim okruženjem prilagođenim za dodatne aktivnosti – planinarenje, orijentiring, kao i razne tim bilding igre. U zatvorenom prostoru to mogu biti

Korporativni događaji su, zapravo, alat koji menadžment kompanije koristi za uspostavljanje, izgradnju i produbljanje odnosa sa kupcima, zaposlenima i grupama i pojedincima od interesa za kompaniju.

tim bilding aktivnosti osmišljene za zatvoren prostor, zatim kuglanje, čašovi kuvanja, slikanja i slično.

Prisustvo značajnim sportskim, muzičkim, kulturnim i umetničkim događajima. Kompanija rezerviše mesta i plaća karte i putovanja za prestižne sportske događaje, kao što su finale teniskih kupova, na primer Wimbledon ili Rolan Garos, zatim fudbalska prvenstva, Formule 1 i slično. To mogu biti i koncerti svetskih i domaćih zvezda, ili pozorišne premijere, mjuzikli, opera ili balet. Svetski poznati festivali kao što su Karneval u Riu, Oktoberfest ili nedelja mode u Parizu, takođe neće ostaviti nikoga ravnodušnim.

Koji vid korporativnog događaja kompanija organizuje, zavisi od toga koja je glavna delatnost kompanije, koja je ciljna grupa za taj događaj, čime se oni bave, koja su im interesovanja,



J.P.Morgan, Corporate Challenge, Singapore



zanimanja, obrazovanje, godište i pol. Šta se konkretnije želi postići i kakva poruka poslati, i naravno, zavisi od budžeta.

Korporativni događaji su, zapravo, alat koji menadžment kompanije koristi za uspostavljanje, izgradnju i produbljanje odnosa sa kupcima,

zaposlenima i grupama i pojedincima od interesa za kompaniju. Teorijskim rečnikom, korporativni događaji se mogu svrstati u CRM (*Customer Relationship Management*) alate.

Pojedinci i grupe od interesa mogu biti investitori i potencijalni investitori, posrednici i distributeri, nevladine or-

ganizacije i državni sektor, mediji i sl. Korporativni događaji otvaraju prostor za uspostavljanje dubljih veza, osećaja pripadnosti i zadovoljstva zbog saradnje sa kompanijom, kao i slanje pozitivne poruke za potencijalne saradnike, kupce i investitore.

Motivišu se stari kupci i inspirišu novi, kreira se prilika da se zadive saradnici, da se celokupan utisak prenese dalje pričom ili putem socijalnih mreža, a svi ostali požele da budu deo te uzbuđljive i uspešne priče.

M. M.



SEE Offices Conference Center

Organize your event with the best view in town

At the 19th floor of USCE Tower we are offering you unique place for **meetings, trainings and conferences** with the best view over Belgrade. Our **experienced staff** will be there to support you, so you can focus on your event.

- **Flexible:** capacity from 5 to 75 persons
- **Fully equipped:** projector, flip chart, internet, catering
- **Private:** maximum privacy for important meetings
- **Convenient:** free parking for all visitors



Contact

Bulevar Mihajla Pupina 6
19th floor, Belgrade
Tel: +381 (11) 44 04 400
sales@seeoffices.rs
www.seeoffices.rs

Customer Relations

WHY CORPORATE EVENTS?

Corporate events are events organized and financed by the company, in order to promote the company, its values, products or services, and in order to animate or award the employees, customers, partners, intermediaries, as well as other influential sector.

The research activities indicate to the fact that it takes five times more funds to attract a new customer than to keep the existing one. That is why the companies cherish their relations with the existing customers, for example, through the events that strengthen the existing relationships, as the clients always feel important when being invited to prestigious events. Also, when taking part in entertainment and activities that the company organizes for them, the clients again confirm to themselves that the products or the services they choose to buy from the company are exactly the right choice.



Corporate events can be classified in the following groups:

- Gala dinners, gatherings and cocktail events
- Sport activities, recreation and team building activities
- Attendance at important sport, music and cultural events
- Trips, city breaks, weekends

Gala dinners, gatherings and cocktail events are the most usual corporate events organized in hotels,

venues, restaurants, and special venues – museums, galleries, theatres, wineries, fortresses, etc., as well as on ships, cruisers and yachts.

Sport activities, recreation and team building activities are usually organized as outdoor activities and in such a way that the guests take part in organized activities.

Such activities may include carting, shooting bow and arrow, flying in hot air balloons or helicopters, and similar. Sport and team building activities require hotels or resorts with sport terrains and facilities, but also with natural environment adapted to

Corporate events actually represent the tool which the company management uses in establishment, construction and deepening of the relationships with the company customers, employees, as well as the groups and the individuals of the special interest for the company.

extra activities – mountaineering, orienteering, as well as many other team building games.

Talking about indoor activities, those are usually team building activities conceived for indoor entertainment, then, bowling, cooking lessons, painting lessons, etc.

Attendance at important sport, music and cultural events. The company books the seats and pays the tickets and the trips to prestigious sport events, such as tennis cup finals, Wimbledon or Roland Garros, then football championships, Formula 1, and similar. Those can be the concerts of international and domestic stars, theatre premieres, musicals, opera or ballet. World famous festivals, such as Rio Carnival, Oktoberfest or Paris Fashion Week, will not leave anyone indifferent.





The type of corporate event that one company decides to organize depends on the principal business activity of such company, on the target groups planned for the event, their business field, interests, occupation, education, age and gender. It also depends on the final goal they want to reach and the message they want to communicate, and of course, it depends on the budget.

Corporate events actually represent the tool which the company management uses in establishment, construction and deepening of the relationships with the company customers, employees, as well as the groups and the individuals of the special interest for the company.

In theory, corporate events can be classified among CRM (*Customer Relationship Management*) tools.

The groups and the individuals of the special interest can be investors and prosperous investors, mediators and distributors, nongovernmental organizations and the public sector, media etc.

Corporate events creates opportunities for establishment of deeper relationships, the sense of belonging and the pleasure arising from cooperation with the Company, and also to communicate positive messages to potential partners, customers and investors.

It motivates the existing and inspires new customers, creates the opportunity to impress the partners, and to share the entire impression through communication or via various social networks, and also to make all the others wish to be a part of such exciting and successful story.

M. M.



NOVOSADSKI SAJAM

Kongresni centar MASTER

www.kongresnicentar.sajam.net



- KONGRESI
- SAVETOVANJA
- SEMINARI
- TRENINZI I EDUKACIJE
- GODIŠNJICE FIRMI I DRUGI KORPORATIVNI SKUPOVI
- PRIVREDNE I POLITIČKE PROMOCIJE
- MODNE REVIJE

40%
NIŽE CENE ZAKUPA!

- Kompletna organizacija događaja
- Najsavremenija audio i vizuelna oprema
- Iznajmljivanje sala za 100, 200, 350, 400, 600, 1.000, 1.350 mesta
- Pripremanje svečanih ručkova, koktela i raznih proslava

21000 Novi Sad, Hajduk Veljkova 11 | Telefon: 021/483 07 88; 483 07 77 | E. pošta: kongresnicentar@sajam.net

Region jugoistočne Evrope

ZASTUPLJENOST KORPORATIVNIH DOGAĐAJA

Postoji opšti utisak da smo iza sebe ostavili godine krize što se tiče organizacije događaja i kongresnog turizma i da će nova 2014. godina doprijeti da se čvrsto stisnut kaiš od prethodnih godina malo olabavi. Takav je makar generalni utisak u svetu. Kod nas u regionu, kako smo već tradicionalno navikli u svim sferama, situacija je uvek manje optimistična, ali to ne znači da ne treba da nastavimo sa radom i očekujemo napredak.

Početak 2014. godine, SEEBtm magazin je vršio istraživanje vezano za tendencije u organizovanju korporativnih događaja, njihovu učestalost, značaj za kompanije i formu samih događaja.

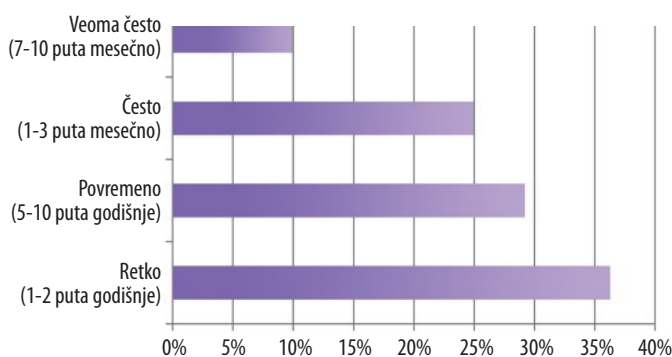
Istraživanje je vršeno među kompanijama raznih sektora (banke i osiguravajuća društva, auto kuće, IT kompanije, finansije, ministarstva...) iz regiona jugoistočne Evrope.

Sve kompanije koje su učestvovalе u istraživanju organizuju korporativne događaje.

Najveći procenat (36%) organizuje 1-2 puta godišnje neku vrstu korporativnih događaja.

Njih 29% organizuje događaje 5-10

Učestalost organizovanja korporativnih događaja (prema istraživanju koje je sproveo SEEBtm magazin među kompanijama u regionu jugoistočne Evrope, početkom 2014. godine.)



puta godišnje, dok skoro isti procenat, 25% kompanija to praktikuje često, 1-3 puta mesečno.

Najmanji broj ispitanika, 10% kompanija organizuje korporativne doga-

đaje veoma često, oko 100 godišnje. Korporativni događaji se organizuju **uglavnom u zemlji u kojoj se nalazi kompanija** ili predstavništvo, tačnije kod 75% kompanija je to slučaj.

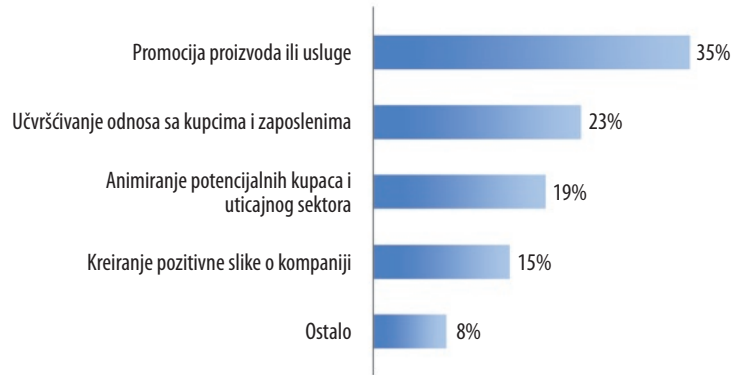


U zemljama regiona organizuje događaje 15% ispitanih kompanija, dok 10% praktikuju događaje po raznim evropskim zemljama.

Kao osnovne razloge za organizaciju korporativnih događaja, kompanije u regionu jugoistočne Evrope navode:

- **Promocija proizvoda ili usluge (35%)**
- **Učvršćivanje odnosa sa kupcima i zaposlenima (23%)**
- **Animiranje potencijalnih kupaca i uticajnog sektora (19%)**
- **Kreiranje pozitivne slike o kompaniji (15%)**
- **Ostalo (8%)**

Razlozi za organizaciju korporativnih događaja (prema istraživanju koje je sproveo SEEBtm magazin među kompanijama u regionu jugoistočne Evrope, početkom 2014. godine.)



Ciljna grupa koja prisustvuje ovim događajima jesu prvenstveno klijenti

i potencijalni klijenti, kao i zaposleni i potencijalna radna snaga.

Ciljna grupa korporativnih događaja (prema istraživanju koje je sproveo SEEBtm magazin među kompanijama u regionu jugoistočne Evrope, početkom 2014. godine.)



Blizu 20% učesnika korporativnih događaja jeste sektor od uticaja za datu kompaniju, u smislu predstavnika državnih institucija, NVO, medija.

Oko 10% ljudi koji prisustvuju korporativnim događajima u regionu jugoistočne Evrope jesu investitori, posrednici i dobavljači.

- **Aktivni i potencijalni kupci/korisnici usluga/klijenti (38%)**
- **Zaposleni i potencijalni zaposleni (34%)**



- **Uticajni sektor (državne institucije, NVO, mediji) (19%)**
- **Aktuelni i potencijalni investitori, dobavljači, posrednici, agenti (9%)**

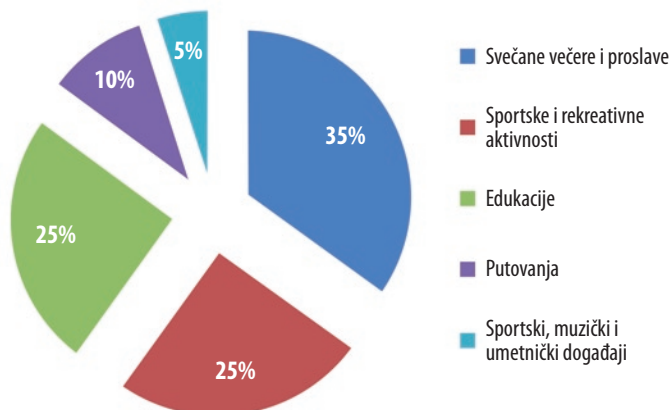
Korporativni događaji koje kompanije u regionu jugoistočne Evrope organizuju su uglavnom u formi svečanih večera i proslava (35%).

Takođe su veoma zastupljeni (25%) događaji u kojima gosti učestvuju u aktivnostima (karting, gađanje lukom i strelom, kuglanje, vožnja balonom, helikopterom i sl.).

Sa četvrtinom učestvuju i razni događaji kao što su business case studies, poslovne prezentacije, edukacije itd. 10% korporativnih događaja jesu putovanja – na sajmove, kongrese, izlete, vikende.

Korporativni događaji u vidu prisustvovanja značajnim sportskim događajima, koncertima, predstavama, ma-

Forme korporativnih događaja (prema istraživanju koje je sproveo SEEbtm magazin među kompanijama u regionu jugoistočne Evrope, početkom 2014. godine.)



nifestacijama su zastupljeni sa 5%. Kada je reč o prognozama za 2014. godinu, što se tiče učestalosti i budžeta za korporativne događaje u regionu jugoistočne Evrope, **90%** učesnika u istraživanju očekuje da **broj korporativnih događaja, kao i budžet za njih ostane isti**.

Ostalih **10%** očekuje da se **broj događaja poveća**, a da se **budžet** za korporativne događaje koji njihova kompanija organizuje **smanji**.

M. M.

CORPORATE TRAVEL INCENTIVES MEETINGS CONFERENCES EVENTS

HRG Serbia & Montenegro
BT Pegrotour d.o.o.

Toplicin venac 19-21, 11000 Belgrade Tel: +381 11 2028 090 Fax: +381 11 2028 091 office@rs.hrgworldwide.com

www.hrgworldwide.com

Member of:

SEE Region

SHARE OF CORPORATE EVENTS

Generally speaking, there is an impression that we have left the years of crisis behind when it comes to organizing events and meetings and that new year 2014 will add to loosening the belt heavily tightened for so many past years. At least, that's the general impression worldwide. Here in our region, as it is our tradition we are used to in all aspects, the situation is always less optimistic, but it does not mean that we should not go on working and expect progress.

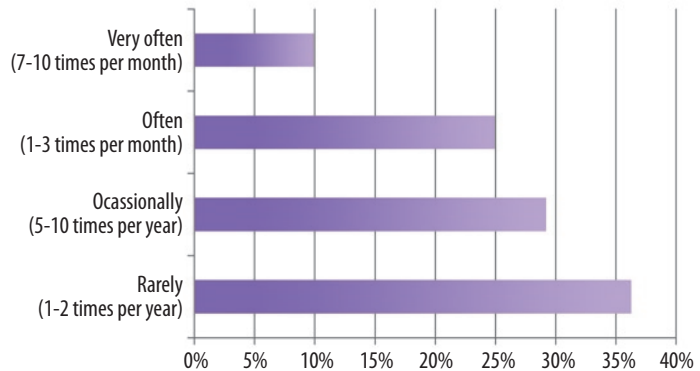
In early 2014, SEEbtm magazine researched tendencies in organizing corporate events, their frequency, their significance to companies and the very event form.

The research was done among companies in different sectors (banks and insurance companies, car dealers, IT companies, finance, ministries...) in the SEE region.

All companies that took part in the research organize corporate events.

The major share (36%) organizes some kind of corporate events 1-2 times per year. 29% of companies organize events 5-10 times per year, with almost the same share - 25% of companies - doing it often, 1-3 times per month.

Frequency of organizing corporate events (according to the SEEbtm magazine research among companies in the SEE region, in early 2014)



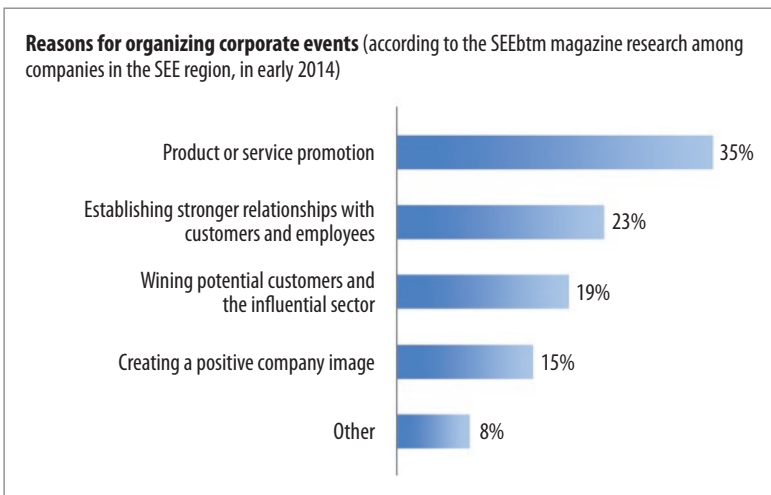
The smallest number of respondents - 10% of companies - organizes corporate events very often, some 100 per year.

Corporate events are **mostly organized in the country of a company's seat** or representative office - more precisely 75% of companies do so.



In the countries in our region, 15% of respondents organize events, while 10% of respondents organize events in various European countries. The fundamental reasons for organizing corporate events as stated by companies in the SEE region are:

- **Product or service promotion (35%)**
- **Establishing stronger relationships with customers and employees (23%)**
- **Wining potential customers and the influential sector (19%)**
- **Creating a positive company image (15%)**
- **Other (8%)**



The target group present at these events includes clients and potential cli-

ents in the first place, as well as employees and potential workforce.



Nearly 20% of participants at corporate events are influential sector for the company concerned, in terms of the representatives of government institutions, NGOs, media.

Some 10% of people attending corporate events in the SEE region are investors, intermediaries and suppliers.

- **Active and potential customers/service users/clients (38%)**
- **Employees and potential employees (34%)**



- **Influential sector (government institutions, NGOs, media) (19%)**
- **Existing and potential investors, suppliers, intermediaries, agents (9%)**

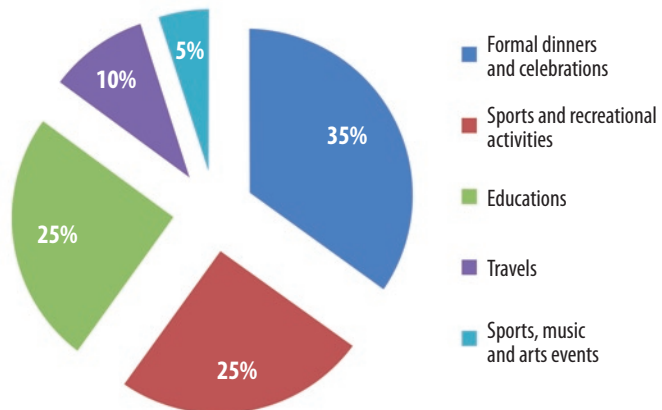
Corporate events organized by companies in the SEE region are normally delivered as gala dinners and celebrations (35%).

A high share (25%) also goes to the events where guests take part in some activities (carting, archery, bowling, hot air balloon ride, helicopter ride, etc.).

A quarter also belongs to various events such as business case studies, business presentations, education, etc. 10% of corporate events include travels: to fairs and congresses, field trips, weekend breaks.

Corporate events in the form of attendance at major sports, music and arts events account for 5%.

Types of corporate events (according to the SEEBtm magazine research among companies in the SEE region, in early 2014)



Speaking of the 2014 prognosis, when it comes to the frequency and budget for corporate events in the SEE region, **90%** of respondents expect that **the number of corporate events as well as their budget will stay the same**. The remaining **10%** of them expect for **the number of events to**

increase, and **the budget** for corporate events organized by their company **to decrease**.

M. M.

TerraNautika
Your dedicated DMC for Croatia and Montenegro

- * Incentives & Seminars
- * Tailor-made Programs
- * Congress & Events

www.terranautika.hr

TerraNautika d.o.o., Dubrovnik, Croatia | e-mail: sabine@terranautika.hr | tel. +385 20 438 176

HR - AB - 20-09-0011651



Solaris Beach Resort

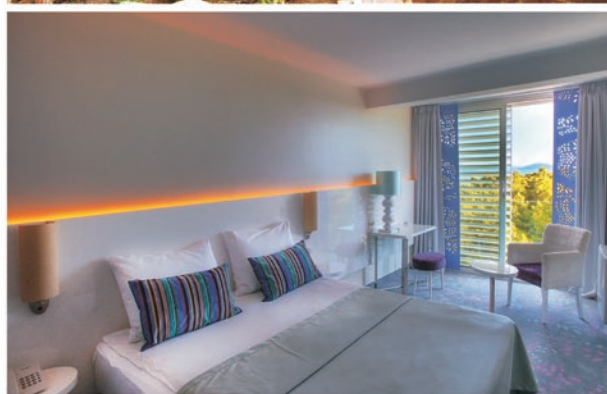
Preferred Congress Destination

With its great location only 6 km away from the old historical town of Šibenik and the vicinity to the highway and both Zadar and Split airports, Solaris Beach Resort is an ideal MICE destination. It contains 5 thematic hotels, Campsite, Villas and apartments, Yacht marina and numerous additional facilities.

Brand new and luxuriously equipped design Solaris hotel „Ivan“***** is the best place for congresses, conferences, meetings, various events and team buildings. Completely renovated rooms, lobby bar, restaurant with a beautiful terrace and a wine bar with numerous local and foreign wines are just a part of this great Solaris product. Also, new congress facilities in hotel Ivan will make your business meeting exceptionally enjoyable. Solaris Wellness & Spa center with numerous treatments, such as Hammam turkish bath, Vip Spa oasis, aromatic massages and numerous treatments will relax your body and soul during a business trip.

Enriched offer of congress possibilities and capacities in Solaris Beach Resort can afford you Dalmatian manner style event. Completely renovated Solaris hotel Ivan contains one congress hall with 500 seats, 4 conference halls with total capacity of 650 seats and one meeting room. In other two congress hotels Jure and Niko, we have 3 conference halls in each hotel. With all technical features and comfort we provide, your business collaboration is guaranteed.

In Dalmatian Ethno village, one of the most recognizable brands of Solaris, you can experience the real Dalmatia with autochthonous specialties in its unique environment. Its stone cobbled courtyards and stone houses reveal on completely new world and all the beauty of the traditional Dalmatian lifestyle with its almost forgotten crafts and delicacies.



