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TEMA BROJA

**ASOCIJACIJE  
KAO KUPCI  
U KONGRESNOJ  
INDUSTRIJI**

AKTUELAN DOGAĐAJ:

**KONGRES SRČANE  
INSUFICIJENCIJE 2012  
U BEOGRADU**

LONDON 2012:

**OLIMPIJSKE I  
PARAOLIMPIJSKE IGRE**

COVER STORY

**ASSOCIATIONS  
AS BUYERS  
IN MICE  
INDUSTRY**

HOT TOPICS:

**HEART FAILURE  
CONGRESS 2012  
IN BELGRADE**

LONDON 2012:

**OLYMPIC GAMES AND  
PARALYMPIC GAMES**

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**„Asocijacije kao kupci u kongresnoj industriji“**

Ovaj naslov zvuči prilično rogovatno, i možda ne baš zanimljivo.

Dozvolite mi da pokušam da vam približim ovu značajnu temu i razjasnim zašto smo se odlučili za nju. Asocijacije se odnose na udruženja različitih profesija i zanimanja (Udruženja ekonomista, pravnika, bankara, kardiologa, farmaceuta, sportska udruženja itd.), koja, globalno gledajući, imaju članove iz celog sveta, obavljaju svoju aktivnost edukacije i umrežavanja članova. Kako bi obavljali te aktivnosti kao osnov svog postojanja, asocijacije u kontinuitetu organizuju događaje na kojima okupljaju svoje članove, i tako postaju „kupci“ u kongresnoj industriji.

Ako su u pitanju međunarodne asocijacije, koje broje par hiljada članova iz celog sveta, jasno je koliko je značajan posao obezbediti smeštaj za taj broj ljudi, konferencijske kapacitete, svečane sale za networking događaje kao i tehničku opremu za predavanja i prezentacije. Ovih par hiljada ljudi nakon održanih seminara i edukacija, svakako žele da se upoznaju sa gradom i zemljom u koju su došli – kroz zanimljive turističke ture, noćni i gastronomski provod, šoping... U danima trajanja ovako velikih međunarodnih događaja suviše je reći da su smeštajni i turistički kapaciteti jednog grada popunjeni, i da se u određenim situacijama ni ne pita za cenu.

Pored velikog broja učesnika koje dovode u neku zemlju, međunarodne asocijacije nose sa sobom reputaciju, prestiž i medijsku praćenost. Utiču na podizanje svesti kako lokalnog stanovništva, tako i svetske javnosti o značaju i stepenu razvijenosti određene profesije u toj zemlji.

Funkcionisanje lokalnih i regionalnih udruženja je u podjednakoj meri važno, s obzirom da svetske asocijacije da bi dovele svoj skup u neku zemlju moraju da imaju poverenja i snažno lobiranje lokalnog udruženja te profesije iz zemlje domaćina. To lobiranje je obično predvođeno svetski priznatim i uticajnim doktorima, sportistima i ostalim stručnjacima iz zemlje domaćina.

Postojanje i razvijanje lokalnih, regionalnih i međunarodnih udruženja je od neosporne važnosti za sve učesnike u kongresnom i poslovnom turizmu, koji direktno ili indirektno imaju interes od održavanja ovakvih događaja.



**Miona Šljivančanin,**  
glavni i odgovorni urednik

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**"Associations as Buyers in MICE Industry"**

*This title may sound quite awkward and perhaps, not too interesting. Let me try to tell you something more on this important subject and clarify why we have decided to include it.*

*Associations are organisations of various professions and occupations (associations of economists, attorneys, bankers, cardiologists, pharmacists, sports associations, etc.), which in general have members worldwide and perform their activity in membership education and networking. To perform their activities as the basis of their existence, associations continually organize events gathering their members and so they become "buyers" in MICE industry.*

*In case of international associations gathering several thousand members worldwide, it is clear just how much work it takes to provide accommodation for such a large number of people, followed by conference capacities, halls for networking events and technical equipment for lectures and presentations. These several thousand people, after seminars and educational programmes, certainly want to learn something about the host city and country – by interesting tours, night life and gastronomy, shopping... During the days of such huge international events it needs not to be mentioned that accommodation and tourist capacities of a city are full and that in some cases one does not ask for the price.*