Solaris Beach Resort
Hoteli Solaris 86, 22 000 Šibenik, CROATIA
prodaja@solaris.hr
tel.: +385 22 361 004 & 361 005, fax.: +385 22 361 801
www.solaris.hr

Tower Bridge

KORPORATIVNI DOGAĐAJI NA TEMZI VREDNI PAMĆENJA

Šta prvo pomislite kada se spomenu najpoznatije i najčuvanije znamenitosti Londona? Big ben, Tower Bridge, Bakingemska palata (*Buckingham Palace*), Londonsko oko (*London Eye*), Trg Trafaglar (*Trafalgar Square*)... Zar ne bi to bio događaj vredan pamćenja i zar ne bi bilo divno pozvati ili biti pozvan na korporativnu žurku na jednom od najznačajnijih simbola Londona – Tower Bridge-u?

Na događaju UK Awards (Dodela nagrada UK), 2012. godine, Tower Bridge je dobio zvanje „Najbolji neobičan prostor“. Pre toga, Tower Bridge je 2011. godine, na događaju *Event Magazine Award*, odneo pobjedu kao Prostor za organizovanje događaja godine (*Event Space of the Year*).

Najpoznatiji most na svetu raspolaže sa veličanstvenim prostorima za okupljanje, od kojih je svaki vredan pamćenja i zaista jedinstven za organizovanje privatnih i korporativnih događaja.

Tower Bridge ima tri prostora koji se mogu iskoristiti za organizovanje događaja. **Visoki Pešački prolazi (*Walkways*)** koji se nalaze na najvišem

nivou i koji pružaju panoramski pogled, kao i veličanstven viktorijanski prostor u kome se nalaze pogonski motori (***Engine rooms***) dostupni su za iznajmljivanje radi organizovanja privatnih zabava u večernjim varijantama, dok je **Prostor na severnoj kuli (*North Tower Lounge*)** dostupan za organizovanje manjih proslava i venčanja, i tokom dana.

Pešački prolazi (*Walkways*)

Pešački prolazi sa panoramskim pogledom, koji su i odneli nagradu, dostupni su za iznajmljivanje radi organizovanja večernih događaja.

Bilo da je u pitanju koktel, lansiranje proizvoda ili svečana večera, Pešački



prolazi predstavljaju savršenu opciju za organizovanje večernih događaja. Sa njih se pruža zapanjujući pogled, 42 m iznad reke Temze, odakle gosti imaju priliku da uživaju u romantičnoj



Tower Bridge

noćnoj panorami Londona. Kako se prostiru između dve kule mosta, oba Pešačka prolaza imaju impresivnu platformu sa koje gosti mogu uživati u pogledu na London i reku Temzu, koji zaista oduzima dah.

Spektakularni pogled sa Zapadnog pešačkog prolaza doseže čak i dalje od Londonske kule (*The Tower of London*) i Katedrale Svetog Pavla (*St Paul's Cathedral*), pa sve do Vestminstera (*Westminster*) i Londonskog oka (*London eye*). Pogled sa Istočnog pešačkog prolaza vazdušnom linijom, proteže se od zgrade Butler's Wharf i Doka Svete Katarine pa sve do istorijski značajnog Griniča (*Greenwich*).

Sobe sa pogonom (*Engine rooms*)

U sastavu veličanstvenih viktorijanskih soba sa pogonom nalaze se savršeno održavani motori sa pogonom na uglj koji su nekada pokretali krakove mosta.



Pogonski motori daju upečatljivu pozadinu svakom događaju koji zahteva nešto neuobičajeno i na taj način svakom gostu pružaju nezaboravno iskustvo.



Soba sa pogonom

Prostorije obuhvataju čitavu seriju komora koje su u besprekornom stanju, čije prostrane a ipak udobne proporcije daju prijateljsku atmosferu i ose-

ćaj dobrodošlice. Istorijski značajne viktorijanske sobe sa pogonom otvaraju svoja vrata kako za prijeme tako i za bankete.

Kapacitet Tower Bridge-a za organizovanje događaja	 Sastanak	 Večera	 Prijem
Pešački prolaz	-	70	150
Oba pešačka prolaza	-	120	250
Sobe sa pogonom	-	60	110
Sala na severnoj kuli	20	-	50



Sala na severnoj kuli



Pešački prolaz



Soba sa pogonom

Pored ogromnih pogonskih motora, u sobama je predstavljen i veliki broj intrigantnih eksponata koji garantuju da će priča i druženje nastaviti da teku duboko u noć.

Sala na severnoj kuli (North Tower Lounge)

Jedinstvena lokacija unutar severne kule mosta, predstavlja mesto puno raznolikosti, interesantno za održavanje neformalnih sastanaka i privatnih prijema.

Veličanstveno dekorisana, ona je pravi izložbeni salon jedinstvene i elegantne arhitekture mosta.

Originalni prozori koji se protežu celom visinom, od poda do plafona, predstavljaju karakteristiku koja iz-

dvaja ovaj deo, koji pruža inspirišući pogled na Tower Bridge i reku Temzu.

Uronjen u istoriju, a ipak toliko savremen, Tower Bridge predstavlja udobno i opuštajuće mesto kako za dnevne, tako i za večernje događaje.

Istorija

Bio je to ogroman izazov izgraditi most nizvodno od Londonskog mosta (*London Bridge*) bez ugrožavanja rečnog saobraćaja.

Ceo poduhvat izgradnje Tower Bridge-a trajao je 8 godina, sa 5 glavnih izvođača radova i neprestani naporan rad 432 građevinska radnika.

Dva masivna stuba koja su uronjena u korito reke čine noseću konstrukciju, a preko 11.000 tona čelika utrošeno je na konstrukciju Kula i Pešačkih prolaza. Pomenuta konstrukcija obložena je granitom iz Korniša i Portlandskim kamenom, kako bi čelična konstrukcija bila dobro zaštićena i kako bi most dobio prijatniji izgled.

Kada je bio sagrađen, 1894. godine, Tower Bridge je bio najveći i najprefinjeniji pokretni most ikada sagrađen. Krakovi mosta (engl. *bascules* od francuske reči „klackalica“) funkcionisali su po principu hidraulike, koristeći za pogon paru koju su proizvodile ogromne pumpe. Proizvedena energija taložila se u šest masivnih akumulatora. Uprkos složenosti sistema, krakovima je bio potreban samo jedan minut da se podignu do maksimalnog ugla od 86 stepeni.

Danas, krakovi i dalje funkcionišu po principu hidraulike, ali od 1976. godine, rade na naftni pogon i struju, pre nego na paru. Originalne pumpe, akumulatori i bojleri su izloženi u okviru izložbene postavke Tower Bridge-a.

M. M.

Interesantne činjenice

Istorija Tower Bridge-a je fascinantna, što se u potpunosti može videti i u okviru izložbene postavke Tower Bridge-a.

Evo nekoliko interesantnih činjenica koje možda niste znali:

1910. god. – visoki Pešački prolazi, koji su projektovani iz razloga da bi ljudi mogli da prelaze preko mosta čak i kad su krakovi podignuti, bili su zatvoreni zbog nedovoljnog korišćenja.

1912. god. – tokom vanrednog stanja, Frenk Meklin (*Frank McClean*) morao je da preleti između dva kraka i visoka pešačka prolaza u svojoj Šort letelici, kako bi izbegao nezgodu.

1952. god. – Londonski autobus koji je vozio Albert Gunton morao je da preskoči sa jednog kraka na drugi u trenutku kada je most već počeo da se podiže, a autobus broj 78 je još uvek bio tamo.

1977. god. – Tower Bridge je bio obojen u crvenu, belu i plavu boju radi proslave Kraljičinog Srebrnog jubileja (pre toga, bio je obojen čokoladno-braon bojom).

1982. god. – Tower Bridge je po prvi put bio otvoren za javnost nakon 1910. godine, stalnom izložbenom postavkom nazvanom *The Tower Bridge Experience*.

Tower Bridge

MEMORABLE CORPORATE EVENTS OVER THE THAMES

What comes to your mind first when you say London's most famous and most recognizable sights? Big ben, Tower Bridge, Buckingham Palace, London Eye, Trafalgar Square... Wouldn't be memorable and so wonderful to host or be invited to some corporate party at one of the iconic symbol of London – Tower Bridge?

Tower Bridge has been named 'Best Unusual Venue' at the 2012 Event: UK Awards. This follows Tower Bridge winning the 2011 Event Magazine Award for Event Space of the Year.

The most famous bridge in the world houses stunning venue areas, each one a unique and memorable setting for both private and corporate events. There are three areas of Tower Bridge, that could be used for events.

The panoramic high-level **Walkways** and the majestic Victorian **Engine Rooms** are available for private evening hire, while the **North Tower Lounge** is also available for smaller daytime functions and weddings.

Walkways

The *award-winning* panoramic Walkways are available to hire in the evening for events.

So whether it's for a cocktail party, product launch or dinner, the Walk-



North Tower Lounge

ways provide the perfect backdrop for evening events.

From their stunning viewpoint, 42 metres above the Thames, guests are treated to a glimmering panorama of London's romantic night-time scene. Spanning between the two towers of the Bridge, each of the Walkways provides an impressive platform from

which to enjoy a breathtaking view of London and The Thames. The spectacular view from the West Walkway reaches beyond The Tower of London and St Paul's Cathedral as far as Westminster and The London Eye.

The skyline from the East Walkway stretches from Butler's Wharf and St Katherine's Dock to high-rise Canary Wharf and historic Greenwich.



Tower Bridge

Engine Rooms

The magnificent Victorian Engine Rooms house the beautifully maintained, coal-driven engines once used to power Bridge lifts.

The engines provide a striking backdrop for any event requiring something out of the ordinary, ensuring a memorable experience for all guests.

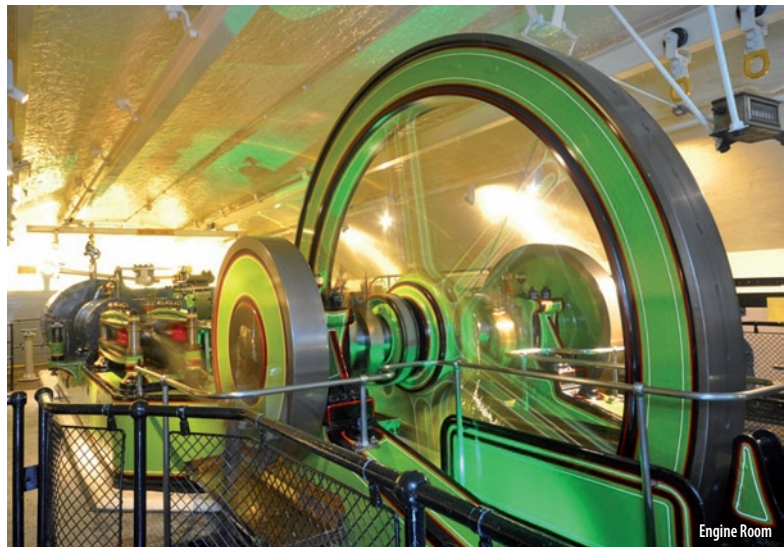
The rooms comprise a series of immaculate chambers, whose spacious yet comfortable proportions promote a friendly, sociable atmosphere.

The historic Victorian Engine Rooms lend themselves easily to both standing receptions and seated events.

In addition to the giant engines, the rooms also present a range of intriguing exhibits which ensure that conversation will continue to flow well into the night.

North Tower Lounge

This unique venue area within the North Tower of the Bridge provides a versatile, interesting space for infor-



Engine Room

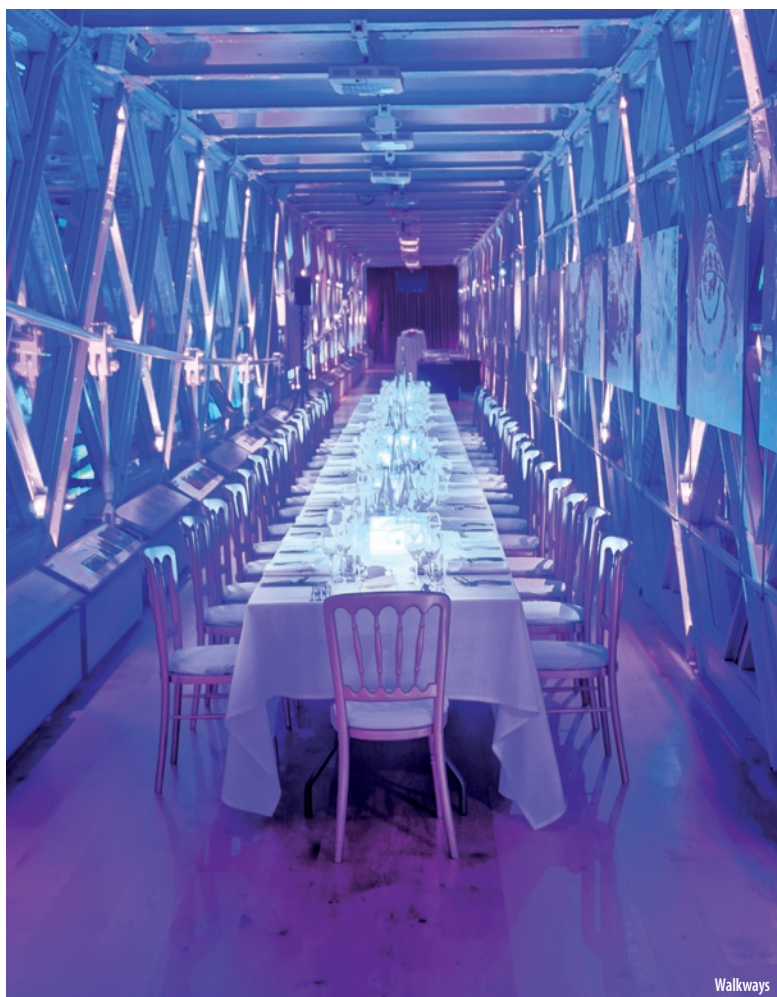
mal meetings and private receptions. Beautifully decorated, this showcases the Bridges' iconic and elegant architecture.

Original floor-to-ceiling windows are a striking feature of this area, introducing inspiring views of Tower Bridge and the Thames.

Capacity of the Tower Bridge for events	Meeting	Dinner	Reception
Walkways	-	70	150
Two Walkways	-	120	250
Engine Rooms	-	60	110
North Tower Lounge	20	-	50



Walkways



Steeped in history, yet contemporary in feel, Tower Bridge offers this comfortable and relaxed space for both daytime and evening events.

History

It was a huge challenge how to build a bridge downstream from London Bridge without disrupting river traffic activities.

It took 8 years, 5 major contractors and the relentless labour of 432 construction workers to build Tower Bridge.

Two massive piers were sunk into the river bed to support the construction and over 11,000 tons of steel provided the framework for the Towers and Walkways.

This framework was clad in Cornish granite and Portland stone to protect

the underlying steelwork and to give the Bridge a more pleasing appearance.

When it was built, 1894, Tower Bridge was the largest and most sophisticated bascule bridge ever completed ("bascule" comes from the French for

"see-saw"). These bascules were operated by hydraulics, using steam to power the enormous pumping engines. The energy created was stored in six massive accumulators.

Despite the complexity of the system, the bascules only took about a minute to raise to their maximum angle of 86 degrees.

Today, the bascules are still operated by hydraulic power, but since 1976 they have been driven by oil and electricity rather than steam.

The original pumping engines, accumulators and boilers are now exhibits within the Tower Bridge Exhibition.

M. M.

Interesting Facts

Tower Bridge has a fascinating history, which is explored in full in The Tower Bridge Exhibition.

Here are a few interesting facts you may not have known:

1910 – the high-level walkways, which were designed so that the public could still cross the bridge when it was raised, were closed down due to lack of use.

1912 – during an emergency, Frank McClean had to fly between the bascules and the high-level walkways in his Short biplane, to avoid an accident.

1952 – a London bus driven by Albert Gunton had to leap from one bascule to the other when the bridge began to rise with the number 78 bus still on it.

1977 – Tower Bridge was painted red, white and blue to celebrate the Queen's Silver Jubilee. (Before that, it was painted a chocolate brown colour).

1982 – Tower Bridge opened to the public for the first time since 1910, with a permanent exhibition inside called *The Tower Bridge Experience*.

Odredište za posao, ali i zabavu

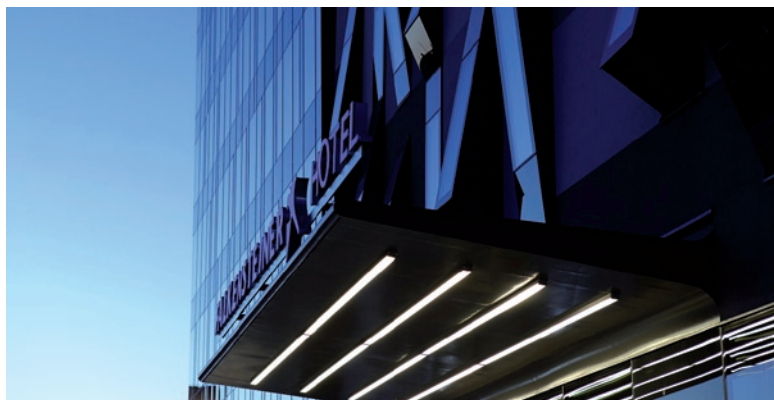
CITY HOTEL SA STILOM – FALKENSTEINER HOTEL BELGRADE****S

Modernim i dinamičnim dizajnom Falkensteiner Hotel Belgrade****S će Vas oduševiti na prvi pogled. Vrhunski gradski hotel iz prestižnog Falkensteiner hotelskog lanca nalazi se u središtu beogradske poslovne zone i zone zabave, nedaleko od centra grada uz odličnu povezanost sa aerodromom. Projektovao ga je svetski priznati arhitekta Boris Podreka, a nova zvezda na beogradskom hotelskom nebu nudi svojim gostima maksimalnu udobnost, izvrsnu uslugu, vrhunski gastronomski doživljaj kao i visok stepen funkcionalnosti konferencijskih sadržaja.

Hotel raspolaže sa 170 soba i apartmana koje se izdvajaju svojim unikatnim uređenjem i brojnim dizajnerskim detaljima, izuzetnim konferencijskim prostorom za sve prilike – od poslovnih sastanaka, velikih konferencija do grandioznih venčanja. Za uživanje je rezervisan Pink Topaz a la carte restoran, Cigar lounge, City SPA sa sauna, prostorijama za masažu i fitness područjem kao i moderan Business Lounge sa panoramskim pogledom na grad.

Welcome home!

U Beogradu, ekonomskom centru Srbije, moguće je napraviti odličan spoj između posla i slobodnog vremena. Bilo da se radi o sastancima, seminarima ili banketima, u hotelu Belgrade Vam na raspolaganju stoje **sale za konferencije na površini od 700 m²** zarad savršene organizacije Vašeg prijema. Na prvom spratu postoje ukupno 4 sale za konferencije i 2 sale za sastanke različitih veličina. Četiri od ovih sala se mogu spojiti u dve veće za po 130 osoba, odnosno razdvojiti pokretnim zidom. Ove sale se mogu koristiti za manje bankete, zatim za druge vrste prijema, ali i u svrhe pre-



davanja ili seminara. Najmodernija tehnička oprema za konferencije s velikim LED ekranom, DVD uređajem, projektorom i platnom, mikrofonom, pristupom Internetu (WiFi), kabinom za prevođenje i flip chart-om.

U konferencijskom foajeu se nalazi veliki prostor namenjen za posluživanje kafe pauza ili laganog radnog ručka, a nameštena je na način da se može svrsishodno koristiti u svakoj prilici. Velika banketna sala od 300 m², ekskluzivnog dizajna, poslužiće za nezaboravno venčanje.

Najbolji doručak u gradu

Bilo da planirate brojne poslovne sastanke ili uzbudljivu turističku posetu

gradu, kvalitetan doručak dobar je početak svakog uspešnog dana.

No, tu nije kraj **gastronomskoj avanturi u restoranu Pink Topaz**. Internacionalna kuhinja spojena sa lokalnim specijalitetima biće poseban kulinarski doživljaj za vaš poslovni ručak, kao i romantičnu večeru za dvoje.

U centru zabave

Falkensteiner hotel Belgrade sjajno je odredište za poslovne ljude i kongresni turizam koje pruža sve udobnosti zahtevane od strane internacionalnih turista.

Isto tako, ovo je **idealna polazna tačka za sve ljubitelje zabave**, hotel se nalazi svega na par minuta od Casina, klubova na reci i staza za džogiranje i vožnju bicikla uz Dunav.

Ljubitelji šopinga mogu lagano prošetati do najvećih tržnih centara u Srbiji – TC Ušće i Delta City.

Bilo da ste na poslovnom putu, učestvujete na međunarodnoj konferenciji, želite da provedete nezaboravan vikend ili uživate u noćnom životu grada koji nikada ne spava – Falkensteiner Hotel Belgrade****S će zadovoljiti sva vaša očekivanja.



Destination Good for Business, and Entertainment too

CITY HOTEL WITH STYLE – FALKENSTEINER HOTEL BELGRADE****S

With modern and dynamic design, Falkensteiner Hotel Belgrade****S will thrill you at first glance. This top city hotel from the prestigious Falkensteiner hotel chain is located in the heart of Belgrade's business and entertainment district, not far from the city centre and easy to get to from the airport. It was designed by one of the most famous architects worldwide, Boris Podrecca. The new star on Belgrade's hotel sky offers its guests comfort, an excellent service, a top gastronomic experience and a high functionality level of conference capacities.

The hotel offers 170 rooms and suites, standing out with their unique interior and numerous design details, and an exquisite conference area for all occasions – from business meetings, large conferences to grandiose weddings. Joy is booked in Pink Topaz a la carte restaurant, Cigar lounge, City SPA with saunas, massage rooms and a fitness area, as well as a modern Business Lounge with a panoramic view of the city.



Welcome home!

In Belgrade, Serbia's economic centre, it is possible to make a fine mix of work and leisure. Whether for a meeting, seminar or banquet, Belgrade hotel offers you **700 square metres of conference halls** for a perfect organization of your event.

The first floor houses a total of 4 conference halls and 2 boardrooms for multi-sized meetings. Four of them can be joined to make two larger ones gathering 130 people each, or divided by a portable partition wall.

These halls may be used not only for smaller-scale banquets and other types of receptions, but for lectures or seminars as well.

The state-of-the-art conference equipment includes a large LED screen, DVD, over-head projector and screen, microphone system, Internet access (WiFi), translation booth and a flip chart. The conference lobby features a large area for coffee breaks or a light working lunch and it is arranged so as to allow a rational use on every occasion. A large exclusive design banquet hall covering 300 square metres is the right choice for an unforgettable wedding.

The best breakfast in town

Whether you're planning numerous business meetings or an exciting tourist visit to the city, a great breakfast

is a good start to every successful day. However, it does not put an end to **the gastronomic adventure in Pink Topaz restaurant**. International cuisine mixed with local specialties will be a special culinary experience for your business lunch, as well as a romantic dinner for two.

In the centre of entertainment

Falkensteiner hotel Belgrade is a great destination for business people and meetings industry, offering all the amenities as required by international tourists.

Also, this is the **ideal starting point for all entertainment fans** as the hotel is a few minutes away from Casino, river clubs, and jogging and cycling lanes along the Danube. Shopping lovers can go for a leisurely walk to the major shopping centres in Serbia – SC Ušće and Delta City.



Whether on a business trip, taking part at an international conference, looking to spend an unforgettable weekend or enjoy the nightlife of the city that never sleeps – Falkensteiner Hotel Belgrade****S is here to meet all your expectations.

Mesta održavanja korporativnih događaja

ŠTA ORGANIZATORI TRAŽE PRI IZBORU PROSTORA?

Svako radnog dana, tokom svake nedelje, korporativni sastanci pune seminarske i konferencijske sale hotela i ostalih prostora sličnog tipa, pa profitabilnost pomenutih prostora u velikoj meri zavisi od ovog važnog tržišnog segmenta.



Autor: Rob Dejvidson

Kako organizatori biraju mesta za održavanje svojih događaja?

Pre nego što damo odgovor na postavljeno pitanje, vredno podsetiti se nekih karakteristika tržišta korporativnih događaja i zašto korporativne organizacije investiraju svoj novac u održavanje skupova.

Korporativni događaji se mogu definisati kao skupovi zaposlenih ili osta-

lih akcionara poslovnih organizacija. Prisustvo zaposlenih je obično obavezno, a putne troškove, troškove smeštaja i hrane snosi poslodavac.

Postoji veliki broj razloga zašto kompanije, i velike i male, organizuju korporativne događaje, ali su svi u neku ruku povezani sa potrebom kompanije **da bude što uspešnija** u svom polju poslovanja.

Vrste korporativnih događaja

Postoje dve vrste korporativnih događaja:

• Interni sastanci – za zaposlene

Na primer, sastanak koji se održava u svrhu obuke zaposlenih u smislu sticanja veština i tehnika koje su im potrebne radi što boljeg obavljanja poslovnih zadataka kao što su veštine prodaje, veštine komunikacije sa klijentima, veštine iz oblasti informacione tehnologije i sl., u zavisnosti od prirode posla kompanije.

Ostali tipovi korporativnih sastanaka mogu biti organizovani sa ciljem da menadžerima pruže mogućnost da ra-

zgovaraju o strategijama kompanije u budućnosti, o marketingu, širenju poslovanja, kriznom menadžmentu i sl. Većina sastanaka ovog tipa su manjeg obima (kreću se u rasponu od šačice zaposlenih do nekoliko desetina) i u proseku traju dan ili dva.

• Eksterni sastanci – za ostale akcionare kompanije

Na primer, sastanak akcionara, prezentacija proizvoda, konferencija za novinare – gde prisutni učesnici nisu direktno zaposleni u kompaniji. Ovakvi sastanci obično traju sat ili dva.

Alternativna metoda klasifikacije korporativnih događaja jeste kategorizacija **u odnosu na primarni cilj događaja**. U skladu sa tim, postoje tri glavne kategorije:

• **Pravni/konstitucionalni:** interni i eksterni sastanci koji se održavaju sa ciljem, na primer, izbora direktora kompanije ili glasanja o strategijama poslovanja.

• **Komercijalni:** događaji direktno namenjeni širenju poslovanja i dodat-



nom pokretanju prodaje proizvoda i usluga kompanije. Na primer, prezentacija novih proizvoda klijentima i potencijalnim klijentima; obuka za članove prodajnog tima kompanije.

- **Društveni:** događaji koji se održavaju sa ciljem jačanja veza između zaposlenih ili između predstavnika kompanije i klijenata. Na primer, okupljanje menadžmenta, team building događaji i dani kompanije.

Zašto se korporativni događaji održavaju van kancelarija?

Bez obzira na to kako se klasifikuju, korporativni događaji generalno imaju dva osnovna cilja: **da edukuju; da inspirišu; i da učesnicima pruže mogućnosti međusobnog povezivanja.**

Ponekad, korporativni sastanci se održavaju u kancelarijama kompanije, bez potrebe za traženjem eksterne lokacije bilo koje vrste.

Ipak, većina kompanija priznaje da ima mnogo jakih razloga zašto događaje treba održavati van kancelarija. Neki od njih su sledeći:

- **nedostatak kapaciteta** u smislu mesta za sedenje ili tehničke opreme u sopstvenim prostorijama (samo nekoliko kompanija poseduje prostor i svu neophodnu audio-vizuelnu opremu za održavanje većih sastanaka)
- **potreba da se zaposlenima pruži odmor** od uobičajenog radnog okruženja (da im se pomogne da se fokusiraju na sastanak time što će biti daleko od poslovne svakodnevice koja često ume da odvraća misli; da im se pomogne da razmišljaju na kreativniji način, u drugom okruženju)
- **želja da se zaposleni motivišu** time što će sastanak biti održan na atraktivnoj lokaciji, uz dodatak zabave i razonode, kao što su golf ili spa centar
- **poverljiv sadržaj sastanka** kada su u pitanju osetljive teme, kao, na primer, višak radne snage
- **potreba za susretom na „neutralnom“ terenu**, kao, na primer, kada se predstavnici dve kompanije sastanu da razgovaraju u spajanju kompanija ili pripajanju jedne kompanije drugoj.

Dakle, šta je to što organizatori traže prilikom odabira lokacije za svoj događaj?

Znamo da se sve više traže mesta koja daju najviši **strateški smisao datom događaju**. To znači da se njihova razmišljanja kreću u pravcu pogodnosti koje im takvo mesto donosi. Organizatori sve više traže mesta koja neće predstavljati samo smeštaj i prostor, već će takođe na neki način obogatiti događaj, na primer, putem dizajna, arhitekture, atmosfere ili istorije.

Strateški pristup odabiru lokacija za organizovanje korporativnih sastanaka znači da sve veći broj organizatora uzimaju u obzir i meru u kojoj mesta održavanja sastanka mogu da učvrste poziciju **brenda** njihove organizacije.

Brendovi su veoma dragoceni za organizaciju pošto vremenom postaju prioritet kod klijenata u smislu proizvoda i usluga, na taj način podižući nivo prodaje; brendovi privlače najbolje radnike; takođe, pomažu u izgradnji sveobuhvatne vrednosti kompanije.





Sve što kompanija radi treba da bude u čvrstoj vezi sa jasnim i pozitivnim brendom koji pokušava da projektuje na svoje klijente, zaposlene i akcionare: proizvodi, regrutovanja, sve marketinške aktivnosti od oglašavanja do

sponsorstava, i... mesta koje odabira za održavanje sastanaka i događaja. **Odabir pogrešne lokacije može stvoriti konfuziju u vezi sa bendom kompanije.** Na primer, IT kompanija koja želi da projektuje brend koji je

nov, savremen i moderan, sigurno za mesto događaja neće odabrati lokaciju od istorijskog značaja, pošto će to stvoriti konfuziju u vezi sa bendom.

Sa druge strane, kompanija kao što je banka, a koja želi da projektuje brend koji je vezan za tradiciju, snagu i sigurnost za mesto događaja može odabrati, na primer, zamak, kako bi još više učvrstila istaknute vrednosti brenda.

Kompanije sa nekom vrstom „zele-nog“ brenda ići će na to da postojeći renome potkrepe odabirom lokacije koja učesnicima sastanka jasno ukazuje na preporuke održivosti, kroz vidljive primere reciklaže i očuvanja.

U budućnosti, ljudi koji se bave marketingom svih tipova lokacija, moraće da shvate **sve veći značaj vrednosti brendova**, kao i uticaj istih na odabir lokacija za održavanje korporativnih događaja. Ovo će morati da se uvrsti u razgovore i pregovore sa organizatorima korporativnih događaja.

Congress Travel

IATA
ACCREDITED AGENT

BUSINESS SEGMENTS

- ◆ Meetings, Incentives, Congresses, Events
- ◆ Hotel/Restaurant reservations
- ◆ Transportation
- ◆ Rent-a-car
- ◆ Flight tickets booking
- ◆ Excursions
- ◆ Equipment
- ◆ Set up
- ◆ Material printing
- ◆ Engagment of interpreters

Džordža Vašingtona 45
81000 Podgorica, Montenegro

Tel/Fax: +382 20 229 550
+382 20 229 551, +382 20 228 410
Mob: +382 67 602 702
e-mail: office@congresstravel.me
www.congresstravel.me

LET YOUR EVENTS TO WORK FOR YOU!

Venues for Corporate Meetings

WHAT ARE PLANNERS LOOKING FOR WHEN CHOOSING A VENUE?

On any working day of any week, corporate meetings fill the seminar rooms and conference facilities of hotels and other types of venues that depend on this important segment of the meetings market for their profitability.



By Rob Davidson

How do corporate meeting planners choose the venues where their events are held?

Before answering that question, it is worth reminding ourselves about the characteristics of the corporate

meetings market and why corporate organisations invest their money in holding meetings.

Corporate meetings may be defined as gatherings of employees or other stakeholders of commercial organisations. Usually the employees' attendance is compulsory and the travel, accommodation and catering expenses are funded by their employer.

Companies - large and small - have a number of reasons for organising meetings, but all are in some way linked to their need **to operate effectively** in the field of business.

Types of corporate meetings

Two types of corporate meeting may be identified:

- **Internal meetings** – for employees
For example, meetings held for the purpose of training staff in the skills

and techniques that they need in order to perform well in the workplace – selling skills, customer relations skills, information technology skills and so on, depending on the nature of the company's business.

Other types of corporate meetings may be arranged with the objective of giving managers the opportunity to discuss the company's future strategies – for marketing, expansion, crisis management and so on.

Most such meetings are comparatively small (ranging from a handful of employees to several dozen) and last one or two days on average.

- **External meetings** – for other stakeholders of the company
For example, shareholders' meetings, product presentations, press conferences – where those attending are



not direct employees of the company. These may last for only an hour or two.

An alternative method of classifying corporate events is to categorize them **according to the primary objective** for which the event is being held. Accordingly, the three principal categories are:

- **Legal/constitutional:** Internal or external meetings held for the purpose of, for instance, electing company directors or voting on business strategies.
- **Commercial:** Events designed directly to boost sales of the company's products or services. For example, new product presentations to clients or potential clients; or training sessions for members of the company's sales-force.
- **Social:** Events held with the aim of strengthening bonds between staff

members or between representatives of the company and its key clients. For example, management retreats, team-building events and corporate hospitality days.

Why holding meetings off-site?

However they are classified, corporate events generally have three principal objectives: **to educate; to inspire; and to provide** the participants with opportunities for **networking** with each other.

Sometimes, corporate meetings are held in the companies' own offices, with no need for an external venue of any kind.

However, most companies recognise that in the main there are many compelling reasons for holding their meetings off-site. These are:

- **a lack of seating capacity** or technical equipment in their own premi-

ses (few company offices have facilities and the necessary audio-visual equipment for large meetings)

- **the need to give staff a break** from their normal working environment (to help them to focus on the meeting by setting them free from day-to-day work-related distractions; to help them think more creatively, in a different setting)
- **the wish to motivate staff** by holding the meeting in an attractive venue, possibly with leisure elements, such as golf or a spa, added
- **the need to keep proceedings confidential**, when, for example, sensitive topics, such as redundancies, are under discussion
- **the need to meet on 'neutral' grounds**, as, for instance, when representatives from two companies are meeting to discuss a merger or the acquisition of one company by the other.



So, what are corporate meetings planners looking for when they select venues for their events?

We know that they are increasingly choosing venues on the basis of which ones make the most **strategic sense for their events**.

That means that they are thinking in terms of what **advantages venues can bring** to their meetings.

Meeting planners are increasingly expecting venues not only to accommodate their events, but also to enhance them in some way, through their design, architecture, atmosphere or history, for example.

The strategic approach to booking venues for corporate events means that a growing number of corporate meeting planners are taking into account the extent to which venues can reinforce their own organisation's **brand**.

Brands are precious to organisations because they can deliver customers' preference for their products or services, thus increasing sales; they can help attract the best employees; and they can help to build the overall value of the company.

Everything that a company does should be consistent with the clear, positive brand that it is trying to project to its customers, staff and other stakeholders: its products, its recruitment, all of its marketing activities from advertising to sponsorship, and... the venues it chooses for the meetings and events it holds.

The choice of the wrong type of venue can confuse the company's brand. For example, an information technology company wishing to project a brand that is young, contemporary and cutting-edge would be unlikely to choose a historic property as a venue for its events, as this would confuse its brand.

On the other hand, a company such as a bank, wishing to project a brand that is based on tradition, strength, and security may select a castle as a venue, for example, in order to reinforce its distinctive brand values.

Companies with any kind of 'green' brand will seek to reinforce their public image by choosing venues that clearly display their sustainability credentials to meetings participants, through for example obvious recycling and energy conservation actions.

In the future, those people who are responsible for marketing all types of venues will have to understand **the growing importance of brand values** and how they can affect corporate meeting planners' choice of venue.

This is something that they will have to integrate into their conversations and negotiations with corporate meeting planners.




Let your next Event be GRAND
Grand Conference hall
 up to **330 persons**
Metropolitan Conference hall
 up to **130 persons**

"It was our great pleasure to organize seminar in your hotel. We would like to thank for great assistance in helping to make our event successful" **Roche company**

New modern 4-star hotel in the center of Niš

120 luxurious rooms and suites
 Two modern Conference halls
 Elegant Restaurant

Grand Hotel Niš is the first big modern hotel in Niš. Superb location, high quality and affordable prices make it the obvious choice for those who expect only the best.




Tel +381 18 505 707

www.GrandHotelNis.com

Kongresni centar - BELEXPOCENTAR

JEDINSTVENA HALA U BEOGRADU ZA VELIKE DOGAĐAJE



Multifunkcionalna hala Belexpocentar (veličine 2.500 m²), može da ugosti 5.000 posetilaca i idealna je za organizaciju sajmova, kongresa, proslava i izložbi sa više odvojenih izlagača.

Posebno se može izdvojiti po mogućnosti organizovanja događaja iz automobilske industrije, s obzirom da je u halu moguće uvesti automobile.

Hala se može lako podeliti na manje prostore sa jednostavnim barijerama, a potpuno je obezbeđena strujom i instalacijama za telefon i internet putem medijskih kanala preko cele površine poda.

Belexpocentar je povezan sa hotelom **Holiday Inn Beograd**, gde klijenti mogu obezbediti smeštaj za učesnike događaja, kao i organizovati seminare do 200 učesnika u konferencijskim



salama hotela, koje poseduju dnevno svetlo i pregradne zidove.

Pored 7 konferencijskih sala, hotel poseduje i prostrani foaje za posluženja i kafe pauze. Direktna veza sa hotelom i fleksibilnost prostora su glavni benefiti pri organizaciji događaja i prednosti Belexpocentar hale.

Profesionalna i potpuna podrška Holiday Inn Beograd i Belexpocentar tima je na raspolaganju u svakom segmentu organizacije događaja, kroz tehničke usluge i opremu, smeštaj, catering, transfere, dekoraciju, i ostalih zahteva po potrebi.



BELEXPOCENTAR - Convention Centre

AN UNIQUE HALL IN BELGRADE FOR GREAT EVENTS

Multifunctional hall Belexpocentar (size 2,500 m²), can host 5,000 visitors and it's completely suitable for organizing fairs, congresses, celebrations and exhibitions with multiple and separated exhibitors. In particular, it is possible to organize events in the automobile industry, given that the cars can be driven into the hall.

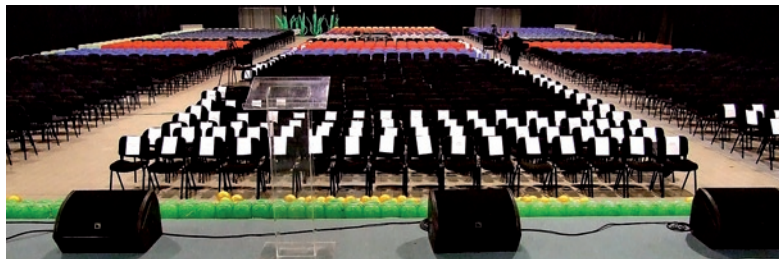
Hall be easily divided to smaller halls, with easy barriers, and it is completely covered with electricity, phone and internet installations trough media channels over the whole floor surface.

Belexpocentar is adjacent to hotel **Holiday Inn Belgrade**, where clients can provide accommodation for event participants as well as organize



seminars up to 200 participants in hotel's conference rooms with natural daylight and partition walls. In addition to the 7 conference ro-

oms, the hotel has a spacious foyer for refreshments and coffee breaks. Direct connection with hotel and flexibility of the hall are the main benefits in events organization and advantages of Belexpocentar Hall. Professional and complete support of Holiday Inn Belgrade and Belexpocentar team is at your disposal in every segment of event organization, through technical services and equipment, accommodation, catering, transfers, decoration, etc.



Vinarije kao posebni prostori

U VINU JE ISTINA (IN VINO VERITAS)

Istina je da je za dobro grožđe potrebno odgovarajuće područje, klima i savršeni uslovi. Istina je da je za dobru čašu vina potrebno mnogo truda i posvećenosti. Pravi ljubitelji ovog Božijeg pića prešli bi dug put samo da probaju neka od vrhunskih vina. Istina je da vinarije, kao domaćini, znaju da na jedinstven način dočekaju goste i pruže im, pored svojstvenog užitka u vinu, i nezaboravne momente.

Istine radi, vinarije mogu biti odlična mesta za prave hedoniste, za odmor, relaksaciju ali i za organizaciju poslovnih događaja.

Vinski turizam je specifičan oblik odmora, koji kombinuje degustaciju vina određenog vinogradarskog kraja sa prirodnim lepotama, običajima i kulturno-istorijskim znamenitostima tog područja.

Iako je vinski turizam u **Srbiji** tek počeo da se razvija, napredak se može videti. S obzirom da osnovni preduslov za to postoji, a to je postojanje vrhunskih vinarija, dalji razvoj u ovoj oblasti turizma zavisi od inicijative i međusobne saradnje vinara, kao i podrške nadležnih institucija i medija. Određeno je devet vinskih puteva i urađena mapa vinarija, a za one veće, određene su koordinate da ih turisti lakše pronađu preko sistema za navigaciju.

Glavni vinogradarski regioni u Srbiji su Timočki, Nišavsko - južnomoravski zatim Zapadnomoravski, Šumadijsko-

velikomoravski, Pocerski, kao i Sremski zajedno sa fruškogorskim vinogradima, Banatski i rejon subotičko - horgoške peščare.

U **Hrvatskoj**, inicijative ka podizanju vinskog turizma na viši nivo kreću upravo od vinara. Oni su ti koji razmišljaju o vinu kao turističkom proizvodu, kao faktoru radi kojeg će ljudi krenuti na put. Po ovom pitanju puno toga je urađeno i Hrvatska nastavlja sa razvojem.

Ovde se može izdvojiti Istra sa Vinistrom, najvažnijom i najvećom vinskom smotrom, koja već godinama privlači veliki broj posetilaca iz svih krajeva Hrvatske, ali i inostranstva.

Vinistra kao projekat, fantastičan je primer za pozicioniranje Istre kao vrhunske vinske destinacije. Takođe, neka od najboljih hrvatskih vina prave se na strmim obroncima Hvara i Pelješca,

u Dalmaciji. Na ovim destinacijama i drugim delovima Hrvatske kao što su Zagorje, Međimurje, Slavonija, vinski turizam ima potencijala da postane jedan od najzanimljivijih segmenata hrvatske turističke ponude.

Razvoj vinskog turizma u **Crnoj Gori** zvanično je počeo sredinom 2007. godine kroz razne projekte i inicijative. Komparativna prednost vinskog turizma u Crnoj Gori je svakako blizina morske obale i turističkih centara, već postojeći veliki broj biciklističkih i pešačkih staza u vinskim regionima, kao i poznate turističke rute oko Skadarskog jezera.

Organizatori događaja sve više traže za jedinstvenim i originalnim prostorima, nečim nesvakidašnjim u svojim poslovnim putovanjima.





Makedonija je 25. zemlja u svetu po proizvodnji vina, sa 220 miliona litara godišnje i oko 60 vinarija. Dovoljan razlog za ulaganje u vinski turizam i privlačenje turista, što je i ova zemlja prepoznala i pokrenula projekte prvenstveno u Tikveškoj regiji.

Vinove loze su donešene na područje **Slovenije** pre nekoliko hiljada godina od Ilira i Kelta, a Maribor čak ima najstariju lozu u svetu, koja još uvek rađa svake godine. Danas, za Sloveniju se smatra da je napravila najveći pomak u regionu po pitanju vinskog turizma, sa 20 vinskih puteva u tri regiona - Podravina, Posavina i Primorska.

Vinarije kao nesvakidašnji prostori

Većina poseta kompleksima vinarija odvija se na ili u blizini mesta gde se pravi vino. Posetioci obično upoznaju istoriju vinarije, posmatraju i uče kako se pravi vino, a zatim i probaju vina.

Objekti za degustaciju vina su uglavnom odvojeni od samih plantaža, vinograda. U specifičnom ambijentu, posebno opremljenom prostoru i prijatnoj atmosferi pružaju ljubiteljima vina jedinstveni užitak. Uz degustaciju vina uvek ide i dobra hrana, pa tako i ovi prostori često imaju i posebne delove u vidu **restorana sa lokalnom kuhinjom**.

Bitno je istaći i plantaže, nezaboravne poglede na vinograde i pejzaže gde

se redovi vinove loze spajaju sa horizontom. Tako je **obilazak vinograda** neizostavni deo. Neki domaćini u ponudi imaju obilaske na biciklima, vožnjom u kočijama ili jednostavno polako peške, uz pratnju stručnih vodiča.

Ako uzmemo u obzir činjenicu da jedan dan nije dovoljan da se sve vidi, proba i doživi čarolija koju vinarije nude, u ovoj avanturi su **prenoćišta** dobrodošla.

Neke od renomiranih vinarija imaju u svom sklopu manje hotele i prenoćišta, mada se kod svih mogu naći smeštajni objekti, manje ili više dislocirani od samih vinarija.

Kako se vinski turizam razvija, nove, dodatne aktivnosti i ideje se javljaju. Jednostavnim spojem svih ponuda

i mogućnosti, vinski turizam može postati veoma jaka grana u turizmu jedne zemlje, kako za turistička putovanja tako i za kongresni turizam.

Organizatori događaja sve više traže za jedinstvenim i originalnim prostorima, nečim nesvakidašnjim u svojim poslovnim putovanjima.

Prateći ovaj trend, zemlje Jugoistočne Evrope imaju velikog potencijala i neke od vinarija se već nalaze među top ponudama za poslovna i podsticajna putovanja.

Vinarija kao posebna i nesvakidašnja lokacija, u svom sklopu može da zadovolji sve kriterijume potrebne za organizaciju jedinstvenog događaja.

Za poslovne sastanke, kao prostor može se koristiti degustaciona sala, restoran ili izložbeni prostor. Za gastronomski užitak, tu su lokalni sastojci, lokalna kuhinja i naravno sjajna vina.

Aktivnosti i vreme nakon poslovnog dana, mogu se upotpuniti obilascima vinograda, berbom grožđa, učestvovanjem u procesu pravljenja vina, ili odmorom na svežem vazduhu uz očaravajući pogled na plantaže.

Za smeštaj učesnika događaja, na raspolaganju su autentični konaci, etno sela ili kuće lokalnih domaćina koji su uvek raspoloženi za goste.