*Apart from a large number of participants brought to a country, international associations also bring reputation, prestige and media coverage. They have impact on raising awareness of both, local population and global audience regarding the importance and development level of a specific profession in the country.*

*The functioning of local and regional associations is equally important as global associations, in order to bring their convention to a country, must have trust in and solid lobbying of a local professional association in the host country. The lobbying is normally led by globally renowned and influential medical doctors, athletes and other experts of the host country. The existence and developing of local, regional and international associations is indisputably important for all participants in MICE and business tourism which have a direct or indirect interest in holding such events.*



**Miona Sljivancanin,**  
Editor-in-Chief

*Miona*



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## NOVA DIREKTNNA AVIO-LINIJA KOPENHAGEN - BEOGRAD



Norveška niskobudžetna aviokompanija Norwegian Air Shuttle, koja već leti do Beograda iz Osla i Stokholma, najavila je uvođenje i redovne lini-

je između glavnih gradova Danske i Srbije. Direktna redovna linija Kopenhagen - Beograd biće otvorena od 04. maja 2012. godine, a imaće dva nedeljna polaska: ponedeljkom i petkom. Predviđeno vreme dolaska iz Kopenhagena na beogradski aerodrom je 12:10h dok je povratni let ka danskoj prestonici predviđen za 12:40h. Tokom letnje sezone Norwegian Air Shuttle imao je oko 5.000 putnika mesečno iz Beograda, a prosečan broj putnika po letu (računajući i dolaske i odlaske) iznosio je 138, u avionu koji ima 148 putničkih mesta. Konkurenciju na novoj liniji Norwegian Air-u će praviti Jat Airways, a nedavno se sa ove linije povukla danska lowcost kompanija Cimber Sterling uz objašnjenje da se radi samo o suspenziji linije tokom zime.

## KONGRES ZA SRČANU INSUFICIJENCIJU (KONGRES KARDIOLOGA) 2012. GODINE, SRBIJA



Kongres za srčanu insuficijenciju će se održati u Beogradu, glavnom gradu Srbije, od 19. do 22. maja 2012. godine. Na Kongresu će biti pružen kompletan program za stručnjake za srčanu insuficijenciju, koji će poboljšati svoje znanje, unaprediti svoje veštine i saznati najnovija

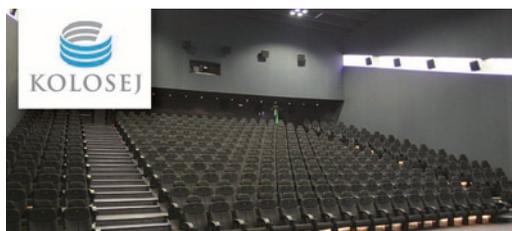
postignuća u njihovim direktnim i srodnim oblastima delatnosti. Dodatna vrednost ovogodišnjeg programa je saradnja sa Evropskim odeljenjem ISHR, kroz praćenje posvećeno istraživanju za kliničare i za istraživače. Detaljnije o ovom događaju pogledajte na strani 18.

## 34. MEĐUNARODNI SAJAM TURIZMA U BEOGRADU, SRBIJA

34. Međunarodni sajam turizma održava se od 23. do 26. februara 2012. godine, tradicionalno u halama Beogradskog sajma u Beogradu, Srbija. Sajam turizma brižljivo neguje tradiciju da na ovoj manifestaciji svake godine neka druga zemlja bude zemlja partner. Ovogodišnji izbor pao je na Tursku, koja je već godinama omiljena destinacija turista iz Srbije. Prelepo more i obala, relativno mala udaljenost od Srbije i dobre saobraćajne veze, bogata ponuda hotela i mogućnost izbora „za svakoga ponešto“, razlog su što je Turska iz sezone u sezonu hit destinacija. Letovanja su najpopularnija zbog dugačke sezone, kulturno-zabavnih sadržaja i veoma pristupačnih cena u odnosu na izuzetno privlačnu ponudu, ali ne i jedina asocijacija na ovu poznatu turističku destinaciju. Kulturno-istorijske znamenitosti, šoping ture i sve razvijeniji poslovni turizam takođe privlače brojne posetioce.