S. G.



Wineries as Special Venues

IN WINE THERE IS TRUTH (*IN VINO VERITAS*)

The truth is that growing good grapes requires the right region, climate, and perfect conditions. The truth is that a good glass of wine requires a lot of effort and dedication. True lovers of this divine beverage would be willing to travel a long way to taste some of superior wine. The truth is that wineries are excellent hosts, who know how to give their guests a unique welcome, providing them not only with the joys of wine but with many other unforgettable experiences.

Truth be told, wineries can be fine places for hedonists in search of rest and relaxation but they can also serve as a great venue for business events.

Wine tourism is a specific form of vacation, which combines wine tasting in a particular winegrowing region with the natural beauty, customs, and cultural and historical landmarks of that area.

Although wine tourism in **Serbia** is still in its early phase, progress is evident. With the fundamental requirement satisfied, that is the existence of excellent wineries, further growth in this field of tourism depends on the initiative and mutual cooperation of wineries and on the support of competent institutions and the media. Nine wine routes have been outlined and a map of wineries has been charted, and for the biggest one the coordinates have been defined making it easier for tourists to find them with the help of a navigation system.

The main winegrowing regions in Serbia are near the rivers Timok, Nisava, South Morava, West Morava, and Great Morava, near Mt. Cer, and in Srem, along with those on Fruska Gora, in Banat, and around the Subotica - Horgos Sands.

In **Croatia**, the initiative to upgrade wine tourism came from the winegrowers. They were the ones to see wine as a possible product in tourism, as an attraction that could prompt people to travel. Much has been done in this respect and Croatia continues to develop this idea. A good example is Istria with Vinistra, its largest and most important wine exhibition, which has attracted visitors from all parts of Croatia and abroad for years. The Vinistra project is a prime factor in positioning Istria as a top wine destination.

Also, some of the best Croatian wines are grown on the steep slopes of Hvar and Peljesac in Dalmatia. In these areas and in other parts of Croatia, such as Zagorje, Medjmurje, and Slavonia, wine tourism could grow into one of the foremost segments of the Croatian tourist trade.

The development of wine tourism in **Montenegro** officially began in mid-2007, evolving through various projects and initiatives. The comparative advantage of wine tourism in Montenegro certainly lies in the vicinity of the sea coast and its tourist centers, in

Event organizers are constantly searching for unique and original places and extraordinary surroundings for their business travels.





the existing infrastructure of cycling and pedestrian paths in wine regions, and in the already familiar tourist routes around Lake Skadar.

Macedonia holds 25th place among the winegrowing countries of the world, with an annual production of 220 million liters and approximately sixty wineries. This is reason enough to justify investments in wine tourism and visitor attractions, an opportunity this country has recognized and is developing further by launching wine projects, especially in the Tikves area.

Grapevines were brought to **Slovenia** several thousands of years ago by Illyrian and Celtic tribes, while Maribor even boasts the oldest grapevine in the world, which still bears fruit every year without fail. Slovenia is thought to have made the most progress in the region in respect to wine tourism, with twenty wine routes in three regions – Podravina, Posavina and Primorska.

Wineries as Extraordinary Venues

Most visits to winery complexes take place at or close to the place where the wine is actually made. Visitors are usually told about the winery's history and given an opportunity to see and learn how wine is made, followed by wine tasting.

Wine tasting facilities are usually located at a distance from the plantations and vineyards. In this special,

appropriately equipped environment and its pleasant atmosphere, wine lovers can enjoy what they appreciate the most. Wine tasting is always accompanied by good food, so these places often incorporate **restaurants with local cuisine**.

And we mustn't forget the plantations, unforgettable views of vineyards and landscapes with rows of vines stretching as far as the eye can see.

A **tour of the vineyard** is an important part of every visit. Some hosts provide tours by bicycle, in a horse-drawn carriage or simply on foot and in the company of a professional guide.

Considering the fact that a single day is not enough to see, taste, and experience everything a winery can offer, this adventure calls for **accommodation facilities**. A number of reputable wineries include small hotels or inns but accommodation can generally be found in the vicinity of every winery.

The development of wine tourism has given rise to new, additional activities and ideas. Through a unique mix of these products and services wine tourism can grow to become an extremely strong branch of a country's industry, in regard to both leisure travel and meeting industry.

Event organizers are constantly searching for unique and original places and extraordinary surroundings for their business travels.

Following upon this track, South East European countries have great potential and some wineries are already heading the list of top destinations for business and incentive travel.

A winery, as a unique and extraordinary place, can satisfy every requirement as a setting for the organization of a special event. Wine tasting chambers, restaurants, or exhibition halls can be used for business meetings.

Culinary delights are ensured by local ingredients, traditional dishes and, needless to say, excellent wine.

Activities during and after a business event can be complemented by tours of vineyards, grape picking, participation in wine-making, or relaxation in the fresh air, surrounded by the enchanting scenery of the plantations. Accommodation for event participants can be provided in authentic inns, ethno villages or at the homes of the ever-hospitable local hosts.

S. G.



Hotel Galleria, Subotica

KOMPLETNA KONFERENCIJSKA PONUDA ZA SVE VRSTE DOGAĐAJA

Samo jedan hotel iz ovog dela sveta je dobio posebnu pažnju u godišnjem editorijalu New York Times-a. Radi se o novoizgrađenom hotelu Galleria iz Subotice koji postoji od 2007. god. New York Times svake godine predstavlja listu „Must See“ početkom godine. Na listi od 52 destinacije, ovaj put našla se i Subotica, a u okviru ovog grada i posebna preporuka za Hotel Galleria i to najviše zbog jednog od najvećih Wellness centara u Srbiji.

Hotel Galleria drži do reputacije da je najbolji, najlepší i najčistiji hotel u Subotici koji raspolaže sa ukupno **90 smeštajnih jedinica**, od toga 78 dvokrevetnih soba (30 m²), 2 sobe za osobe sa posebnim potrebama (30 m²), 7 klasičnih (60 m²) i 3 delux apartmana (predsednički (120 m²), kraljevski i mladenački (90 m²)).

Hotel raspolaže sa **7 kongresnih sala** različitih veličina kako bi odgovorio zahtevima svojih klijenata od malih seminara do velikih konferencija.

Pored kongresnih i smeštajnih kapaciteta hotel Galleria raspolaže i sa jednim od najlepšíh Wellness centara u regionu – **Galleria Wellness centrom** koji se prostire na 1.600 kvadratnih metara. Galleria Wellness gostima nudi finske saune, turska kupatila, dr Kneipp vodenu terapiju, tepidarijume, relax sobu, slanu sobu, hidromasažne kade, vrhunski program masaža i tretmana tela, solarijum, potpuno novi i moderan kozmetički salon kao i mnoge druge usluge koje su na raspolaga-



Iz restorana se takođe pruža prelep pogled na grad.

Balska dvorana, na 5. spratu, kapaciteta 350-400 osoba, je jedna od najlepšíh svečanih sala u ovom delu Srbije. Sa okruglim stolovima, podijumom za igru i prelepim svečanim ambijentom ovo je omiljena sala za venčanja i korporativne proslave u Subotici i okolini.

Restoran „Minhen – bavarska pivnica“, neposredno pored recepcije u hotelu Galleria, predstavlja autentičan restoran bavarske kuhinje. Pored specijaliteta iz bavarske za goste se posebno biraju i najbolja nemačka piva.

Brzi restoran „Atriums place“, u atriumu hotela, je restoran sa samouslužnom linijom, dnevnom ponudom za brz, uvek svež i kvalitetno pripremljen obrok.

Hotel raspolaže i sa 200 parking mesta na nivoima -1 i -2, kao i fitness centrom sa preko 30 različitih sprava za vežbanje, frizerom i supermarketom. Ceo hotel je pokriven WiFi pristupnim tačkama internetu.

Na društvenoj mreži facebook, hotel Galleria je jedan od najaktivnijih hotela iz regiona a možete se u to uveriti i na stranici [facebook.com/hotel.galleria](https://www.facebook.com/hotel.galleria)

hotel@galleria-center.com
+381 24 647 294
Matije Korvina 17, Subotica
www.galleria-center.com

Seminarska sala „Berlin“	1. sprat, 60 m ² / 40 osoba
Seminarska sala „Budimpešta“	2. sprat, 60 m ² / 40 osoba
Seminarska sala „London“	3. sprat, 60 m ² / 40 osoba
Seminarska sala „Moskva“	4. sprat, 60 m ² / 40 osoba
Konferencijska sala „Subotica“	1. sprat, 140 m ² / 90 osoba
Kongresna sala „Rim“	5. sprat, 540 m ² / 400 osoba, uz mogućnost simultanog prevodenja na 4 jezika
Banket sala „Balska dvorana“	5. sprat, 570 m ² / 350 osoba
Predsednička kancelarija	4. sprat, 30 m ² / 8 osoba
Izložbena sala „Minhen“	5. sprat, 450 m ² za prezentacije i izložbe



nju kako gostima hotela tako i van-hotelskim gostima.

Hotel je od 2013. godine opremljen poslednjom generacijom TV uređaja i najsavremenijim hotelskim TV sistemom.

U sklopu hotela sa nalazi više ugostiteljskih objekata:

Restoran „Paviljon“, na 6. spratu, na krovu hotela, u kome se služi doručak gostima na švedskom stolu a uz doručak gosti mogu da uživaju u pogledu na ceo grad Suboticu.

Restoran „Panorama“, na 5. spratu, je pansionski restoran za goste hotela ali i idealan prostor za poslovne ručkove i proslave sa kapacitetom do 200 osoba.

Hotel Galleria, Subotica

COMPLETE CONFERENCE OFFER FOR EVERY EVENT

Only one hotel in this part of the world was in focus of New York Times annual editorial. It is a new-built hotel Galleria in Subotica, operating since 2007. Every year, New York Times presents its Must See list in the beginning of the year. The list of 52 destinations, this time recommends Subotica too, with Hotel Galleria in the spotlight mostly due to one of the largest Wellness centres in Serbia.

Hotel Galleria is reputed to be the best, most aesthetic and cleanest hotel in Subotica with a total of **90 accommodation units**, there of 78 double rooms (30 sqm), 2 rooms for persons with special needs (30 sqm), 7 standard (60 sqm) and 3 deluxe suites (presidential (120 sqm), royal and honeymoon (90 sqm)).

The hotel houses **7 conference halls** of various sizes in order to respond to its client demands from small-scale seminars to large-scale conferences.

In addition to conference and accommodation capacities, Hotel Galleria is home to one of the nicest Wellness centres in the region – **Galleria Wellness centre** covering 1,600 square metres. Galleria Wellness offers Finnish saunas, Turkish baths, Dr Kneipp water therapy, tepidariums, a relax room, a salt room, hydromassage tubs, a top-class body massage and treatment programme, tanning beds, a brand new modern beauty salon, as well as many other services available

both, to hotel guests and to non-hotel guests.

Since 2013, the hotel has featured the state-of-the-art TVs and the latest hotel TV system.

The hotel also houses several catering facilities:

Pavillion restaurant, at 6th floor on the roof top, serves buffet breakfast to its guests who can enjoy the view of the whole town of Subotica.

Panorama restaurant, at 5th floor, is a board restaurant for the hotel guests, but also an ideal venue for business lunches or celebrations with a 200 people capacity. The restaurant also offers a magnificent view of the town.

Ballroom, at 5th floor, with capacity for 350-400 people, is one of the nicest staterooms in this part of Serbia. With round tables, a dance floor and a magnificent ceremonial interior, this is the favourite room for weddings and corporate celebrations in Subotica and its vicinity.

Seminar room Berlin	1 st floor, 60 sqm / 40 people
Seminar room Budapest	2 nd floor, 60 sqm / 40 people
Seminar room London	3 rd floor, 60 sqm / 40 people
Seminar room Moscow	4 th floor, 60 sqm / 40 people
Conference hall Subotica	1 st floor, 140 sqm / 90 people
Convention hall Rome	5 th floor, 540 sqm / 400 people, with a possible simultaneous translation for 4 languages
Banquet hall Ballroom	5 th floor, 570 sqm / 350 people
Presidential Office	4 th floor, 30 sqm / 8 people
Exhibition hall Munich	5 th floor, 450 sqm for presentations and exhibitions





In addition, the hotel owns 200 parking spots at levels -1 and -2, also a fitness centre with more than 30 apparatuses, a hairdresser and a supermarket. The entire hotel is WiFi covered.



Restaurant Munich – Bavarian Ale House, close by the hotel reception, is an authentic Bavarian cuisine restaurant. In addition to Bavarian specialties there is also a special selection of Bavaria's best beers.

Fast food restaurant Atriums place, in the hotel atrium, includes a restaurant with a self-service line, a daily offer of fast, always fresh and quality meals.

On the social network Facebook, hotel Galleria is one of the most active hotels in the region, and if you want to make sure for yourself, visit [facebook.com/hotel.galleria](https://www.facebook.com/hotel.galleria)

hotel@galleria-center.com
 +381 24 647 294
 Matije Korvina 17, Subotica
www.galleria-center.com

We speak your language

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

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



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

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



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

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

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





KRALJEVI
ČARDACI

KOPA SPA ONIK



* Kongresne sale sa kapacitetom od 370 mesta

* Lobby bar

* à la carte restoran sa baštom

* Pivnica

* Pansionski restoran

* Bar na bazenu

* Fitness centar

* Bežični internet (WiFi) u celom kompleksu

* Spa & wellness centar na 900m² (zatvoren bazen sa jacuzzi-jem, otvoren bazen, jacuzzi kada na otvorenom, finska sauna, bio sauna, tursko kupatilo, hamam, vedro, kneipp, tepidarijum, relax deo, slana pećina, float SPA – kapsula, tretmani tela, sobe za masaže)

Posao
& uživanje

Zlatibor

ATRAKTIVNA PLANINSKA DESTINACIJA ZA KONGRESNI TURIZAM

Zlatibor je planina u zapadnoj Srbiji koja se prostire na površini od oko 1.000 km², sa najvišim vrhom Tornikom (1.496 m). Postoje tri predanja o postanku imena Zlatibora, a svakako je izvesno da je to ime nastalo od reči zlato, odnosno zlatni i bor.

Prve turiste planina je dočekala davne 1893. godine koji su smeštaj nalazili u kolibama ili sobama domova siromašnih ali gostoljubivih Zlatiboraca.

Nakon boravka kralja Petra I Karađorđevića, sagrađeni su prvi veći smeštajni objekti: hotel „Kraljeva voda“ i vila „Čigota“.

Kako je vreme odmicalo, Zlatibor je postajao sve uređeniji, sadržaji bogatiji, zimski meseci obimom prometa dostižu letnje, uspešno su formirane dve sezone.

Zdravstveni, sportsko-rekreativni, kongresni i poslovni turizam, izletništvo i turizam na selu postaju sve značajniji. Danas je Zlatibor stecište mnoštva vila i vikendica, odličnih hotela, rest-

Prošla godina, 2013., bila je godina izuzetnog jubileja - 120 godina organizovanog turizma na Zlatiboru.



orana, letnjih kupališta, raznovrsnih sadržaja. Planina je leti idealna za pripreme sportista, porodične odmore, a zimi pogodna za skijanje i uživanja na snegu u ski centru na Torniku.

Pored jake posećenosti u toku letnje i zimske sezone, Zlatibor je svakako jedan od najvažnijih destinacija u Srbiji za kongresni turizam.

Kongresi i seminari na visini

Organizacija kongresa, konferencija i seminara na Zlatiboru je pogodna tokom cele godine jer za to postoje izuzetni tehničko-organizacioni uslovi. Tokom proteklih godina i sada, Zlatibor dobija nove i modernije kongresne kapacitete.



Stariji hoteli su renovirani, smeštajni kapaciteti povećani, konferencijske sale proširene i tehnički osavremenjene, novi kongresni centri su otvorili svoja vrata, a očekuje se i otvaranje najvećeg resorta na Zlatiboru.

Zahvaljujući svojoj lokaciji u središtu zapadne Srbije, ova planina je svakako nezaobilazna pri poslovnim putovanjima. Nalazi se na 230 km od Beograda i međunarodnog aerodroma Nikola Tesla, a 300 km od Novog Sada ili od Jadranskog mora. Idealno se povezuje magistralom ili železničkom prugom sa svim većim destinacijama u zemlji.

Šta videti? Obići? Raditi?

Ono po čemu je Zlatibor poznat a u čemu većina gostiju najviše uživa su šetnje, svež vazduh i prelepi vidikovci. **Pešačke staze** sa usponima i padovima, preko livada i šuma, različitih intenziteta i za aktivne sportiste i za rekreativce čine zaštitni znak ove planine.



Od **vidikovaca** mogu se izdvojiti Obadovo brdo, 6 km severno od centra Zlatibora, sa kog se pruža pogled na širu okolinu severo-istočnih padina Zlatibora. Zatim, Čigota - Vidikovac Jedini bor, odakle dominira pogled nad celim zlatiborskim platoon, kao i Tornik, 9 km od centra Zlatibora, koji predstavlja najdominatniji vidikovac sa koga se mogu videti planine centralne i zapadne Srbije, Bosne i Hercegovine i Crne Gore.

Pored pešačkih staza, tu su i **biciklističke staze**, trim staze i vežbališta za aktivan odmor. Zbog blagih uspona

Najpoznatija uređena staza svakako je ona koja vodi iz centra do spomenika na Glavudži ili Šumatnom brdu i ona predstavlja omiljeno šetaliste gostiju.

i padova terena, vožnja bicikla predstavlja pravo uživanje za ljubitelje ovog sporta. A duže relacije za mauntin bajk vožnje mogu se izvesti od Zlatibora do Mokre Gore.

Trim staze i vežbališta opremljena za trčanje i gimnastiku su uređene na najlepšim lokacijama pored jezera u centru, u banjskom delu Zlatibora i na



Recept za pravljenje 1 komplet lepinje

- 1 lepinja
 - 1 jaje
 - 1 supena kašika starog zlatiborskog kajmaka
 - 5 supenih kašika pretopa (saft od jagnječeg i prasećeg pečenja – može se naći u svakoj pečenjari)
- * Odseći vrh lepinje (gornju trećinu lepinje). Donji deo premazati kajmakom i dodati malo pretopa. Umotiti jaje i prelitati ga preko kajmaka. Utisnite ga malo u lepinju i preklopiti vrhom lepinje. Staviti u zagrejanu pećnicu i peći 10 minuta. Kad izvadite lepinju, prelitati je preostalim zagrejanim pretopom.

Sajam suhomesnatih proizvoda „Pršutijada“ se održava svake godine u januaru, u mestu Mačkat. Sajam poseti preko 10.000 posetilaca iz čitave zemlje i šire.

brdu Karaula, u borovoj šumi. Različite sprave za vežbanje i razgibavanje prilagođene su pripremama sportista i rekreaciji rekreativaca. Na brdu Karaula postoji i 700 m dužine kružne trim staze, sa podlogom od peska i strugotine.

Za ljubitelje ekstremnih sportova, zbog pogodnih terena i odgovarajućih vazдушnih struja, **paraglajding** na Zlatiboru doživljava ekspanziju poslednjih godina. Kao omiljena mesta paraglajdera izdvajaju se vrhovi Čigota i Tornik.

Što se tiče **jahanja**, moguće su dve lokacije, na ranču Farma i na ranču Zova.

U sportskom i rekreativnom jahanju mogu uživati sve generacije. Pod nadzorom trenera i uz njegove savete i pomoć moguće je učiti različite veštine sa konjima, učestvovati u turističkom i terenskom jahanju, voziti se u kočiji, ali i upravljati zapregom i kočijom.

Na ranču Zova moguće je jahanje za najmlađe u zanimljivom ambijentu.



Ski centar Tornik

Ski centar Tornik čine obnovljene i proširene četiri staze (Čigota, Tornik, Ribnica i Zmajevac) i instalirana najmodernija šestosredna žičara kapaciteta 3.000 skijaša na sat, brzine pet metara u sekundi, sa 107 sedišta i duga je 1.850 metara.

SC Tornik predstavlja najveće skijalište na Zlatiboru, udaljeno svega 9 km od turističkog centra Zlatibora.

U samom centru Zlatibora, na Obudojevici, postoji prostor za rekreaciju i zimske sportove sa jednim ski liftom tipa sidro i nekoliko bebi ski liftova. Iznajmljivanje skija, snoubordova, sa-



nki, motornih sanki i ostale ski opreme omogućeno je i na stazama. Za nordijsko skijanje i biatlon zbog konfiguracije terena postoje idealni uslovi, a na Zlatiboru se održavaju mnogobrojna takmičenja nacionalnog i međunarodnog karaktera.

S. G.

Drvengrad



Kulturno-turistički kompleks Drvengrad nalazi se na vrhu brda Mečavnik. Za izgradnju Drvengrada korišćene su autentične starovlaške brvnare ovog područja. Takođe, u svom sastavu ima biblioteku Ivo Andrić, galeriju, bioskop, sportske sale, restoran, poslastičarnicu, suvernicu, kao i crkvu koja je posvećena Sv. Savi.

Šarganska osmica



Popularna atrakcija Moke gore je stara pruga uskog koloseka, Šarganska osmica, koja predstavlja jedinstveno graditeljsko delo. Voz Nostalgija ovom prugom ide preko brda Šargan, preko 5 mostova i 22 tunela po kojima je pruga jedinstvena u svetu. Savladava visinsku razliku od 300 m i sve to na ukupnoj razdaljini od 15.440 m.

„Staro selo“ Sirogojno



„Staro selo“ Sirogojno je muzej na otvorenom, jedini muzej ove vrste u Srbiji. U njemu se prikazuje arhitektura, uređenje kuća i okućnica, organizacija porodičnog života ljudi brdsko-planinskih predela Zlatibora. Program Muzeja je i očuvanje starih zanata, tako da su opremljene tri radionice: kačarska, kovačka i grnčarska.

Zlatibor

AN ATTRACTIVE MOUNTAIN DESTINATION FOR MEETINGS INDUSTRY

Zlatibor is a mountain located in the western Serbia, and it stretches at the area of approximately 1,000 km². The highest point of the mountain is Tornik (1,496 m). There are three legends relating the origin of the name Zlatibor, and it is certainly true that the name came from the word gold, that is, golden and pine (Serbian *zlatni* = golden, *bor* = pine).

It was back in the year 1893 when the mountain welcomed its first tourists, who were accommodated in huts or rooms at homes of poor but hospitable inhabitants of Zlatibor.

After the visit and stay of king Petar I Karadjordjevic, the first accommodation facilities were built: the hotel "Kraljeva voda" and the villa "Cigota".

As the time was passing, Zlatibor was gradually becoming more arranged, the facilities were expanding, winter months started to catch up with the summer period in terms of turnover volumes, so the mountain had two successfully established seasons. Medical, sport and recreational, congress and business tourism, country



outings and country tourism are becoming increasingly significant. Today, Zlatibor is a place rich in villas and weekend houses, excellent hotels, restaurants, summer bathing places, and a variety of facilities. In summer, the mountain represents an ideal location for preparations of sportsmen and family holidays, and

in winter, it is suitable for skiing and snow enjoyment in the ski-centre Tornik.

Apart from high circulation of tourists, as during the summer season so during the winter, Zlatibor is certainly one of the most important meetings destinations in Serbia.

Last year, 2013, was a year of a special jubilee - 120 years of organized tourism on Zlatibor.