## KOLOSEJ ZABAVNI CENTAR - MESTO GDE POSLOVNU ATMOSFERU PRATI ZABAVA I GLAMUR



Sa razvojem kongresne industrije, imperativ u organizaciji poslovnih skupova postaje odabir neobičnih prostora koji pružaju mnogo više od očekivane radne atmosfere. Jedinstveni prostor u Beogradu, nalazi se u novom centru grada, na II spratu Ušće Shopping Centra. Kolosej zabavni centar, objedinjuje poslovnu atmosferu, zabavu i glamur na 7.000 m<sup>2</sup> i obuhvata Multiplex sa 11 bioskopskih sala, najsavremeniji Bowling centar i RIO Gambling Palace. Ukupni kapacitet bioskopskih sala, koje su opremljene najsavremenijom audio vizuelnom tehnologijom je 2.338 sedećih mesta. Udobnost bioskopskih sala i nivo kvaliteta koji podrazumeva XpanD 3D i 6D tehnologija, doprinosi efikasnosti prezentovanog materijala, a bioskopsko platno veličine 120 m<sup>2</sup> poslovnoj prezentaciji daje poseban doživljaj. Zabavni deo centra pruža nezaboravno iskustvo i priliku da se opustite i zabavite nakon napornog rada! Porast broja zadovoljnih klijenata, od oblasti savremenih informacionih tehnologija, revizije i konsaltinga do bankarskog sektora i telekomunikacija, je potvrda uspešnosti dugoročne saradnje sa proaktivnim Kolosej timom, koji je jedan od najboljih partnera u organizaciji kongresnih dešavanja u Srbiji.

## SERBIA GREEN BUILDING EXPO – SAJAM I KONFERENCIJA

Serbia Green Building Expo se održava od 23. do 25. februara 2012. godine u Belexpocentru u Beogradu, Srbija.

Za sve koji se bave proizvodima i uslugama iz oblasti zelene gradnje, sajam Green Building Expo je savršeno mesto za razgovor sa donosiocima odluka, stručnjacima i ostalim zainteresovanim stranama. Za posetioce, Sajam zelene gradnje će biti prilika za kompletni pregled „zelenih“ rešenja i mogućnosti na međunarodnom tržištu. Na sajmu će prisustvovati više od 60 zelenih kompanija sa neuporedivim asortimanom informacija, kontakata i iskustava. Green Building konferencija fokusiraće se na sve aspekte zelenog projektovanja, izgradnje, modernizacije i održavanja koji vode ka gradnji i korišćenju objekata sa visokim performansama. Konferencija predstavlja izuzetnu bazu znanja o tehnologijama, principima i tendencijama u zelenoj gradnji, najboljih primera iz prakse, proizvoda visokih performansi i modela projekata koji daju najefikasnije metode i strategije održivog dizajna. O ovim praksama prisutni će moći da nauče od predavača sa velikim praktičnim iskustvom.



## SIMPOZIJUM APIMONDIA 2012, SRBIJA



**APIEKOTEK  
SRBIJA 2012**  
Beograd, 18-19. februar

Simpozijum Apimondia biće organizovan zajedno sa srpskim Državnim pčelarskim sajmom, koji svake godine posećuje od 6 do 8 hiljada pčelara iz celog regiona. Održava se 18. i 19. februara 2012. godine u Sava Centru u Beogradu, Srbija. Naučni deo programa se održava u Plavoj sali ekskluzivnog kongresnog prostora Sava centra, kapaciteta 3.700 sedišta. Naučnici ovde imaju priliku da svoje znanje prenese velikom broju zainteresovanih pčelara. Pčelari Srbije, kao i cele jugoistočne Evrope, iako visoko pčelarski obrazovani, uvek su željni novog znanja i svoju maksimalnu pažnju će posvetiti ovakvom naučnom skupu na najvišem nivou, a koji obrađuje aktuelne teme, koje pčelare najviše interesuju, ali o kojima se najmanje govori u pčelarskim krugovima. Glavne teme simpozijuma su: Uticaj tehnike pčelarenja i zdravstvene zaštite pčela na kvalitet pčelinjih proizvoda, kao i Uticaj prirodne sredine na kvalitet pčelinjih proizvoda.

## THE BIG SNOW FESTIVAL 2012, SRBIJA



Jedan od najvećih evropskih zimskih muzičkih festivala, pod nazivom „The Big Snow Festival“, ove zimske sezone se održava na Kopaoniku, što čini da ova planina postane najviši muzički centar Evrope. Festival je pokrenula najveća evropska turistička agencija Tomas Cook, još pre dve godine, a 2012. godine se organizaciji priključuje i Exit tim uz podršku Vlade Srbije i MK Mountain Resorts.

Festival koji će okupiti velika svetska muzička imena i koji će pozicionirati Srbiju na mapi najznačajnijih evropskih skijaških destinacija, održaće se od 23. do 30. marta 2012. godine.

Vrhunski svetski, domaći i regionalni izvođači elektronske, rock, drum 'n' base, reggae, jazz i etno muzike će biti raspoređeni na 10 bina širom „Kopa“.

Očekuju se gosti sa svih delova zemljine planete.

## YU INFO 2012 & ICIST 2012, SRBIJA



Na Kopaoniku, Srbija, održaće se dve značajne konferencije u isto vreme, u periodu od 01. do 03. marta 2012. godine. Prva, YU INFO 2012 - 18.

Nacionalna ITC konferencija, koja okuplja svake godine preko 300 stručnjaka sa oko 200 radova iz različitih sektora informaciono-komunikacionih tehnologija (IKT) iz zemlje i inostranstva u najlepšem zimskom ambijentu planine Kopaonik.

Učesnici imaju izuzetnu priliku da se kroz povezivanje u mrežu eksperata i druženje, upoznaju sa novim proizvodima, rešenjima i trendovima iz oblasti IKT-a. Radni jezik konferencije je srpski.

Druga, ali ne manje značajna konferencija, koja se održava u istom periodu na Kopaoniku jeste ICIST 2012 – 2. Međunarodna naučna IT konferencija. Štampa se i Zbornik radova ICIST 2012 sa svim prihvaćenim radovima na engleskom jeziku. Odabrani radovi će biti objavljeni u časopisu Information Society Research and Application. Radni jezik konferencije je engleski.

## EUROPEAN CITIES MARKETING 2012 - GODIŠNJA KONFERENCIJA I GENERALNA SKUPŠTINA U ZAGREBU

Zagreb će od 06. do 09. juna 2012. godine biti domaćin godišnje konferencije i generalne skupštine organizacije European Cities Marketing (ECM), koja okuplja više od 120 članica iz stotinjak gradova u 32 zemlje. Odluka o tome donesena je u prvoj polovini juna u Lyonu.

Organizacijom i ovog važnog skupa Zagreb će zasigurno dokazati da je atraktivna kongresna i turistička destinacija, koja zauzima sve značajnije mesto na turističkoj karti sveta.

ECM uspostavlja Chief Executives' Forum, godišnji forum za izvršne i generalne direktore, direktore u turizmu, kao deo godišnje konferencije.

Ova konferencija pruža priliku vodećim licima iz kompanija da razgovaraju o najnovijim trendovima na tržištu, kao i o novim kretanjima u politici, strategijama i operacijama.



## 2. HRVATSKI KONGRES O PREVENCIJI I REHABILITACIJI U PSIHIJATRIJI, SA MEĐUNARODNIM UČEŠĆEM

Drugi hrvatski kongres o prevenciji i rehabilitaciji u psihijatriji, pod nazivom „Kako medicinu usmeriti prema čoveku“, održan je od 09. do 11. februara 2012. godine u hotelu Westin u Zagrebu.

Tokom kongresa je postavljena izložba lekova i medicinske opreme.