Congresses and seminars on a high level

Organization of congresses, conferences and seminars on Zlatibor is suitable throughout the year, as the mountain offers excellent technical and organizational conditions. During the last few years, and at present, Zlatibor is being provided with new and modern congress capacities. Old hotels have been renovated, accommodation capacities have been expanded, conference halls have been enlarged and technically modernized; new congress centres opened their doors, and the opening of the biggest resort at Zlatibor is expected, too.

Owing to its location which is in the heart of the western Serbia, this mountain is certainly unavoidable destination for business trips. It is situated 230 km far from Belgrade and the international airport Nikola Tesla, and 300 km far from Novi Sad or the Adriatic sea.

Connections with the highway or the railway leading to all major destinations in the country are excellent.



What to see? What to visit? What to do?

What distinguishes Zlatibor and makes it so much well known, and what the majority of guests enjoy, are certainly fresh air and beautiful viewpoints. **Walking paths** with their ascents and descents, leading through meadows and woods, both for active sportsmen and those who practice sports just for the sake of recreation, make the distinguishing feature of this mountain.

The **viewpoints** that distinguish are Obadovo hill, 6 km north from the centre of Zlatibor, from which the view stretches to the wider area of the northern-east slopes of Zlatibor. Then, Cigota – viewpoint Jedini bor, from which the view encircles the en-

The most well-known arranged path is certainly the one leading from the centre to the monument on Glavudza or Sumatno hill, and it represents the favourite walking path of the visitors.

tire plane of Zlatibor, as well as Tornik, 9 km from the centre of Zlatibor, and which represents the most dominant viewpoint from which the view goes far to the mountains of the central and western Serbia, Bosnia and Herzegovina and Montenegro.

Apart from walking paths, there are **bicycle paths** as well, than trim paths and exercising sites for active relaxation.

Because the terrain is gently ascending and descending, bicycle riding will offer a true pleasure to the lovers



A recipe for 1 komplet lepinja (filled flatbread)

- 1 flatbread
 - 1 egg
 - 1 tablespoon of ripe Zlatibor kaymak
 - 5 tablespoons of gravy (of lamb or pork roast – can be found in each grill and catering shop)
- * Cut the top of a flatbread (upper third). Spread the lower part with kaymak and add a bit of gravy. Whisk the egg and pour it over kaymak. Press it a bit and cover the top. Put it into the hot oven, and bake for 10 minutes. Once you take it out of the oven, pour it over with the warm gravy.

The Cured Meat Fair "Prsutijada (Prosciutto festival)" takes place each year in January, in a little town of Mackat. The fair is visited by 10,000 visitors from the entire country and abroad.

of this sport. Longer riding routes for mountain bikes can be taken from Zlatibor to Mokra Gora.

Trim trails and exercising sites equipped for jogging and gymnastics are located on the most beautiful locations by the lake in the centre, in the spa area of Zlatibor and on the hill Karaula, in the pine forest.

Various exercising and stretching equipment is adapted to preparations of sportsmen and recreation of amateurs. On Karaula hill, there is a 700 m round trim trail, covered with sand and sawdust.

For those that enjoy extreme sports, owing to the suitable terrains and appropriate air currents, **paragliding** has been rapidly expanding on Zlatibor during the last few years. Favourite spots of paragliders are peaks Cigota and Tornik.

As for the **horse riding**, it is possible to be practiced on two locations, Farma ranch and Zova ranch. Professional and recreational horse riding can be enjoyed by all generations.



Under supervision of trainers and their advices and help, it is possible to learn and practice various riding skills, to participate in tourist and terrain riding, to ride in a coach, but also to ride it. At Zova ranch, even the youngest will be able to ride in an interesting ambience.

Ski centre Tornik

Ski centre Tornik includes renovated and expended four paths (Cigota, Tornik, Ribnica and Zmajevac) and installed the latest six-seat cable-car of the capacity of 3,000 skiers per hour, of the speed of five meters/sec, with 107 seats and 1,850 meters long.

SC Tornik represents the biggest ski resort on Zlatibor, 9 km far from the tourist centre Zlatibor.

In the very centre of Zlatibor, at Obudojevica, there is a space for recreation and winter sports with one ski-lift of anchor type, and a few baby ski-lifts. Renting of skis, show-boards, sledges, motor sledges and other ski equipment is possible on the paths as well. Because of the terrain configuration, there are excellent conditions for practicing of Nordic skiing and biathlon, and many tournaments of national and international character take place on Zlatibor.

S. G.

Drvengrad



The cultural-tourist complex Drvengrad is situated on top of the hill Mecavnik. Authentic Old Vlach log cabins of this area were used for construction of Drvengrad.

Also, the complex includes the library Ivo Andric, a gallery, a cinema, sport halls, a restaurant, a cake-shop, a souvenir shop, and the church dedicated to St. Sava.

Shargan Eight



Popular attraction of Mokra Gora is an old railway of narrow gauge, The Shargan Eight, which represents the unique architectural work.

The train Nostalgia takes the railroad over the Sargan hill, across 5 bridges and through 22 tunnels which makes this line one of a kind in the whole world. It overcomes the height difference of 300 m and all that on the line of the total length of 15,440 m.

"The Old Village" Sirogojno



"The Old Village" Sirogojno is an open air museum, the only museum of that kind in Serbia. It exhibits architecture, furnishing and decoration of houses and infields and organization of family life of the people living in the mountainous region of Zlatibor. The program of the Museum also includes preservation of old crafts, so there are also three equipped workshops: cooper's, blacksmith's and potter's.

Hotel Palisad, Zlatibor

TRADICIJA U NOVOM SJAJU

Hotel Palisad, zahvaljujući skoro pet decenija dugoj tradiciji, bogatstvu svoje ponude i kvalitetnoj usluzi, važi za pionira kongresnog turizma na Zlatiboru.

Danas se Palisad svojim korisnicima predstavlja sa novim, inoviranim konceptom koji je baziran na **kapacitetu od 200 potpuno renoviranih dvokrevetnih soba, od kojih se 110 najmodernije opremljenih nalaze u novom A bloku.** Pored ovoga, hotel nudi i dva funkcionalno odvojena kongresna centra koji su u potpunosti opremljeni da zadovolje potrebe modernih poslovnih skupova.

Kongresni centar Palisad prostire se na 735 m² i sastoji se od jedne velike i pet manjih kongresnih sala čiji kapa-



citet i raspored sedenja zavisi od želje i potrebe klijenata tako da može imati od 50 do 350 mesta. Sala na prvom spratu ovog kongresnog centra, pored svoje osnovne namene, može se koristiti i kao banket sala, a pogodna je i za izložbeni prostor.

Kongresni centar Srbija je zaseban entitet koji je u oktobru 2013. godine renoviran i zauzima 450 m². Nalazi se u borovoj šumi iznad jezera, raspolaže salom koja je kapaciteta oko 700 sedećih mesta.

U sklopu Kongresnog centra Srbija nalazi se restoran kapaciteta 200 mesta koji je idealan za organizovanje svečanih koktela i poslovnih ručkova.

Sve sale poseduju profesionalnu video i audio opremu, a korisnicima je na raspolaganju i stručno tehničko lice. Osoblje hotela Palisad obučeno je za potrebe stručnih skupova tako da može odgovoriti i na najzahtevnije zadatke.

Sale poseduju video bimeve, laptopove, ozvučenje, konferencijske i bežične mikrofone, WiFi, flipchartove i monitore.

Organizovanje manifestacija i događaja

U restoranu hotela Palisad moguće je organizovati gala večere za oko 600 osoba ili u **a La cart restoranu Zlatni bor**, kapaciteta za 180 osoba. Takođe, u hotelu je moguće organizovati bogat kulturno-umetnički program: muzičke koncerte, izložbe, pozorišne predstave, modne revije, degustacije vina i lokalnih specijaliteta kao i razne sportske događaje.



Hotel je do sada organizovao neke od najzahtevnijih kongresa, okupljanja i simpozijuma među kojima su: ČIGRE sa oko 1.000 učesnika, Kongres Kardiologa Srbije i Godišnje savetovanje Vrhovnog suda Srbije sa po 800 učesnika, Kongres Veterinara Srbije sa oko 600 učesnika, Savetovanje Apolacionog suda za 500 osoba, Simpozijum Energetičara za oko 400 učesnika i mnoge druge.

Hotel Palisad, Zlatibor

TRADITION IN NEW BRILLIANCE

Thanks to almost five decades long tradition, and excellent service, hotel Palisad is considered for congress tourism pioneer on Zlatibor mountain.

Today, Hotel Palisad presents its new, innovated concept based on capacity of **200 fully renewed rooms of which 110 most modern are in new A block**. Beside this, hotel offers two functional divided congress centers that are fully equipped to satisfy needs of modern business meetings and events.

Congress center Palisad is an impressive area of 735 m² which includes one large and five smaller congress halls. Their capacity and sitting schedule depends on client's needs and can provide 50 to 350 places. Hall on the first floor of this Congress center, beside its basic purpose, can be used as a banquet hall, or an exhibition space.



Congress center Srbija on 450 m² is a separate entity that has been renovated in November 2013. It is located in pine forest, just above the lake and has capacity for 700 people. There is also a restaurant with capacity for 200 people and it is ideal for organization of cocktails and business lunches.



All halls have professional video and audio equipment, as well as person for technical support. Staff in Hotel Palisad is trained for professional meetings and can respond to the most demanding tasks. All halls are equipped with video bims, lap tops, sound systems, conference and wireless microphones, flipcharts and monitors.

Organization of manifestations and events

In **Hotel Palisad's restaurant** can be organized gala dinners for 600 persons or in **a La cart restaurant Zlatibor** that has capacity for 180 people. Musical concerts, exhibitions, theatre shows, fashion shows, wine and local specialties degustation and various sport events can also be organized in the Hotel.

Hotel has hosted some of the most demanding congresses, gatherings and symposiums such as: ČIGRE for 1,000 participants, Congress of Serbian Cardiologists and Annual consultation of Supreme Court of Serbia for 800 participants each, Congress of Serbian veterinarians for 600 participants, Consultation for Appellate Court for 500 participants, Symposium of Energy Sector for 400 participants and many others.



Business City Travel & Events

DIGITALNI „KIOSK“ ZA MICE INDUSTRIJU

Evolution Media je pokrenula digitalni kiosk za MICE industriju, Business City Travel & Events, koji omogućava upload-ovanje marketinških materijala, brošura, magazina i kataloga, potpuno besplatno. Kompanija plaća jedino iznos nastao na osnovu broja pregledanih publikacija, a može i da ograniči broj pregleda, odnosno da odredi maksimalni iznos koji bi platila za preuzimanje materijala, kako bi imala potpunu kontrolu troškova.



Evolution Media je lansirala Business City Travel & Events, inovativni digitalni kiosk za MICE industriju, koji pruža jedinstveno, ekološko rešenje za profesionalce iz oblasti MICE poslovanja.

Šta zapravo predstavlja Business City Travel & Events?

Profesionalci širom sveta će dobiti mogućnost da čitaju najbolje magazine, publikacije i brošure iz MICE sektora, direktno sa svog tablet uređaja ili smart telefona.

Evolution Media, olakšava posao profesionalaca iz industrije – hotelima, event prostorima i organizatorima – na taj način što im omogućava da lakše upload-uju marketinški materijal, brošure, magazine i kataloge, da razmenjuju poslovna iskustva sa svojim partnerima i potencijalnim klijentima, time što isključuje troškove štampe i distribucije, a sav materijal je izložen na jednom mestu u okviru digitalnog „kioska“.

Kako sve to funkcioniše?

Evolution Media, sa sedištem u Barseloni, pruža mogućnost MICE profesionalcima, iz svih krajeva sveta, da postavljaju svoje publikacije na „kiosk“ potpuno besplatno, a potom da njihov materijal preuzimaju po veoma isplativoj ceni, što im omogućava kompletnu kontrolu sopstvenih troškova. Da pojednostavimo, kompanija će

plaćati jedino iznos nastao na osnovu broja pregledanih publikacija, a može i da ograniči broj pregleda, odnosno da odredi maksimalni limit kod preuzimanja materijala.

Kad su u pitanju kompanije sa većim brojem publikacija, Evolution Media će im pružiti mogućnost da oforme sopstveni „kiosk“.

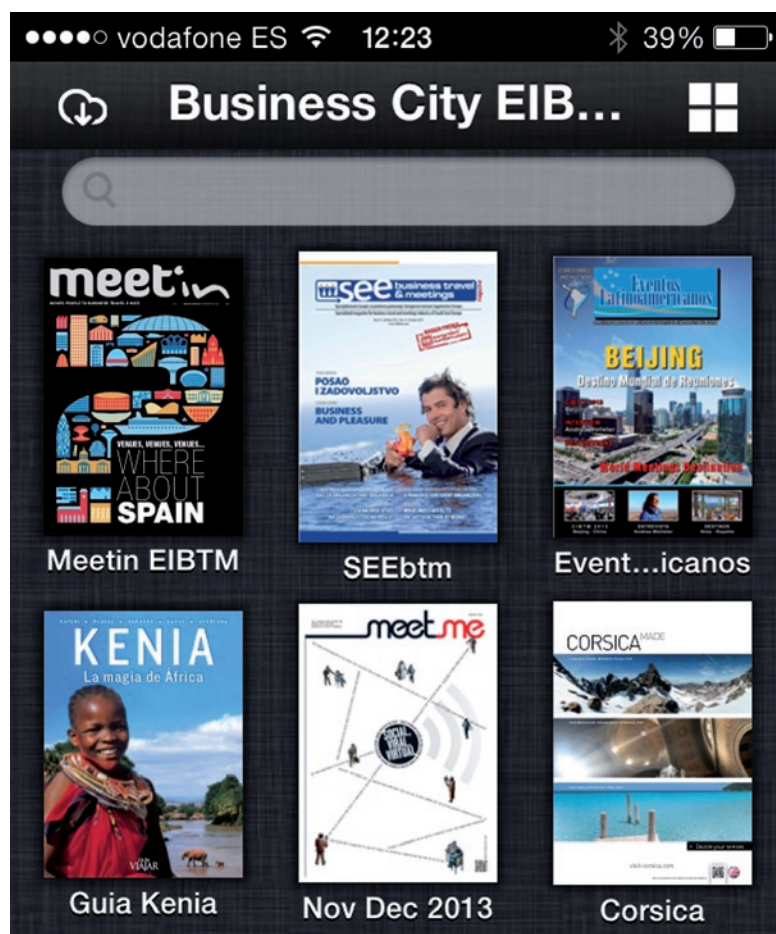
Ovaj „kiosk“ pruža bezgraničan broj marketinških mogućnosti, sa dodatnim multimedijalnim bonusom u vidu linkova sa internet stranicama kompanije, kao i video materijala, virtualnih tura i „push notifications“ aplikacija za dodate vrednosti marketinga.

Sa Business City Travel & Events neće više biti nagomilanih kataloga i bro-

Business City je izvršio revoluciju u MICE poslovanju, koja teške kataloge i brošure čini delom prošlosti!

šura koje ostaju posle organizovanja međunarodnih događaja zbog ograničenja prtljaga – potencijalni klijenti se vraćaju sa publikacijama koje se već nalaze na njihovim smart telefonima ili tablet uređajima.

Kompanije koje žele da uvrste svoje publikacije u „Evolution Media kiosk“ ili žele da objave sopstvenu „kiosk“ aplikaciju, mogu kontaktirati Business City Travel & Events putem e-maila editor@businesscitymagazine, ili putem telefona +34 93 611 4774.



Business City Travel & Events

DIGITAL NEWSSTAND FOR THE MICE INDUSTRY

Evolution Media launched the innovative digital newsstand for the MICE industry, Business City Travel & Events, that able the upload of marketing materials, brochures, magazines and catalogues, free of charge. Company will only pay for the number of people that view their publication and can choose the maximum number of downloads, and to determine the maximum amount that would pay for download, in order to have complete control of costs.

Evolution Media launched Business City Travel & Events, the innovative digital newsstand for the MICE industry that provides a unique, environmentally friendly solution for professionals from the MICE industry.

What is Business City Travel & Events?

Professionals from across the globe will be able to read the best magazines, publications and brochures from the MICE sector directly on their tablet or smartphone.

Evolution Media, is also making it easier for industry professionals – hotels, event venues and organizers can upload their marketing materials, brochures, magazines and catalogues to share their businesses with fellow professionals and prospective clients, eliminating printing costs, distribution costs and making stand out in the one-stop digital kiosk.

Business City revolutionizes the MICE experience, making heavy catalogues and brochures a thing of the past!



How does it work?

Barcelona based Evolution Media allows industry professionals across the globe to upload their publications into the kiosk at no charge, then a highly cost effective, fee per download, which they can cap to be in full control of their expenditure.

To be put simply, the company will only pay for the number of people that view their publication and can choose the maximum number of do-

wloads. For companies with larger amounts of publications, Evolution Media is also allowing them to create their own digital kiosk.

This kiosk allows endless marketing opportunities, with the added bonus of multimedia – links to company websites, videos, virtual tours and photo galleries and push notifications for added value marketing.

With Business City Travel & Events there are not going to be more catalogues and brochures left behind at international events due to baggage restrictions – potential clients will leave with those publications already on their smartphone or tablet.

For businesses that wish to include their publications in Evolution Media's kiosk or that wish to publish their own kiosk app, you may contact Business City Travel & Events via e-mail editor@businesscitymagazine, or by phone +34 93 611 4774.



G. Matijas Šulc, generalni direktor Kongresnog biroa Nemačke (GCB)

KONGRESNA PONUDA NEMAČKE PO EKONOMSKIM I STRUČNIM OBLASTIMA

Kongresni biro Nemačke (GCB), koji promoviše Nemačku u zemlji i inostranstvu kao lokaciju za kongrese, skupove, motivacijska („incentive“) putovanja i događaje, okuplja vodeće lokalne dobavljače, od hotela preko kongresnih centara i gradova do organizatora događaja, u saradnji sa preko 450 članova. U svojstvu strateških partnera, nemačka avio kompanija Lufthansa, Železnice Nemačke (Deutsche Bahn AG), kao i Turistička organizacija Nemačke (GNTB) podržavaju rad GCB.



G. Matijas Šulc

1. Možete li nam u nekoliko reči predstaviti Nemačku kao kongresnu destinaciju?

Nemačka je vodeća kongresna lokacija kod međunarodnih udruženja u Evropi i druga na svetu (prema Međunarodnoj kongresnoj asocijaciji ICCA). Razlozi za nepoljuljani uspeh Nemačke kao kongresne destinacije leže u spoju nekoliko činilaca. Naša zemlja ima izuzetnu infrastrukturu, odličnu saobraćajnu mrežu i raznovrsnu ponudu lokacija. Mnoge od ovih lokacija u gradovima kao što su Berlin, Minhen, Hamburg, Frankfurt, Drezden i Lajpcig dobitnice su nagrada i lideri u svom sektoru. **Nemačka ima u ponudi izuzetnu vrednost za novac, kao i lokalne stručnjake u ključnim privrednim i naučnim granama.**

2. Kongresni biro Nemačke (GCB) predlaže kongresne lokacije na osnovu sektorske stručnosti organizatora. Možete li nam reći nešto više o tome?

Prema Barometru kongresa i događaja za 2012. godinu, 82% kongresnih organizatora je predvidelo da će **raspoloživa sektorska stručnost** u okru-

ženju postajati sve značajnija u budućnosti pri odabiru kongresne lokacije. Na primer, međunarodni organizatori sve više tragaju za kongresnim lokacijama gde njihovu sferu interesovanja zastupaju visoko renomirane kompanije, istraživački instituti, inicijatori i kreatori mišljenja. Pored dragocenih

kontakata, na ovaj način je omogućena i živa razmena mišljenja i odgovarajuće prateće aktivnosti. Drugim rečima, **u žiži su lokacije za skupove i kongrese koje pružaju kako kongresnu stručnost tako i sektorsku stručnost.**

GCB je prepoznao **šest glavnih stručnih oblasti: medicina i zdravstvo** (uključujući i polja kao što su medicinska tehnologija i zdravstvena industrija), **transport i logistika** (uključujući automobilsko inženjerstvo, transportno inženjerstvo i svemirsku industriju), **hemijska i farmaceutska industrija** (uključujući i discipline kao što su nauke o živim sistemima i biotehnologija), **tehnologija i inovacije** (od mašinskog inženjerstva i IT do mikroelektronike i nanotehnologije), **energija i životna sredina i finansijske usluge.**



Jezero Königssee i Crkva Svetog Bartolomea

Stručnost koju poseduje Nemačka u ključnim privrednim granama je glavni činilac koji je našu zemlju visoko rangirao kao kongresnu destinaciju. Ove stručne oblasti pružaju mogućnost međunarodnim kongresnim planerima da **dovedu do maksimuma uticaj i efikasnost svojih skupova i kongresa** tako što će okupiti značajne domaće govornike odnosno organizovati posete lokacijama.

3. Koje su to aktivnosti GCB zbog kojih je Nemačka i zelena kongresna destinacija?

Gotovo polovina organizatora kongresa i događaja sada se radije odlučuje za dobavljače sa akreditovanim sistemom za upravljanje održivosti.

Nemački dobavljači su u solidnoj poziciji da ispune sve veću potražnju pri čemu je približno **40% lokacija** u Nemačkoj uvelo sisteme upravljanja održivosti.

Naša zemlja je obezbedila lak prilaz lokacijama, ekološki transport i kongresne centre i hotele vođene po načelu održivosti. Dobavljači kongresa iz Nemačke uvršćuju i mere koje su



Trg Marienplatz u Minhenu

klimatski povoljne, u celokupnu pripremu, realizaciju i praćenje događaja kao što su ekološko putovanje i smeštaj, lokalna hrana i mnogo toga drugog.

Pored toga, GCB je dobio i subvenciju za obuku kongresnih planera preko **zelenog programa kongresne akreditacije**, prvog te vrste.

Kroz niz inicijativa, GCB i Evropska



IMEX 2013, štand Nemačke



Eagles's Nest, rudnik soli i Nacionalni park Berchtesgaden

asocijacija kongresnih centara (EVVC) obezbeđuju da plan održivosti bude još čvršće uvrežen u sektoru događanja, što se i pokazalo na drugoj zelenoj konferenciji o kongresima i događajima, koju su osnovali GCB i EVVC, a koja je već postala važan forum za debatu između kongresne industrije i vlade. Jedan konkretan rezultat koji je već ugledao svetlost dana, kao posledica ove konferencije, jeste **kodeks održivosti za kongresnu industriju**, koju su zajednički sastavili članovi GCB i EVVC, a dostupan je za preuzimanje u formatu brošure na www.fairpflichtet.de. Na ovoj internet stranici, „lideri u održivom poslovanju“ mogu da se prijave za održivu privrednu, ekološku i praksu socijalnog biznisa, uz mogućnost redovnog slanja izveštaja o njihovom napretku u sprovođenju kodeksa. Dosad se prijavilo više od 370 preduzeća iz Nemačke, Austrije i Švajcarske.

4. GCB je uradio studiju o megatrendovima u oblasti kongresne industrije do 2030. godine. Da li biste mogli da nas upoznate sa nekima od njih?

Kongresni biro Nemačke se prihvatio globalne studije o kongresnoj indu-

striji pod nazivom „Skupovi i kongresi do 2030. god.: Studija o megatrendovima koji oblikuju našu industriju.“ Nalazi upućuju na tehnologiju u radu i životu, globalizaciju i ostale glavne trendove koji transformišu kongresnu industriju.

Predviđamo da će ova studija o megatrendovima pomoći akterima u industriji pri razvoju strategije orijentisane ka budućnosti kojom će moći da postignu poslovni i privredni uspeh. Ova sveobuhvatna studija nam je otkrila sledećih **pet glavnih megatrendova**:

Tehnologija u radu i životu: Više od 41,6% ispitanika je prepoznalo tehnologiju u radu i životu kao veoma uticajnu za budućnost kongresne industrije.

Globalizacija i internacionalizacija: Približno 28,6% je čvrsto uvereno da će globalizacija izvršiti jedan od najvećih uticaja. Pojedinci će morati sve više da obraćaju pažnju na nijanse između kultura, preferenci i stilova života u zemljama, kao i da govore više jezika.

Mobilnost u budućnosti: Lak i udoban dolazak i odlazak sa događaja koji ostavlja najmanji mogući trag na životnu sredinu će i dalje biti značajan aspekt planiranja događaja.

Održivi razvoj: Održivost će ostati vodeće načelo uticaja na sve oblasti



Engleski park u Minhenu

kongresnog planiranja, od izgradnje i renoviranja lokacija do transporta, gastronomije i zabave.

Demografske promene, feminizacija i raznolikost: Demografske promene je navelo 18,2% ispitanika kao „veoma jake.“ Pošto sve više žena putuje na kongrese, potrebno je uzeti u obzir i karakteristike kao što su, između ostalog, dodatno obezbeđenje za žene koje putuju same i briga o deci.

5. Budući planovi i aktivnosti?

Nemačka se nalazi u dobroj poziciji da podmiri potrebe sve većeg broja poslovnih posetilaca nizom novih lokacija i infrastrukturom u izgradnji kao što je **kongresni centar Kap Europa**, nova lokacija sajamskog organizatora Messe Frankfurt, u frankfurtskoj četvrti centralna Evropa, čije je otvaranje u planu kasnije ove godine.

Istraživanje GCB pod nazivom „Skupovi i kongresi do 2030. godine“ obezbeđuje planerima kongresa i događaja da budu dobro opremljeni za ispunjenje budućih zahteva poslovnih posetilaca.



Jednošinski voz u Vuperalu

GCB će izložiti široku lepezu lokacija i nove ponude na kongresnom sajmu IMEX Frankfurt 2014 (20. - 22. maj). Kao najveći izlagač na sajmu IMEX i

strateški partner događaja, GCB planira da predstavi **preko 200 izlagača na štandu Nemačke.**

S. G.



IMEX 2013, štand Nemačke

Mr Matthias Schultze, Managing Director of the GCB German Convention Bureau e.V.

MEETING DESTINATION GERMANY WITH ECONOMIC AND SCIENTIFIC EXPERTISE

The German Convention Bureau (GCB), which promotes Germany internationally and domestically as a location for conferences, meetings, incentives and events, unites leading national suppliers from hotels to congress centres and cities to event agencies. It works with over 450 members. As Strategic Partners, Lufthansa German Airlines, Deutsche Bahn AG (German Railways), and the German National Tourist Board (GNTB) support the work of the GCB.



Mr Matthias Schultze

1. Could you present us Germany as a meetings destination in few points?

Germany is the leading conference location for international associations in Europe and the second worldwide (according to ICCA).

The reasons for Germany's sustained success as a conference and meeting

destination is a combination of several factors. The country has outstanding infrastructure, an excellent transport network and a wide variety of venues.

Many of these venues, in locations such as Berlin, Munich, Hamburg, Fra-

nkfurt, Dresden and Leipzig, are award-winning and leaders in their field. **Germany offers superb value for money and local expertise in key economic and scientific sectors.**

2. GCB suggests conference locations according to the industry expertise of the organizers. Could you tell us more about this?

According to the Meeting & Event Barometer 2012, 82% of meeting organisers predicted that the **availability of industry expertise** in the surrounding area will become increasingly important in the future when choosing a conference venue.

For example, international organisations are increasingly looking for convention locations where their sphere of interest is represented by highly respected companies, research institutes, initiatives and opinion-formers.



GCB

Meetings made in Germany

German Convention Bureau

As well as valuable contacts, this ensures that there is a lively exchange of views and suitable ancillary activities. In other words, **the focus is on conference and convention locations where there is specialist knowledge and industry expertise.**

The GCB has identified **six main areas of expertise: medicine and healthcare** (including fields such as medical technology and the healthcare industry), **transport and logistics** (including automotive engineering, transport system engineering and aerospace), **chemicals and pharmaceuticals** (including disciplines such as life sciences and biotechnology), **technology and innovation** (from mechanical engineering and IT to microelectronics and nanotechnology), **energy and the environment and financial services.**

Germany's expertise in key industries



Mount Zugspitze

is a central factor in the country's high ranking as a meeting and convention destination. These areas of skill enable international meeting planners to

maximize the impact and effectiveness of their meetings and conventions by sourcing local relevant speakers or organising site visits.



Hohenzollern Castle

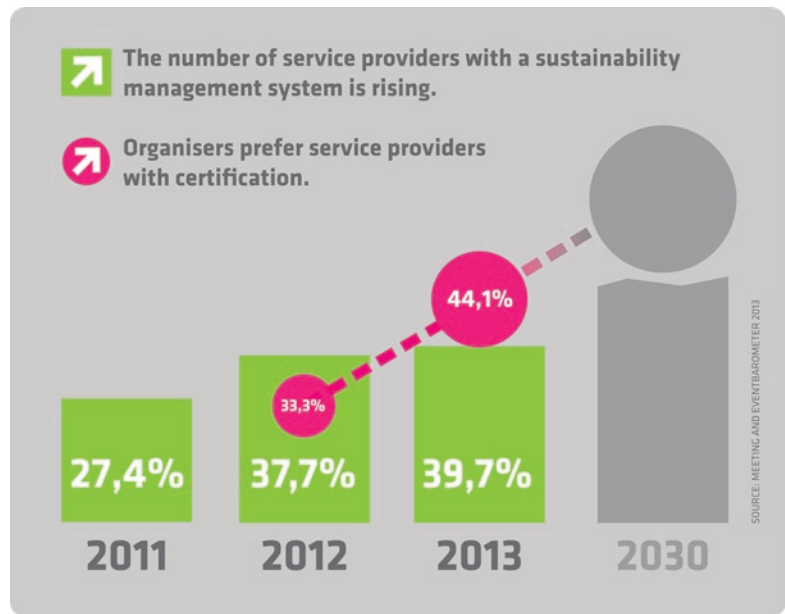
3. What are the activities of GCB in making Germany also a green destination for meetings?

Almost half of meeting and event organizers now prefer suppliers with a certified sustainability-management system. German suppliers are well-placed to meet the increasing demands with almost **40% of venues** in Germany having implanted sustainability-management systems.

The country has an easily accessible venues, eco-friendly transport and sustainably-run congress centres and hotels. German congress providers integrate climate-friendly measures in their entire preparation, implementation, and follow-up work for events such as eco-friendly travel and accommodation, locally sourced food and much more.

In addition, the GCB has been awarded a grant to train meeting planners in a first-of-its-kind **green meeting certification program**.

Through a number of initiatives, the GCB and the European Association of Event Centres (EVVC), are ensuring that the sustainability agenda becomes even more established within the events sector. This was demonstrated at the second green meetings and events conference, founded by the GCB and EVVC, which has already become an important forum for



debate between the events industry and government.

One concrete outcome already delivered as a result of the conference is a **sustainability code for the events industry**, drawn up jointly by the members of the GCB and EVVC and available to download as a brochure at www.fairpflichtet.de. Via this website, "sustainable business leaders" can sign up to sustainable economic, ecological and social business practices, with the option of regularly reporting back on their progress in implementing the code. More than 370 businesses in Germany, Austria and Switzerland have so far signed up.

4. The GCB did a study of megatrends in field of meetings industry until 2030. Could you share with us some of them?

The German Convention Bureau undertook a global meetings study entitled "Meetings and Conventions 2030: A study of megatrends shaping our industry."

The findings indicate technology in work and life, globalisation and other major trends which are transforming the meetings industry. We envision this megatrends study helping players in the industry develop a future-oriented strategy that can generate business and economic success. The comprehensive study revealed the following **top five megatrends**:

Technology in work and life: More than 41.6% of respondents identified technology in work and life to be very influential in the future of the meetings business.

Globalisation and internationalisation: Approximately 28.6% felt very strongly that globalisation will have a major impact. Individuals will need to be more aware of nuances among country cultures, preferences and lifestyles as well as speak multiple languages.

Mobility of the future: Getting to and from events easily and comfor-



Heidelberg Castle

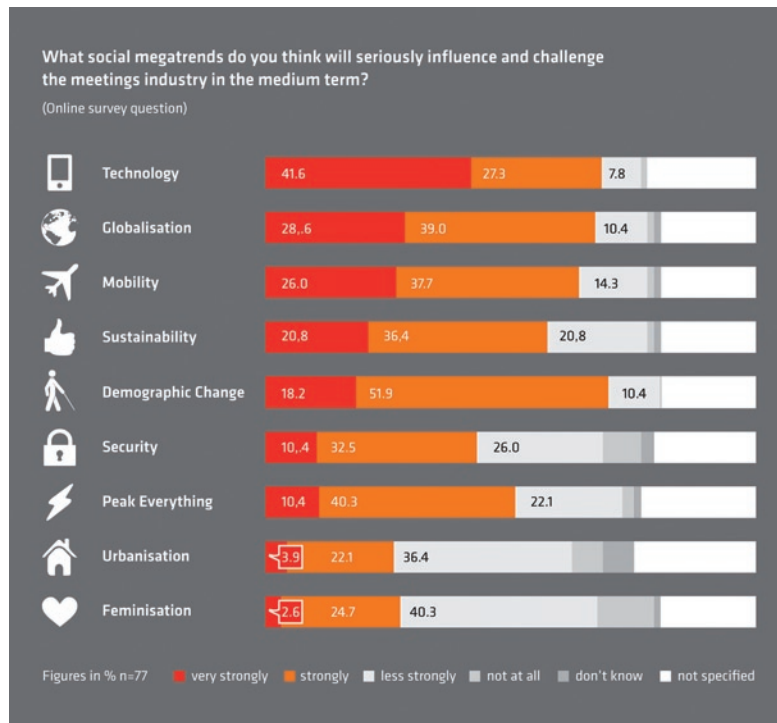
tably and with the smallest possible ecological footprint will continue to be an important aspect of event planning.

Sustainable development: Sustainability will remain a guiding principle to influence all areas of meeting planning, from construction and renovation of venues, to transportation, food and entertainment.

Demographic change, feminisation and diversity: Demographic change was cited by 18.2 % of respondents as “very strong.” As more women travel the meetings circuit, features such as additional security for women traveling alone and child care, among others, will need to be considered.

5. Future plans and actions?

Germany is well placed to meet the needs of the increasing amount of business visitors with a host of new venues and infrastructure in development including **Kap Europa Conference center**, Messe Frankfurt’s new venue in Frankfurt’s central Europa district set to open later this year.



GCB’s Meetings and Conventions 2030 research ensures meeting and event planners are well-equipped to meet the future requirements of business visitors. The GCB will be showcasing its huge variety of venues and new offerings at

IMEX Frankfurt 2014 (20th – 22nd May). As the largest exhibitor at IMEX and strategic partner for the event, the GCB is set to present **more than 200 exhibitors on Germany’s stand.**

S. G.



IMEX 2013, Germany stand

Kraljevi Čardaci SPA, Kopaonik

UŽIVANJE, DRUŽENJE I POSLOVANJE NA VISINI

Hotelsko apartmanski spa kompleks „Kraljevi Čardaci SPA“ nalazi se na 1.450 m nadmorske visine Kopaonika. Od 2011. godine kada su u „čardacima“ odseli prvi gosti, ovaj kompleks neprekidno raste, razvija se i svojim gostima nudi bogate sadržaje. Klub privrednih novinara Srbije i Centar za promociju wellness i spa Sunny dodelili su „Kraljevima Čardacima“ priznanje za wellness hotel 2012. godine – **Wellness Award 2012.**



U sklopu apart hotela „Kraljevi Čardaci“ je 18 smeštajnih jedinica, SPA i Wellness centar, lobby bar, pansioni, restoran i igraonica za decu.

A la card restoran i atraktivna pivnica deo su hotelskog kompleksa, a na samo nekoliko koraka od hotelske zgrade nalazi se **152 moderno opremljena apartmana i studiji**. Oni svojim enterijerom i udobnošću pružaju mir i toplinu gostima koji žele da imaju apsolutnu privatnost i osećaju se kao u svom domu.

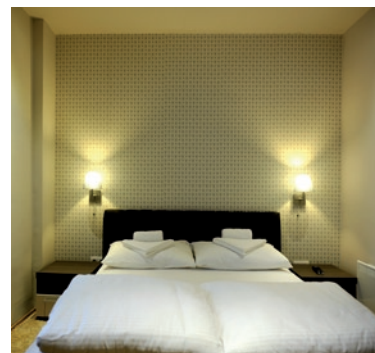
Krajem februara 2014. godine jedan od bitnih segmenata poslovanja „Kraljevih Čardaka“ postaje i kongresni turizam, sa **kongresnom salom maksimalnog kapaciteta do 370 mesta** s mogućnošću pregrađivanja na 4 odvojene sale, a u celom kompleksu je omogućeno korišćenje bežičnog interneta (WiFi).

Ovaj prostor je opremljen najmodernijom tehnologijom, klimatizacijom, ozvučenjem i svetlosnom rasvetom. Za potrebe organizacija velikih skupova kongresni prostor će biti u prilici

da pruži mogućnost i uspostavljanja izlagačkog prostora u foajeima kongresnog centra kao i na recepciji.

Restoran „Kraljevih Čardaka“ u svojoj ponudi ima raznovrsan meni, vina iz celog sveta, a prijatna atmosfera zadovoljiće istinske hedoniste i najprobljivije goste.

Pivnica „Kraljevih Čardaka“ je jedan od najoriginalnijih barova na Kopa-



niku, kako zbog ambijenta ovog izuzetnog i originalno uređenog prostora.

Posle radnog dana ili uživanja na ski stazama Kopaonika, osoblje „Kraljevih Čardaka“ preporučuje opuštanje u **Wellness centru** koji je po mnogo čemu izuzetan i drugačiji. Pored korišćenja brojnih sadržaja poput finske i bio saune, zatvorenog i otvorenog bazena, đakuzi kade, turskog kupatila, hamama, kneipp-a, slane pećine, float spa kapsule, relax dela sa tepidarijum klupama, gosti s punim poverenjem mogu da se prepuste nekoj od mnogobrojnih masaža i uslugama profesionalnih masera.



Kraljevi Cardaci SPA, Kopaonik

ENJOYMENT, SOCIALIZING AND BUSINESS AT THE HEIGHTS

Hotel-Suit-SPA complex "Kraljevi Cardaci SPA" is located on the mountain Kopaonik, 1,450 m above sea level. Since 2011, when the first guests came to "Kraljevi Cardaci", the complex has been continuously growing and developing, offering to its guests many luxurious contents. "The Economic Journalists of Serbia Club" and "The Center for the Wellness & SPA Promotion", gave to "Kraljevi Cardaci" the award for best wellness hotel in 2012 - **The Wellness Award 2012**.



Within "Kraljevi Cardaci" apart-hotel, there are 18 accommodation units, SPA & Wellness Center, lobby bar, HB restaurant and the playroom for the children. À la card restaurant and a very attractive beer tavern are the part of the hotel complex, and there are **152 contemporary suites and studios** only a few feet away from the hotel. With their interior they offer a peace and warmth to those guests who want the absolute privacy and who want to feel at home.

By the end of the February 2014, the important part of the "Kraljevi Cardaci" business activity will be congress tourism as well, with a **congress hall with a maximum capacity up to 370 seats**, and which can be divided into four separate halls, and the WiFi is provided in the whole complex. The congress halls are equipped with the latest technologies, air conditioning, sound and light systems. For the organization of large business gatherings the congress premises will be able to provide the exhibition space in the foyer areas of the congress center as well as at the reception desk.

"Kraljevi Cardaci" Restaurant has a various menu in its offer, vines from all over the world and the pleasant atmosphere that will satisfy the real hedonists and the pickiest guests.

The beer tavern in "Kraljevi Cardaci" is one of the most genuine bars on the Kopaonik mountain because its exquisite interior.

After a busy day at work or after enjoying on the ski tracks on the Kopa-

onik mountain, "Kraljevi Cardaci" staff recommends a relaxation in the **Wellness Center** which is exceptional and unique.

The guests can enjoy in Finnish and Bio Sauna, indoor and outdoor swimming pool, jacuzzi tub, Turkish bath, Hamam, Salt chamber, Float SPA capsule, in a relaxation part with tepidarium benches and where the guests with full confidence can enjoy in many massages given by professionals.



IMEX u Frankfurtu

NOVI PRISTUP USLUZI PODRŠKE KLIJENATA PRED SAJAM

Nova konsijerž usluga podrške klijentima pre početka sajma, koja služi da pomogne kupcima, koji po prvi put dolaze, da dobiju što više od svoje posete sajmu IMEX u Frankfurtu, lansirana je početkom ove godine.

Usluga čini deo celine koja uključuje nekoliko novih ideja koje je predstavila IMEX Grupa sa namerom da proširi poslovanje i umrežavanje za kupce koji posećuju sajam.

IMEX konsijerž tim će uputiti telefonski poziv svakom novom kupcu, a tokom koga će on dobiti mogućnost da postavi pitanja u vezi sa putovanjima, sastancima sa izlagačima, edukativnim programom i ostalim temama.

IMEX Group CEO, Carina Bauer kaže: „Nova usluga koju nudimo simboliše naš pristup tržištu i vrednostima naše kompanije: visok standard usluga korisničkog servisa, i želja da, kako kupci tako i izlagači, dobiju odličan „**povraćaj od učestvovanja**“.

Ova usluga upotpunjuje seminare putem interneta, a koje već nudimo izlagačima i koji im pomažu da poslovne rezultate učestvovanja na sajmovima dovedu do maksimuma.“

Prijavlivanje i registracija su otvoreni, na linku <http://portal.imex-frankfurt.com/register.php>



IMEX daje prognoze za 2014. godinu u kongresnoj industriji

1. Dok sadržaji rastu, pažnja opada

Neverovatan rast YouTube, TED i kratkih, odsečnih vesti u formatu TV i video klipova (praćenih i pojavom aplikacije Vine koja se gustira „u jednom zalogažu“) svedoči da je pažnja

kraća nego ikada pre. Četiri minuta predstavlja čitav jedan život na internetu. Možete očekivati da sadržaji kongresa i događaja stižu do vas u sve zanimljivijem, raznovrsnijem i svarljivijem pakovanju.

2. Sreća je „in“

Uvodni govornik ispred međunarodnog udruženja profesionalnih



radnika u kongresnoj industriji MPI, na sajmu svetske kongresne industrije IMEX Amerika 2013, Džen Lim, direktor i glavni menadžer „sreće“ u kompaniji Delivering Happiness, bila je u trendu kada je podstakla publiku da razmišlja o sreći kao o nauci koja se može primeniti na poslu.

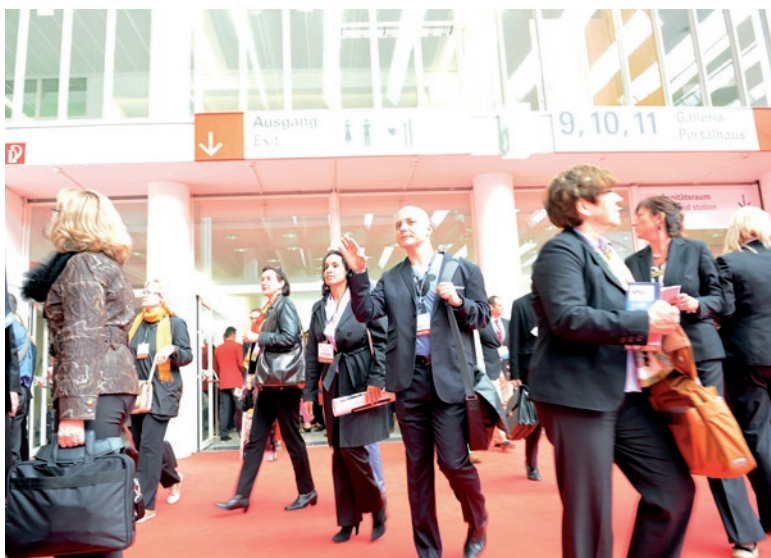
Kako kaže: „Kada se spoje vrednosti, vizija i svrha između pojedinaca i organizacija, taj uticaj može biti toliko pozitivan i znači puno više od puke krilaticе da je srećan radnik i produktivan radnik.“

Možete očekivati da će sve veći broj organizacija prigriliti sreću kao duh razvoja u 2014. godini.

3. Tehnologija spaja tačkice

Došlo je do velikog broja naprednih tehnoloških izuma, a sada se ukazala potreba da se njima i upravlja. Koburn, direktor kompanije DoubleDutch očekuje da će „propusni opseg aplikacija biti sve rastećeniji“, dok Oven predviđa da regulativa i standardi ulaze u igru, kao na primer, preko novih Apex standarda.

Takođe je i jasno stavio do znanja da u budućnosti „neće više biti reč o novim tehnologijama, već o načinu na koji se one isporučuju“.



4. Društveni mediji uzlaznom putanjom, van okvira i sveprisutni

Društveni mediji u 2014. godini počinju da dobijaju sopstveni budžet, a time i da igraju značajnu i merljivu ulogu u strategijama marketinga i komunikacije u celokupnoj kongresnoj industriji.

5. „Glokalno“ – pružena ruka na Vašem pragu

I kako je nekada međunarodno okruženje kongresne industrije podrazumevalo hiljade mogućnosti, da se učini dobro i vrati nazad zajednici“ u dalekim zabitima sveta, sada

je trend da se pruži ruka pomoći na samom kućnom pragu.

6. Kongresni sektor kao važan privredni pokazatelj

Da li bi 2014. godina mogla da bude godina kada će kongresna industrija najzad biti priznata kao važan privredni pokazatelj?

Na sajmu IMEX Amerika, Den Berger, direktor kompanije Social Tables, izjavio je sledeće:

„Mi iz ove industrije znamo da povećan broj kongresa i događaja predstavlja puls privrednog rasta.“

7. Raznolikost na radnom mestu

Tamo gde je nekada goruća tema razgovora bila demografska promena i šta to znači za globalno tržište kongresne industrije, sada se velika debata za 2014. godinu vodi oko „raznolikosti na radnom mestu“. Organizacije moraju da se bave strategijama prijema i razvoja ljudskih resursa uz veću kreativnost i samosvest.

Više informacija o ovim prognozama možete naći na:

<http://www.imex-frankfurt.com/>

IMEX Frankfurt 2014 je sajam kongresne industrije koji će se održati ove godine u periodu od 20. do 22. maja u kongresnom centru Messe Frankfurt u Nemačkoj.



IMEX in Frankfurt

NEW ANGLE ON PRE-SHOW CUSTOMER SERVICE

A new pre-show concierge service to help first-time hosted buyers get the most from their attendance at IMEX in Frankfurt is being launched at the beginning of this year.