Ovo je kongres koji je zajednički susret obeležio sa ciljem pronalaženja konkretnih rešenja za prevenciju, lečenje i rehabilitaciju psihičkih poremećaja sa naglaskom na obolelog čoveka i njegovu porodicu. Kongres je namenjen pre svega kompanijama koje su zainteresovane za ovakav način promocije svojih proizvoda.

## 47. HRVATSKI I 7. MEĐUNARODNI SIMPOZIJUM AGRONOMA



U Grand Hotelu Adriatic u Opatiji, Hrvatska, održao se 47. Hrvatski i 7. Međunarodni simpozijum agronoma. Simpozijum je održan od 13. do 17. februara 2012. godine.

Osnovni cilj simpozijuma bio je upoznati agronome i širu javnost s rezultatima najnovijih naučnih istraživanja hrvatskih i inostranih stručnjaka, i na taj način omogućiti bolji prenos naučnih dostignuća u poljoprivrednu proizvodnju.

Takođe, cilj je bio uspostaviti bolju saradnju naučnika sa univerziteta, naučnih ustanova i stručnjaka iz poljoprivrede, industrije, trgovine i ostalih srodnih delatnosti, odnosno proizvođača iz Hrvatske, Evrope i sveta na zajedničkom interesnom području iz nauke i poljoprivredne prakse.

## METUBES 2012, CRNA GORA



21. Međunarodna turistička berza i sajam turizma, opreme za hotelijerstvo i ugostiteljstvo – METUBES, održaće se od 19. do 21. aprila 2012. godine, u organizaciji Jadranskog sajma u Budvi, Crna Gora.

Projektni tim 21. METUBES-a je izvestio članove Odbora o do sada realizovanim aktivnostima na pripremi Sajma i planiranom radu. Na sastanku je predložen niz ideja koje će biti realizovane u okviru METUBES-a. Očekuje se dalje unapređenje kvaliteta tradicionalnih događaja ove turističko poslovne manifestacije ali i pokretanje novih projekata koji će dodatno doprineti afirmaciji Sajma.

## „KAPIJA MAKEDONIJE” – OTVORENA U SKOPLJU



U Skoplju, prestonici R. Makedonije, u petak 06. januara 2012. godine je otvorena makedonska verzija Trijumfalne kapije, nazvana „Kapija Makedonije”.

Ovu kapiju je premijer Makedonije, Nikola Gruevski,

nazvao simbolom trijumfa za zemlju koja je stekla nezavisnost pre 21 godinu. Ova grandiozna kapija je visoka 21 metar, a na njenim stranama su reljefi s motivima iz istorije, kulture i običaja zemlje. Podizanje „Kapije Makedonije” je koštalo 4,4 miliona evra, a izgrađena je u okviru šireg projekta izgradnje više sličnih objekata u glavnom gradu Makedonije. Ceo širi projekat i izgradnja ovih objekata planirana je do 2014. godine, a za njihovu izgradnju je izdvojeno ukupno 200 miliona evra.

## FALKENSTEINER HOTEL & SPA IADERA U HOTELSKOJ LIGI PRVAKA, HRVATSKA

Falkensteiner Hotel & Spa Iadera otvorio je svoja vrata gostima 01. jula 2011. godine, a od novembra 2011. godine postao je član luksuzne marketinške alijanse „The Leading Hotels of the World®”. Ovim članstvom Falkensteiner Michaeler Tourism Group AG (FMTG AG) je pokazala kako je uspešno svladala visoku umetnost profinjenog hotelijerstva u segmentu 5 zvezdica. Hotel & Spa Iadera se nalazi u sklopu premium Falkensteiner Resorta Punta Skala, nedaleko od Zadra. Idealna pozicija na vrhu polustrva u kombinaciji sa savremenom arhitekturom, prostranim SPA područjem, jedinstvenim kulinarskim Alpe-Adria konceptom kao i sa visokim standardima usluge, čine hotel idealnom odmorišnom i wellness oazom na ovom delu Jadrana, kao i ugodnim mestom za održavanje raznovrsnih poslovnih susreta u opuštеноj atmosferi tokom čitave godine.