The service is one of several new ideas being introduced by the IMEX Group to increase business and networking value for buyers attending the trade show. Each new buyer will receive a telephone call from the **IMEX concierge team** giving them the opportunity to ask questions relating to travel, appointments with exhibitors, the education programme or other subjects.

Says IMEX Group CEO, Carina Bauer: "This new service typifies our market approach and our company values: high standards of customer service and a desire to ensure that both buyers and exhibitors receive excellent **'return on attendance'**."

This service complements the live webinars we already offer to exhibitors which, in turn, help them maximise their business return from the show."



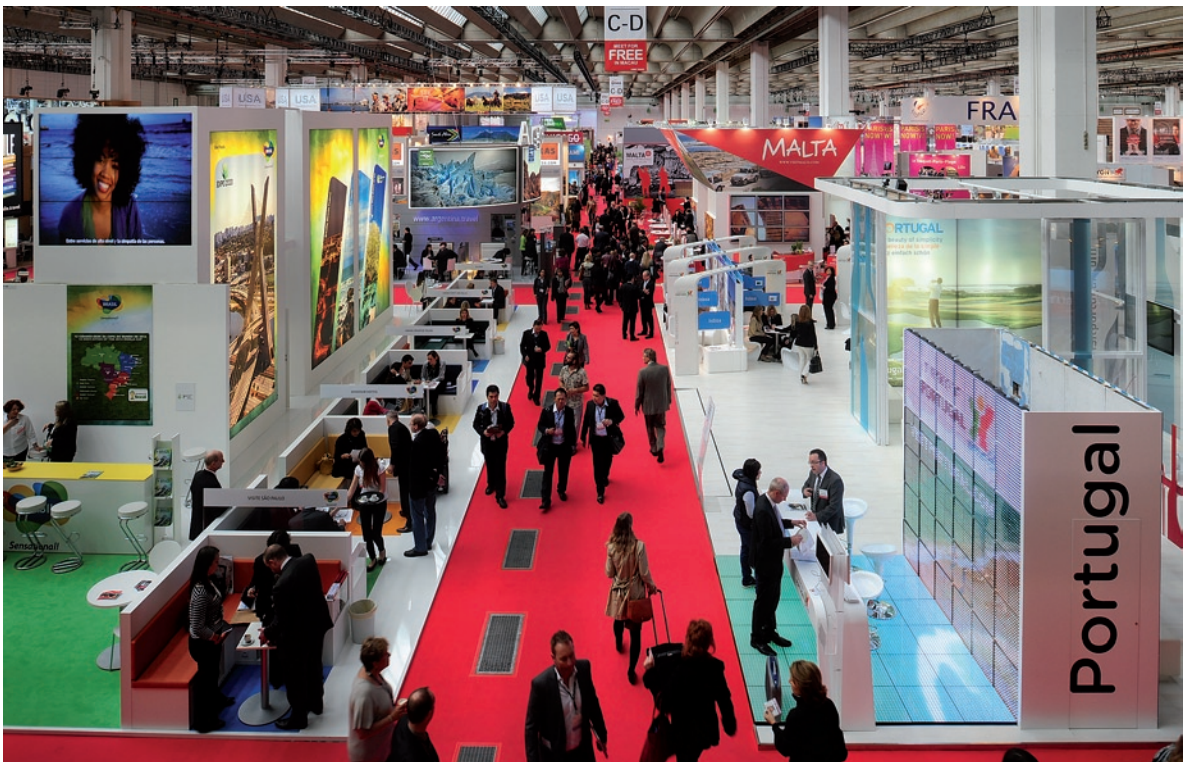
Registration is now open. <http://portal.imex-frankfurt.com/register.php>

IMEX Industry Predictions for 2014

1. Content Gets Bigger as Attention Spans Grow Shorter

The incredible growth of YouTube,

TED and short, sharp TV and video news clips (including the birth of super-bite-sized Vine) means attention spans are shorter than ever. Four minutes is a lifetime online. Expect meetings and event content to be delivered in ever more entertaining, diverse and digestible pieces.



2. Happiness is Hip

IMEX America 2013 MPI Keynote, CEO & Chief Happiness Officer of Delivering Happiness, Jenn Lim, was on trend when she urged her audience to think of happiness as a science that can be applied at work. "When values, vision and purpose in individuals and organizations come together, the impact can be so positive, and it's about much more than a happy worker being a productive worker," she said. Expect more organizations to embrace happiness as their ethos for growth in 2014.

3. Technology Connects the Dots

Many big technology advances have been made, now they need to be managed. Coburn, CEO of DoubleDutch expects "the bandwidth of Apps to get lighter", where Owen sees regulation and standards coming into play, such as through the new Apex Standards. He's also clear that the future is "not about more technology but how that technology is delivered."

4. Social Media Shifts Up, Out and Everywhere

In 2014 social media starts to receive its own budget, and begins to



play a meaningful and measurable part in marketing and communications strategies across the meetings and events industry.

5. "Glocal" – Helping Hands on Your Doorstep

Where once the international nature of the meetings industry meant thousands of opportunities to 'do good and give back' in far flung corners of the world, the trend now is to reach out to help those right on your doorstep.

6. Meetings Sector as Leading Economic Indicator

Could 2014 be the year when the meetings and events industry is finally recognized as an important economic indicator?

Dan Berger, CEO of Social Tables declared at IMEX America, "Those of us in the industry know that when meetings and events start to rise they are the pulse of growth."

7. Workplace diversity

Where once a hot conversation topic was demographic shift and what that meant for the global meetings and events market, now the big debate of 2014 looks set to be 'workplace diversity'.

Organizations are having to look at their recruitment and talent development strategies with more creativity, and awareness.

More info about these predictions: <http://www.imex-frankfurt.com/>

IMEX Frankfurt 2014 is a worldwide exhibition for incentive travel, meetings and events which will be held from 20th to 22nd May in Messe Frankfurt in Germany.





BRIGHTER IDEAS

IMEX is the inspirational hub of the meetings industry – a place to fire your imagination and discover more creative ways to book and motivate meetings. Every year, the show evolves to bring together new technology, new destinations and thousands upon thousands of brilliant ideas. It's a different show every time, so bring on **IMEX 2014!**

- **Endless inspiration** – everything from the latest that exhibitors have to offer, to compelling new research, fascinating seminars and the latest thinking from industry experts
- **Smart business** – save time by getting more business done face-to-face. Every year IMEX attracts new exhibitors and peers you'll want to meet
- **Enjoyable networking** – catch up with colleagues, chat with friends and meet valuable new contacts

20-22 MAY 2014

Find out more and register now:

CALL: +44 (0)1273 227311

WEB: imex-frankfurt.com/register

**imex 2014**
Frankfurt / 20-22 May

 **@IMEX_GROUP**

The worldwide exhibition for incentive travel, meetings and events.

GCB
Meetings made in Germany



Lufthansa
Official Airline

DB BAHN

Omiljena aktivnost u zatvorenom

KUGLANJE – SPORT I REKREACIJA ZA SVAKOGA

Kuglanje se smatra relativno mladim sportom, iako začeci kuglanja po jednoj od teorija datiraju još pre 5 vekova, iz Egipta. Vremenom, postao je jedan od omiljenih sportova u zatvorenom, kako za rekreativce, tako i za profesionalce. Jedna od prednosti kuglanja, naročito kao aktivnost za korporativna okupljanja, jeste to što je ovo sport pogodan kako za starije tako i za mlađe, pa godine nisu bitne, kao ni pol niti fizička spremnost.

Nastanak kuglanja

Za nastanak kuglanja, kao i obično, postoji nekoliko teorija. Prema jednoj teoriji nastanak kuglanja se vezuje za Egipat i za 3200 godinu pre nove ere, kada su prilikom iskopavanja u jednom dečijem grobu nađeni ostaci igre sa kuglama. Ta igra se sastojala iz 9 tankih čunjeva, 3 kamene loptice i 3 kamena prstena kroz koja su najverovatnije trebale da prođu kamene loptice. Prema drugoj teoriji za nastanak kuglanja je odgovorno antičko otkriće Polinezijske igre „*ula maika*“ koja se isto sastojala od čunjeva i kamenih kugli, a kod koje je trebalo pogoditi čunjeve sa 18 m udaljenosti.

Kako je vreme prolazilo pojavljivale su se i različite kuglaške igre u kojima je broj čunjeva varirao, a igralo se i na raznim stazama, a i po različitim pravilima. Po Evropi kuglanje se širilo pod

U Nemačkoj je 1891. godine održano prvo međunarodno takmičenje u kuglanju.



različitim imenima. Pa je tako u Francuskoj bilo poznato kao „*quilles*“, a u Engleskoj kao „*skittles*“. U Nemačkoj ljudi su počeli da se kuglaju još u 3. veku, ali je igra tada imala religioznu pozadinu. U Engleskoj kuglanje je probudilo veliko interesovanje pa je 1530. godine Henri VIII naredio da se u njegovom dvoru naprave staze za kuglanje. Kasnije kuglanje je stiglo i do Škotske, Holandije, Španije. Kako

je kuglanje dospelo do Amerike nije baš poznato, ali se prema iskopinama u Kaliforniji dolazi do zaključka da su Španci bili ti koji su doneli ovu igru u 16. veku.

Pravila igre i ponašanja

Vremenom kuglanje je privlačilo sve veći broj ljudi i postalo je jako pogodno za opklade. Kada su se otvorile mogućnosti za klađenje kuglanje je postalo **igra na sreću**. Karakter igre na sreću kuglanje je doveo do stavljanja na listu **zabranjenih igara**, s obzirom da su u periodu kada se pojavilo igre na sreću bile zabranjene.

U zabrani koja je napisana bilo je tačno označeno šta je dozvoljeno, a šta nije dozvoljeno u kuglanju. Međutim, jedan od ljubitelja ovog sporta je tada pronašao manu u zakonu i odlučio da umesto 9 ubaci 10 čunjeva, i da produži stazu sa 35 na 105 cm, pa je tako kuglanje moglo da se nastavi.

S obzirom da je kuglanje takmičarski sport postoje i neka **osnovna pravila**.



1875. godine u Americi 27 klubova napravilo je „Nacionalnu asocijaciju kuglanja“.

Kegle postavlja mašina, u četiri reda koja čine jednakostranični trougao. Kegle su poredane tako da u prvom redu stoji jedna keglja, u drugom dve, u trećem tri i u četvrtom četiri.

Označavaju se sa brojevima od 1 do 10, a počinje se od one u prvom redu, a završava sa keglom broj 10, koja se nalazi u poslednjem redu skroz sa desne strane. Inače, kegle su udaljene 30 cm jedna od druge, a da bi se brojale moraju se srušiti u potpunosti.

Tako je prema pravilima kuglaču dozvoljeno 10 krugova u kojima ruši kegle, a u svakom krugu se baca dva puta. Deseti krug se može sastojati od tri bacanja. Ukoliko se pri prvom bacanju poruše sve kegle to se zove „**strike**“ i tada je krug završen, a ako ostanu kegle nakon bacanja, broje se oborene koje se tada sklanjaju.

Tada igrač baca drugi put. Ukoliko igrač obori sve kegle dobiće i bonuse. Ukoliko na stazi ima više od jednog igrača, igra se tada prebacuje na drugog i tako sve dok svi igrači ne završe svoj krug.

Dimenzije svakog čunja su 38,1 cm za visinu i 11,4 cm za širinu, a težina je oko 1,5 kg. A što se tiče **kugle** ona **ne sme biti teža od 7,2 kg i mora imati glatku površinu** sa tri otvora za prste. Svaka kugla ima svoju težinu, a igrač treba odabrati kuglu koju može držati sa lakoćom. Takođe, cipele za kuglanje su obavezne a najbolje je iznajmiti ih u kuglani, s obzirom da su prilagođene stazi jer im je don napravljen od posebnog materijala.

Kako postoje pravila igre, tako postoje i pravila ponašanja. Pa je tako prema **bontonu kuglanja** zabranjen izlazak na stazu ako je drugi igrač sa Vaše leve ili desne strane već na stazi.

Takođe, zabranjeno je uzimanje kugle ako drugi igrač stoji na stazi pored Vas. Ako je Vaš red za bacanje, pobrinite se da budete spremni, da Vas ne bi igra i



drugi igrači čekali. Kada je Vaša kugla u drugom bacanju došla u kontakt sa čunjevima, vratite se direktno u prostor za igru da biste omogućili drugom igraču izlaz na stazu. I uvek budite u svom prostoru za igru.

Ovo su samo neka od osnovnih pravila ponašanja, kojih bi se igrači trebali pridržavati.

Kuglaški stilovi i termini

U kuglanju postoje dva osnovna stila igranja. To su **pravolinijski i fleš**.

Fleš stil podrazumeva krivu putanju kugle koja će prvo krenuti ka rubu staze a zatim promeniti pravac i udariti u čunjeve. Naravno postoji veliki broj „pod-stilova“ kuglanja, a položaj palca zavisi od igrača do igrača.

U ovom sportu je čak dozvoljeno i bacanje kugle sa dve ruke.

Kako biste se kuglali potrebno je da znate i neke od kuglaških termina, kao što su **Approach, Frame, Game, Headpin, Pin, Pindeck, Pocket, Release,**

„**Američki kongres kuglanja**“ (American Bowling Congress) je najveći organizator kuglaških igara na svetu.

Spare, Strike, Worp, Gutter, Bowler, Ball return, Foul line, Pit. Pa je tako *Approach* deo staze gde se hvata zalet pre bacanja kugle, *frame* je jedna desetina igre, *game* cela igra, *strike* predstavlja sve kegle oborene u jednoj desetini igre, *headpin* keglja koja nosi broj 1 i stoji prva, a *spare* predstavlja sve kegle porušene iz dva bacanja, itd.

Kuglanje pruža mogućnost za opuštanje i druženje, kako sa porodicom, prijateljima tako i sa kolegama sa posla. Pa tako za zaposlene kuglanje može biti odličan izbor za organizovanje tim bilding aktivnosti.

Jednostavno rečeno, kuglanje je sport u kojem se svi učesnici podjednako zabavljaju. Dobro, možda najbolje oni koji pobeđuju.

M. J.



Favourite Indoor Activity

BOWLING – SPORT AND RECREATION FOR EVERYONE

Bowling is considered a very young sport, although the beginnings of bowling, according to one theory, date even 5 centuries ago, from Egypt. As time went by, it became one of the most favourite indoor sports, as for amateurs so for professionals. One of the advantages that the bowling offers, especially as the activity of corporate gatherings, is that this sport is suitable as for elder so for younger population, which means that the age, gender and physical fitness are not important.

Origins of Bowling

The origins of bowling, as usually, are supported by several theories. According to one theory, the origins of bowling date from Egypt, 3200 B.C., when, during the excavations in one child's grave, they found the remains of the bowling game. The game consisted of 9 narrow bowling pins, 3 stone balls, 3 stone rings that the balls were probably supposed to pass through. According to another theory, the origins of bowling are related to discovery of antique Polynesian game "ula maika" which also included bowling pins and stone balls, and in which the pins were supposed to be hit from the distance of 18 m.

With the time, various bowling games were appearing, in which the number of pins varied, and the game was played on various types of paths, and according to different rules.

In Europe, the bowling was spreading

The first bowling tournament took place in Germany, in 1891.



under different names. In France, for example, it was known as "quills", and in England, "skittles".

In Germany, people started to bowl far back in the 3rd century, and the game had religious background.

In England, the bowling aroused a lot of interest, so in 1530, Henry VIII ordered bowling lanes to be constructed at his palace. Later, the bowling spread to Scotland, The Netherlands and Spain. It is still unknown how the bowling arrived to America, but, according to some excavations in Ca-

lifornia, it can be concluded that the Spaniards were those who took the game to America, in 16th century.

The Rules of the Game and the Code of Conduct

With time, the bowling was attracting increasing number of people, and became very suitable for betting.

When the possibilities of betting appeared, the bowling became a **game of chance**. However, the character of the games on chance is such that it immediately enlisted the bowling among **the forbidden games**, as in the period when it appeared, the games of chance were forbidden. The official ban exactly explained what was allowed, and what was not, in case of bowling. However, one of the fans of this sport, found a loophole, and decided to put 10 bowling pins instead of 9, and to prolong the lane from 35 to 105 cm, so the bowling could have been continued.

As the bowling is a competitive sport, it includes **certain rules**.

Bowling pins are arranged mechanically, into four lines which make an equilateral triangle. Pins are lined on



In 1875, in America, 27 clubs joined together to make the "National Bowling Association".

such way that in the first line there is one pin, in the second two, the third has three and in the fourth line, there are four pins. They are marked from 1 to 10, starting from the one in the first line, and finishing with the bowl number 10, which is in the last line, on the right side. Also, the bowling pins are positioned at 30 cm distance from each other, and in order to be counted, they must be completely knocked down.

So, in accordance with the rules, the player is allowed to play 10 rounds in which he knock down the pins, and each round allows two throws.

If, during the first throw all the pins are knocked down, that is called a "strike", and then the round is finished, and in case of remaining pins, knocked down are numbered and removed. The player then throws the ball for the second time. If the player knocks down all the pins, he receives the bonus. In case of more than one player on the same path, the game is switched to another one, and so on, until all the players finish their round. Each pin is 38.1 cm high and 11.4 cm wide, and they weigh approximately 1.5 kg. As for the **bowl** it **must not be heavier than 7.2 kg and must be of a smooth surface**, with three holes for the fingers. Each ball has its own weight, and it is up to each player to choose the bowl that they can easily hold. Also, the bowling shoes are part of required equipment, and the best thing is to rent them in the bowling club, as they are adjusted to the lane, since the sole is made of special materials.

As there are the rules of the game, so there is the code of conduct.

According to the **bowling etiquette**, it is not allowed to step onto the lane if another player positioned on your left or on your right side is already there. Also, it is not allowed to take the bowl if another player is standing beside you. If it is your turn to throw, make



sure to be ready the same moment, so that the game and other players do not wait for you. When your bowl, in the second throw, comes in touch with the pins, step back to your position, so as to enable another player to step onto the lane. And always stand at your position. These are just some of the basic rules of conduct, and which the players should comply with.

Bowling Styles and Terminology

There are two basic styles of bowling - **straight and flash**. Flash style implies curving line of the bowl, which first moves towards the edge of the path than changes direction and hits the pins. Naturally, there are majority of "sub-styles" in bowling, and the position of the thumb depends on the player. This sport allows the bowl to be thrown with both hands.

In order to practice bowling, you should learn some of the bowling terminology, such as **Approach, Frame, Game, Headpin, Pin, Pindeck, Pocket**,

"American Bowling Congress" is the biggest organizer of the bowling games in the world.

Release, Spare, Strike, Warp, Gutter, Bowler, Ball return, Foul line, Pit.

So, *Approach* is a part of the lane where the player speeds up before they throw the ball, *frame* is one tenth of the game, *game* is the entire game, *strike* represents all the pins knocked down in one tenth of the game, *headpin* is the pin marked with number 1 and which stands the first in the lane, and *spare* represents all the pins knocked down in two throws, and so on. Bowling offers the opportunity to relax and entertain, as with the family and friends, so with the colleagues from work. Thus, for the employees, the bowling can be an excellent choice for organization of team building activities. Simply said, bowling is a sport in which all the participants will equally feel and enjoy the entertainment. Well, perhaps the winning ones will feel it the best.

M. J.



EVROPSKA ASOCIJACIJA KONGRESNIH CENTARA

Evropska asocijacija kongresnih centara – EVVC predstavlja oko 750 event prostora svih vrsta i veličina u Nemačkoj i Evropi. Glavni zadaci EVVC su da svoje članove informiše, obezbedi i da im olakša poslovno umrežavanje, dok istovremeno nudi idealnu platformu za komunikaciju.

www.evvc.org

MPI

Međunarodno udruženje profesionalnih radnika u kongresnoj industriji – MPI osnovano je 1972. godine sa uverenjem da organizatori događaja igraju ključnu ulogu u uspehu poslovanja. MPI je posvećen puržanju najboljeg profesionalnog razvoja i poslovnih prilika svojim članovima.

www.mpiweb.org

NEOBIČNI (SPECIJALNI) PROSTORI

Neobični (specijalni) prostori su objekti koji se koriste povremeno, kao mesto susreta, ali koji imaju drugačiju osnovnu funkciju. To mogu biti na primer: muzej, tematski park, bioskop, pozorište ili vila. Takođe, salaši, etno - sela i etno - parkovi, vinski podrumi, građevine istorijskog nasleđa, zasigurno su neobični prostori koje treba doživeti. Oni su savršeni za bilo koju vrstu događaja, gde je iskustvo možda od većeg značaja od sadržaja ili ishoda učenja.

GLOBALIZACIJA

Globalizacija opisuje postupak kojim se nacionalne i regionalne ekonomije, društva i kulture integrišu kroz globalnu mrežu trgovine, komunikacija, imigracije i transporta.

GLOKALIZACIJA

Pojam **glokalizacija** je kovanica nastala spajanjem globalizacije i lokalizacije, a koji se odnosi na koncept za opisivanje pojedinca, grupa, organizacija, proizvoda ili usluga koja odražava ne samo globalni standard, već i lokalni.

TED

TED (Tehnologija, Zabava, Dizajn) je globalni skup konferencija u vlasništvu privatne, neprofitne Saplin fondacije, pod sloganom „Ideje vredne širenja“. TED je osnovan 1984. godine, kao one-off događaj. Godišnja konferencija je počela 1990. godine, u Montereju, u Kaliforniji. TED-ov početni naglasak je bio na tehnologiji i dizajnu, u skladu sa svojim poreklom u Silikonskoj dolini. TED događaji se održavaju širom Amerike i u Evropi i Aziji, nudeći uživo prenos prezentacija. Bavili su se širokim spektrom tema u okviru istraživanja i prakse nauke i kulture, često kroz pripovedanje. Govornicima na ovoj konferenciji je dato maksimalno 18 minuta za predstavljanje svojih ideja na najinovativniji i za slušaoce privlačniji način.

MILJE DOGAĐAJA

Milje događaja (Event Miles) su koncept kojim događaji prate količinu proputovanih milja učesnika, osoblja, govornika, itd. do lokacije i količine emisije ugljenika povezanih sa ovim putovanjem.

ZELENI SASTANAK

Zeleni sastanak (prema Savetu kongresne industrije) ili događaj obuhvata pitanja zaštite životne sredine, koja se odnose na smanjenje njegovog negativnog uticaja na životnu sredinu.

ODGOVORNO UPRAVLJANJE

Odgovorno upravljanje može se sumirati kao pokušavanje da se izbalansiraju interesi „ljudi, planete i profita“, tako da naše organizacije, naš narod i naša planeta prosperiraju za dobrobit i sadašnjih i budućih generacija. U širem smislu, odgovorno upravljanje se fokusira na upravljanje korporativnim odgovornostima, što podrazumeva i odnose akcionara koji vode kompaniju i uticaj kompanije na akcionare. Tako se fokusira na prirodu i uticaj prakse kompanije poštujući sve važne aktere i prirodno okruženje.

KONFERENCIJSKI CENTAR KAP EUROPA

Kap Europa će biti prostor u sastavu kongresnog centra Messe u Frankfurtu, u Nemačkoj odmah do sajamskog prostora i novog Skyline Plaza šoping centra. Od juna 2014. godine, ova lokacija će posedovati prostor za 2.400 osoba i pružiti mogućnost za organizovanje različitih tipova događaja – kongresa, sastanaka, insentiva, kulturnih događaja i ostalih. Ovo će biti prvi održivi kongresni centar sa zlatnim DGNB pre-sertifikatom (Sertifikat za održivu i zelenu izgradnju).

EUROPEAN ASSOCIATION OF EVENT CENTRES

European Association of Event Centres – EVVC represents about 750 event centres of all kinds and sizes in Germany and Europe. The main tasks of the EVVC are to inform, provide counsel for and facilitate its members within a professional networking framework, whilst at the same time offering an ideal communications platform.

www.evvc.org

MPI

Meeting Professionals International – MPI founded in 1972 believes that meeting and event planners serve a critical role in the success of business, and is committed to giving its members the very best in professional development, business opportunities and a vibrant industry community.

www.mpiweb.org

UNUSUAL (SPECIAL) VENUES

Unusual (special) venues are facilities used occasionally as a meetings venue but which has a different principal function, e.g. as a museum, theme park, cinema, theatre or stately home. Also, farmsteads, ethno - villages and ethno - parks, wine cellars, historic heritage edifices, are surely special venues to be experienced. They are perfect for any sort of event where the experience is perhaps of greater importance than the content or learning outcomes.

GLOBALIZATION

Globalization describes a process by which national and regional economies, societies, and cultures have become integrated through the global network of trade, communication, immigration and transportation.

GLOCALIZATION

The term “**glocalization**” is a newly coined blend of globalization and localization refers to a concept to describe individual, group, organization, product or service that reflects not only global standard but also local one.

TED

TED (Technology, Entertainment, Design) is a global set of conferences owned by the private non-profit Sapling Foundation, under the slogan “ideas worth spreading”. TED was founded in 1984 as a one-off event. The annual conference began in 1990, in Monterey, California. TED’s early emphasis was technology and design, consistent with its origins in the Silicon Valley. TED events are held throughout America and in Europe and Asia, offering live streaming of the talks. They address a wide range of topics within the research and practice of science and culture, often through storytelling. The speakers are given a maximum of 18 minutes to present their ideas in the most innovative and engaging ways they can.

EVENT MILES

Event Miles are a concept whereby events track the amount of miles travelled by participants, staff, speakers, etc. to the location and the amount of carbon emissions associated with this travel.

GREEN MEETING

Green meeting (according to the Convention Industry Council) or event incorporates environmental considerations to minimize its negative impact on the environment.

RESPONSIBLE MANAGEMENT

Responsible management can be summed up as seeking to balance the interests of “people, planet and profit” so that our organizations, our people and our planet prosper for the benefit of both current and future generations. In broad sense, responsibility management focuses on managing corporate responsibilities, which involves managing stakeholder relationships and the companies’ impacts on stakeholders. It thus focuses on the nature and impacts of company practices with respect to all important stakeholders and the natural environment.

KAP EUROPA CONFERENCE CENTRE

The Kap Europa will be Messe Frankfurt’s venue in Frankfurt, Germany directly next to the exhibition grounds and the new Skyline Plaza shopping centre. From June 2014, the location will offer space for up to 2,400 people and opportunities for many kinds of events – whether for congresses, meetings, incentives, cultural events or functions. It will be the first sustainable congress centre with a DGNB gold pre-certificate (Certificate for sustainable and green building).

SPREMNI DA IZDOVJITE 2.800 DOLARA ZA SAPUN?



Sapun koji košta 2.800 dolara napravljen je ručno u libanskoj porodičnoj radionici kao poklon za prvu damu Katara, po kojoj je i nazvan. Sapun sadrži zlatni i dijamantski prah i ujedno je i najskuplji sapun napravljen na svetu.

Svaki komad sapuna težak je oko 170 gr, veličine je dlana i izgleda i miriše kao tradicionalni libanski sapun sa maslinovim uljem.

Međutim, za razliku od tradicionalnog libanskog sapuna sa maslinovim uljem ovaj sapun sadrži oko 7 gr dijamantskog praha i 14 gr zlatnog praha.

Zahvaljujući prahu sapun ima grubu strukturu koja u kombinaciji sa 11 aromatičnih biljaka i esencijalnih ulja ima izuzetne efekte po kožu.

Prema izjavi proizvođača, ovaj sapun nije najskuplji zato što u sebi ima prahove dijamanta i zlata, već zato što ima poseban psihološki i duhovni uticaj na čoveka, i zato što pretvara tuširanje iz dnevne rutine u zadovoljstvo.

BROD TITANIK DOBIJA MUZEJ U KINI

U provinciji Sečuan planirano je otvaranje tematskog parka čije će centralno mesto krasiti replika „Titanika“ u prirodnoj veličini. U okviru ovog tematskog parka biće otvoren i muzej i simulator gde će posetioci moći da dožive potonuće broda iz 1912. godine.

Replika „Titanika“ će biti vredna oko 165 miliona dolara, a trebalo bi da bude otvoren 2016. godine. Investitor ovog programa je kompanija „Seven Star Energy“ čiji je izvršni direktor rekao da je Aziji potreban njen muzej „Titanika“.

Cilj projekta je da bude više od muzeja broda i filma iz 1997. godine, a simulator će omogućiti zainteresovanima da „dožive“ potonuće broda. Kada brod udari u ledeni breg, biće treskanja i drumasanja. Omogućićemo ljudima da osete vodu kako ulazi uz pomoć zvučnih i svetlosnih efekata.

Pomisliće, „Udaviću se, moram da pobegnem“, objasnio je izvršni direktor ove kompanije. Izgradnja replike „Titanika“ trebalo bi da počne ove godine, a u okviru parka biće napravljena i plaža, 6D bioskop i replike venecijanske crkve i evropskih zamaka.



VOŽNJA AVIONOM SA PILOTOM KOJI SPAVA



Kompanija „BAE systems“ je razvila tehnologiju koja bi mogla u budućnosti da dovede do toga da putnicima bude svejedno da li je pilot tokom leta zaspao ili je budan. Sistem ove kompanije, koji bi trebalo da omogući avionima da lete bez pilota ispitani je tokom leta preko Irskog mora, a ugrađen je u mali putnički avion nazvan „Leteća laboratorija“.

Ova tehnologija, uz pomoć satelitske veze, može da učini mnogo više od običnog automatskog pilota. Pilot može da održava avion na određenoj visini, na tačnom kursu, kao i da ga prizemlji na pistu, ali novi sistem ima sposobnost i da „razmišlja“ i sam donosi odluke.

Ovakav sistem bi mogao biti primenjen u vanrednim prilikama kada se članovima posade dogodi neka nezgoda. Koristeći kameru koja je smeštena u pilotskoj kabini i računare koji su smešteni u repu, letelica može da otkrije određene tipove oblaka pre nego što isplanira i započne manevar, što je čini prvom takvom letelicom na svetu.

Takođe ovaj sistem raspolaže i sa sistemom nazvanim „oseti i izbegni“ koji koristi posebnu antenu za identifikovanje letelica, a koja prikuplja signale sa drugih letelica koje se nalaze u blizini. Uprkos svemu tome, još uvek nije planirano uvođenje ovog projekta u komercijalne letove.

SMEŠTAJ ZA LJUBITELJE BETMENA



Ljubitelji Betmena u motelu „Eden“ na Tajvanu, mogu odsesti u tematskoj sobi gde je sve dekorisano u Betmenovom stilu.

Uzglavlje kreveta je ukrašeno logotipom ovog junaka, a i na plafonu se nalazi njegov zaštitni znak.

Takođe, gostima je na raspolaganju i „batmobile“ kako bi se u potpunosti opustili. Zidovi su napravljeni od kamena kako bi se stvorio utisak pećine, a enterijer čine i posteri i figurice kako bi zaista dočarali atmosferu.

Soba se izdaje na sat vremena, a za 3 sata u ovoj sobi potrebno je izdvojiti oko 50 dolara. Za one koji nisu ljubitelji Betmena u ovom motelu, koji je poznat po tematskim sobama mogu odsesti i u sobama koje su posvećene „Alkatrazu“ ili „Njujorku“.



SNUPI OSTRVO U JAPANU



U Japanu se nakon erupcije vulkana formiralo novo ostrvo Nii-jima, koje se spojilo sa obližnjim Nišino-šima ostrvom i formiralo zemljanu masu koja jako podseća na strip junaka Snuپیja.

Ostrvo se izdiglo iz vode nekih 1.000 km južno od Tokija, i ubrzano se širilo usled jake vulkanske aktivnosti što je dovelo do spajanja sa obližnjim Nišino-šima ostrvom i svi koju su to videli odmah su primetili sličnost sa Snuپیjem.

S obzirom da je vulkan ispod ostrva i dalje aktivan, ostrvo bi moglo da se uruši nakon prestanka erupcija, ali bi takođe moglo i da ostane.

Snuپی ostrvo je izazvalo veliko interesovanje, ali vlasti i obalska straža su upozorile da je područje koje ostrvo zauzima i dalje opasno i da mu se turisti ne približavaju.

I NAUČNO DOKAZANO – MUŠKI I ŽENSKI MOZAK SU RAZLIČITI

Naučnici sa Univerziteta Pensilvanije su napravili mape mreže neurona u mozgu koje potvrđuju da između muškog i ženskog mozga postoje velike razlike.

Oni su na osnovu crteža koji su napravljeni na osnovu 1.000 snimaka mozga utvrdili da postoje velike razlike u neuronskim vezama u muškom i ženskom mozgu.

Na osnovu istraživanja ispostavilo se da kod žena postoji razgranata neuronska mreža u levoj i desnoj hemisferi mozga, dok su kod muškaraca veze između neurona pojačane u prednjem i zadnjem delu mozga.

Naučnike su najviše iznenadile razmere u kojima su njihova otkrića potvrdila mišljenja prema kojima je muški mozak predodređen za opažanje i koordinaciju pokreta, a ženski za socijalne veštine i pamćenje, zbog čega žene imaju bolje predispozicije za obavljanje više radnji istovremeno, tzv. „multitasking“. Inače, detalji studije objavljeni su u časopisu „Proceedings of the National Academy of Sciences“.



KAFIĆ „ZIFERBLAT“ – SVE JE BESPLATNO SEM VREMENA



Ruski lanac kafića „Ziferblat“ otvorio je u Londonu svoj prvi objekat u kojem je sve besplatno sem vremena koje provedete u njemu. Naziv kafića je kovanica iz ruskog i nemačkog jezika i označava brojčanik sata. Ideja ovog kafića je da gosti uzmu budilnik sa ormara kad uđu u kafić i podese vreme, a alarm će se oglasiti po njegovom isteku. Gosti nisu ograničeni vremenom koje mogu provesti u kafiću, a jedan minut košta 3 penija. Na raspolaganju gostima su kafa, razni napici, biskviti, voće, povrće, surfovanje po internetu, čak i mogućnost da sami u kuhinji pripreme hranu ili skuvaaju kafu, pa čak i da zasviraju klavir. Prema izjavi vlasnika „Ziferblata“, koji je u Rusiji u protekle dve godine otvorio 10 kafića, gosti se u njegovom kafiću mogu opustiti i tako što će oprati sudove.

ARANŽMANI ZA PUTNIKE SA NESANICOM

Hoteli širom Amerike su svima koji se muče sa nesanicom, ili imaju nedostatak sna, odnosno ne mogu da se pristojno naspavaju kod kuće ponudili „aranžmane za spavanje“.

Predstavnici američkih hotela su shvatili da umorni i nenaspavani gosti predstavljaju pravi „zlatni rudnik“, posebno u sezoni praznika. Shodno tome, hoteli u velikim gradovima su odlučili da za ove goste prigušuju svetla, sklanjaju digitalne časovnike iz soba, angažuju savetnike za san, nude meditaciju, širok izbor jastuka i relaksirajuće masaže.

Pa tako u hotelu Džoja u Skotsdejlju, u Arizoni gostima se nude i čitave palete aromoterapija i masaža, pa čak i intravenozni koktel vitamina i antioksidansa. Takođe, ugostiteljski objekti posvećuju sve veću pažnju udobnosti kreveta i posteljine, posebno jastuka, ali i na druge faktore koji mogu da utiču na san, kao što su osvetljenje i kvalitet vazduha. Prema izjavi predstavnika lanca hotela Hilton, Robu Paleski „Naš cilj je da nastavimo sa inovativnim ponudama kako bismo gostima pružili priliku da se što bolje naspavaju“, ali je i dodao da je glavni problem ubediti goste da se, barem na kratko diskonektuju od svojih digitalnih uređaja.



KUĆA OD MEDENJAKA



Prema izjavi Ginisove knjige rekorda u Teksasu je sagrađena najveća kuća od medenjaka. Za izgradnju ove „slatke kuće“ bilo je potrebno više od 22.000 bombona, 7.200 jaja, 800 kg putera i 3.300 kg brašna.

Kuća ima 216 kvadratnih metara i dovoljno je prostrana za petočlanu porodicu, a što se tiče kalorija ima ih 36 miliona.

Poslastičari koji su ovu kuću sagradili planiraju da novac od ulaznica koje prodaju daju u humanitarne svrhe, a da bi sprečili decu da pojedju ovu kuću pričaju im Grimovu bajku o Ilici i Marici.

ARE YOU READY TO GIVE 2,800 DOLLARS FOR A SOAP?



A soap of 2,800 dollars has been handcrafted in a Lebanese family workshop for the first lady of Qatar, after who it was also named. The soap contains golden and diamond powder, and at the same time, represents the most expensive soap ever produced in the world. Each piece of soap, of a palm size, weighs about 170 gr and looks and smells just like traditional Lebanese soap produced with olive oil. However, as different to the traditional Lebanese soap with olive oil, this one contains about 7 gr of diamond powder and 14 gr of golden powder. Owing to its structure, the soap is of a rough texture which, combined with 11 aromatic herbs and essential oils, has extremely good effects on skin. According to the manufacturer, this soap is not that expensive just because it has diamond and the golden powder, but because of special spiritual and psychological effects it produces, as it turns the routine of taking shower into a sheer pleasure.

SHIP TITANIC WILL HAVE ITS MUSEUM IN CHINA

In Sichuan province, it is planned to open a theme park with a special central attraction – a copy of the “Titanic” in its natural size. This theme park will also have a museum and a simulator where the visitors will have the opportunity to experience the sinking of the ship which happened in 1912. The copy of the “Titanic” will be 165 million dollar worth, and it will be opened in 2016, according to the plans. The investor of this program is company “Seven Star Energy”, whose executive director said that Asia needs its own “Titanic” museum.



The aim of the project is to make it more than just a ship-museum and the film produced in 1997, and a simulator will provide the interested visitors with the “experience” of sinking. When the ship hits the iceberg, it will be followed by trembling and shaking. We will enable people to feel the water penetrating the ship by means of audio and light effects. They will think “I’ll drown, I need to escape”, explained the executive director of this company. The construction of the copy of the “Titanic” should start this year, and the park will also have a beach, a 6D cinema and the copy of the Venetian church and the European castles.

FLYING WITH A SLEEPING PILOT



The company “BAE systems” has developed a technology that could, in the future, result in a situation where the passengers will not mind whether their pilot is awake or asleep. The system of this company, which should enable the aircrafts to fly without a pilot, was tested during its flight across the Iran sea. The system was installed in a small passenger plane called the “Flying laboratory”.

This technology, by means of satellite connections, can achieve much more than the ordinary automatic pilot. The pilot can keep the plane on the certain altitude, at the exact course, and land it to the runway, but this new system will also have the ability to “think” and make its own decisions. This system could be applied in emergency conditions, for example, if the members of the crew experience an accident.

By using the camera placed in the cockpit, and the computers located in the tail of plane, the aircraft will be able to discover certain types of clouds before it plans and starts with manoeuvring, which makes it the first aircraft of that type in the world.

Also, this system disposes of the system called “feel and avoid” which uses a special antenna for identifying aircrafts, and which collects the signals of other aircrafts located nearby. In spite of all aforesaid, this project has still not been planned for commercial flights.

ACCOMMODATION FOR BATMAN FANS



In “Eden” motel in Taiwan, Batman fans will be able to stay in a theme room all decorated in the Batman style.

The head of the bed is decorated with the logo of this hero, and at the ceiling has its mark. Also, the

guests will have a “Batmobile” at their disposal in order to completely relax.

The walls are made of stones in order to create the impression of a cave, and the interior is also decorated with posters and figures which visualize the atmosphere.

The room is being rented for an hour, and in order to spend 3 hours in this room one should set aside 50 dollars. Those that are not really the Batman lovers, in this motel famous by thematic rooms, may stay in the rooms dedicated to “Alcatraz” or “New York”.



SNOOPY ISLAND IN JAPAN



A new island of Nii-jima which was formed in Japan after a volcanic eruption, merged with the nearby Nishino-shima island thus forming a land mass which very much reminds of a cartoon character Snoopy. The island has risen out of water at some 1,000 km south of Tokyo, and due to strong volcanic activities, it has been rapidly expanding, which resulted in merging with the nearby Nishino-shima island. All those that have seen it immediately found the similarities with Snoopy.

As the volcano under the island is still active, the island could cave in after the eruptions stop but it could stay as well. The Snoopy Island has captured a great attention, but the authorities and the coastguard have warned that the area beneath the island is still dangerous and that the tourists should avoid approaching.

SCIENTIFICALLY PROVED – MAIL AND FEMALE BRAINS ARE DIFFERENT

The scientists from the University of Pennsylvania have created the maps of neural networks in human brain, which confirmed the existence of great differences between male and female brains. They came to this conclusion as they observed the drawings made according to 1,000 recordings of the brain, thus they established the existence of great differences in neural connections in male and female brains. The research established that the women have branchy neural network in left and right brain hemisphere, while the men have stronger connections between the neurons of front and back part of brain. What surprised the scientists the most are the proportions in which their discovery confirms the attitude according to which the male brain is predestined for perception and coordination of moves, while the female brain is more adapted for social skills and memorizing, which is why women have better predispositions for performing of several activities at the same time, so called "multitasking". The details of the study were published in the magazine "Proceedings of the National Academy of Sciences".



"ZIFERBLAT" CAFÉ – EVERYTHING BUT THE TIME IS FOR FREE



The Russian chain of cafés called "Ziferblat" has opened their first place in London, where everything is for free but the time you spend there. The name of the café is a phrase mint from Russian and German languages, and means a face of a clock.

The concept of this café is that the guests take one alarm clock from the cupboard, as they enter the café, and set the time. The alarm will announce the expiry of time. The guests are not limited by the time they can spend there, and one minute costs 3 pennies.

The guests will be served with coffee, various beverages, biscuits, fruit, vegetables, they can surf the internet, and they can even enter the kitchen and prepare their own food or a cup of coffee. Also, if they wish, they can play the piano. According to the owner of the "Ziferblat", who has opened 10 cafés in Russia during the last two years, the guests can also relax by washing the dishes.

ARRANGEMENTS FOR INSOMNIACS

Hotels across America introduced the service of "sleeping arrangements" for all those suffering from insomnia or the lack of sleep, or for those who cannot get some decent sleep at home.

Representatives of American hotels realized that the tired guests and those suffering from the lack of sleep actually represent a "goldmine", particularly during the holiday season. Accordingly, hotels in bigger cities have decided to welcome these guests with dimmed lights, to remove digital clocks from rooms, to engage a sleep consultant, to offer meditation and a wide selection of pillows and relaxing massages. Thus, in hotel Joia, Scottsdale, Arizona, the guests are offered a whole range of aromatherapies and massages, even intravenous cocktails of vitamins and antioxidants. Also, the hotels dedicate more attention to the comfort of beds and bed sheets, especially pillows, but also other factors that can influence sleeping, such as lighting or fresh air. According to the representative of chain of Hilton hotels, Rob Paleski "Our goal is to continue with innovative offers in order to provide our guests with the opportunity to have the best sleep possible", but he also added that the main problem is to persuade the guests to disconnect from their digital devices, for at least a short period of time.



HONEY-COOKIE HOUSE



According to the Guinness Book of World Records, in Texas, it was built the largest hone-cookie house ever. The construction of this "sweet house" required more than 22,000 candies, 7,200 eggs, 800 kg of butter and 3,300 kg of flour. The house has 216 square meters and is spacious enough for a five-member family, and, as for the calories, it has 36 million.

The bakers that built this house plan to give the money from the tickets to the charity, and in order to prevent the children from eating the house, they tell them the Grimm's fairy tale of Hansel and Gretel.



Holiday Inn

HOLIDAY INN BELGRADE

HOTEL SA 4 ZVEZDICE SVETSKOG LANCA INTERCONTINENTAL HOTELS GROUP



O NAMA



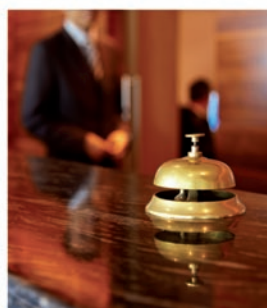
SOBE



RESTORAN



FITNES I SPA



REZERVACIJA

Holiday Inn Beograd je hotel sa 4 zvezdice i deo svetske grupacije InterContinental Hotels Group. Jedan je od najsnažnijih brendova širom sveta, prepoznatljiv po standardno visokom nivou usluge, komforu koji obezbeđuje svojim gostima i prijatnoj atmosferi koja nastaje u specifičnom spoju gostoprimstva i stručnosti personala.

Holiday Inn Beograd se nalazi u poslovnoj zoni Novog Beograda na 10 km udaljenosti od aerodroma "Nikola Tesla" i 4 km od centra grada. Pored 7 konferencijskih sala, direktna povezanost sa multifunkcionalnom halom Belexpocentar veličine 2500m² nudi posebne pogodnosti u organizaciji poslovnih događaja, promocija, prijema i proslava.



USLUGE I SADRŽAJ

- Free wifi and cable internet
- Usluge pranja i peglanja

- Wi4Go
- Buzz Tablet Bar

- Transfer od/do aerodroma
- Room service 24 časa

- Go play in Holiday Inn
- Go green with Holiday Inn

- Menjačnica i bankomat u hotelu
- IHG Club Rewards

- Garaža sa 80 mesta
- Otvoreni parking sa 110 mesta



Recepcija

t: +381 (0)11 31 00 000
f: +381 (0)11 31 00 100
e-mail: reception@hibelgrade.rs

Rezervacije

t: +381 (0)11 31 00 070
f: +381 (0)11 31 00 100
e-mail: reservations@hibelgrade.rs

Prodaja

t: +381 (0)11 31 00 460
f: +381 (0)11 31 00 555
e-mail: sales@hibelgrade.rs

Ketering

t: +381 (0)11 31 00 460
f: +381 (0)11 31 00 555
e-mail: sales@hibelgrade.rs

365 DAYS SEASON

BUSINESS IS AN ADVENTURE,
MAKE IT A SPLENDID ONE.



**Relax and unwind in one of Europe's most luxurious Spas,
while your business gains a whole new dimension.**

At hotel Splendid Conference and Spa Resort, no detail is left overlooked.
Splendid is not just a venue, it is a complete experience.



Hotel Splendid Conference & Spa Resort, Montenegro

Becici bb, 85310 Budva • events@montenegrostars.com

www.splendidspa-montenegro.com • www.montenegrostars.com

+382 33 773 444