U prizemlju Hotela & Spa Iadera\*\*\*\*\* se nalazi konferencijski centar koji obuhvata površinu od oko 600 m<sup>2</sup>, raspolaže sa ukupno 7 dvorana koje mogu primiti od 30 do 200 učesnika u teatar stilu. Sve su dvorane klimatizovane i zvučno izolovane, raspolažu sa najmodernijom konferencijskom i tehnikom za održavanje prezentacija.

## 1. KONGRES HEMATOLOGA I TRANSFUZIOLOGA BIH SA MEĐUNARODNIM UČEŠĆEM

Prvi kongres hematologa i transfuziologa BiH održaće se od 19. do 22. maja 2012. godine u Sarajevu, a sa željom da se reafirmiše hematologija i transfuzijska medicina na prostorima Bosne i Hercegovine. Na kongresu će aktivno učesće uzeti mnoge farmaceutske firme, ali i kolege i prijatelji iz Slovenije, Hrvatske, Srbije, Crne Gore, Makedonije, Albanije i naravno Bosne i Hercegovine. Kongres je otvoren i za sve države EU i Istočne Evrope i Amerike.



## ACI EUROPE - KONFERENCIJA I SAJAM POSVEĆEN REGIONALNIM AERODROMIMA, SLOVENIJA

ACI EUROPE - Konferencija i sajam posvećen regionalnim aerodromima će se održati od 02. do 04. aprila 2012. godine u Grand Hotelu Union u Ljubljani, Slove-



nija. Ovo će biti 5. ACI EUROPE konferencija i sajam posvećen regionalnim aerodromima. Primarni cilj forum grupe regionalnih aerodroma je da predstavi interese regionalnih aerodroma, članova ACI EUROPE, za evropske institucije i nacionalne vlasti. Ona se fokusira na povećanju vidljivosti značajnosti i doprinosa regionalnih aerodroma u povezivanju evropskih regiona, mobilnosti građana i ekonomskih performansi njihovih zajednica, kao i rešavanja njihovih specifičnih izazova.

## ZIRA HOTEL BEOGRAD – NAGRADA ZA NAJBOLJI HOTEL U SRBIJI



Zira Hotel Beograd je proglašen za najbolji ugostiteljski objekat u Srbiji u 2011. godini i dobitnik je nagrade Turističke organizacije Srbije „Turistički cvet“.

Pored priznanja na polju pružanja usluga Zira je nagrađena i za razvoj turizma i promovisanje turističke ponude Srbije na međunarodnom nivou. Zira hotel je u 2011. nagrađen i priznanjem Certificate of Excellence međunarodnog online portala Trip Advisor na kome je pozicioniran među tri najbolja hotela u Beogradu.

Kao rezultat posvećenog i kontinuiranog rada na podizanju kvaliteta usluge hotel je u 2011. zabeležio rast popunjenosti smeštajnih kapaciteta, kao i konferencijskih sala i restorana tokom cele godine. Besprekorna usluga, moderan dizajn enterijera, odlična tehnička opremljenost i profesionalan tim omogućio je uspešnu realizaciju preko 500 konferencija, seminara, promocija, prezentacija, gala večera, prijema i sličnih događaja. Zira Hotel Beograd je otvoren u maju 2008. godine, kategorizovan sa četiri zvezdice i kapacitetom od 126 soba, brzo se pozicionirao kao jedan od najboljih hotela u našoj prestonici. Ovaj moderan poslovni hotel i četiri godine nakon otvaranja po svom dizajnu, uređenju i vrhunskoj opremi predstavlja inovativan objekat na našem tržištu.

## 6. MEĐUNARODNI SPECIJALIZOVANI SAJMOVI - SAJMOVI UKUSA, SLOVENIJA

Dosadašnji rezultati nesumnjivo dokazuju i garantuju da sajmovi, sa svojom ponudom i profesionalnošću, otvaraju nove poslovne mogućnosti!

Od 12. do 15. februara 2012. godine u Ljubljani, Slovenija, održani su 6. Međunarodni specijalizovani sajmovi - SAJMOVI UKUSA. Oni su sinonim za bogate ponude, raznovrsnost predstavljenih programa, prateće događaje i visok kvalitet. Programi koje su izlagači prikazali na sajmovima su bili prava prilika za prezentaciju brojnih tehnoloških inovacija. Sajam je ugostio mnoge domaće i strane brendove, koji su u okviru svojih programa predstavili sadašnje trendove svoje industrije na slovenačkom i inostranom tržištu.



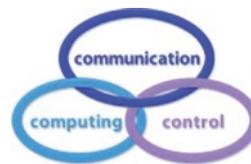
## SEE SOLAR – SAJAM SOLARNE ENERGIJE JUGOISTOČNE EVROPE, BUGARSKA

Sajam solarne energije Jugoistočne Evrope će se održati od 28. do 30. marta 2012.



godine u Inter Expo Centru u Sofiji, Bugarska. Sajam će se po prvi put održati u okviru 8. Kongresa Jugoistočne Evrope i Sajma o energetske efikasnosti i obnovljivoj energiji. Sajam solarne energije Jugoistočne Evrope će predstaviti najsavremenije fotonaopnske i solarne sisteme, a okupiće na jednom mestu proizvođače, instalatere, investitore, projektante i konsultante.

## MEĐUNARODNA KONFERENCIJA O RAČUNARIMA, KOMUNIKACIJAMA I KONTROLI 2012, RUMUNIJA



Radionica na temu inteligentnih sistema za podršku pri odlučivanju kod upravljanja kriznim situacijama – Međunarodna konferencija o računarima, komunikacijama

i kontroli (ICCCC), biće održana od 08. do 12. maja 2012. godine u hotelu Termal, Baile Felix, Oradea, u Rumuniji. Organizator ove konferencije je R&D Agora i Univerzitet Agora pod pokroviteljstvom ICCCC 2012.

Međunarodna konferencija o računarima, komunikacijama i kontroli organizuje forum međunarodnih naučnika u sferi nauke i industrije koji predstavljaju i razmatraju najnovije rezultate svojih istraživanja o širokom spektru tema koje se tiču računarskog umrežavanja i kontrole.

Cilj ove radionice je da okupi istraživače zainteresovane za inteligentne računarske programe, otkrivanje znanja u bazama podataka, sisteme za podršku u odlučivanju kod upravljanja kriznim situacijama u svrhu razmene ideja, problema, rešenja, kao i zajedničkog rada u prijateljskom okruženju. Nakon ovog interaktivnog susreta, poenta je da se naprave timovi za projektovanje inteligentnih sistema za podršku odlučivanju kod upravljanja kriznim situacijama: privreda, finansije, energetika, prehrambena industrija, zdravstvo, odbrana, proizvodnja, itd.

## SAJAM HOLIDAY & SPA 2012, BUGARSKA



29. izdanje međunarodnog sajma turizma - Holiday & Spa je održan u Inter Expo Centru u Sofiji, u Bugarskoj od 16 do 18. februara 2012. godine.

Tokom prethodnih 28 izdanja, sajam Holiday & Spa se afirmisao kao najveći i najozbiljniji sajam turističke industrije u Bugarskoj – mesto za razgovor i razmenu mišljenja, mesto na kome se može porazgovarati sa kolegama i gde se mogu saslušati potrošači.

Za same potrošače ovo je divna prilika da dobiju informacije o nebrojenim atraktivnim ponudama putovanja i odmora u samo nekoliko sati. Ukupan broj izlagača je bio oko 290.

Sajam je održan pod pokroviteljstvom Ministarstva ekonomije, energetike i turizma u saradnji sa Udruženjem turističkih agencija Bugarske, Udruženjem hotela i restorana Bugarske, Udruženja tur-operatera i turističkih agencija Bugarske, Turističkog saveta grada opštine Sofija.

### NEW DIRECT FLIGHT COPENHAGEN - BELGRADE



Norway's low-cost company, Norwegian Air Shuttle, already flying to Belgrade from Oslo

and Stockholm, has announced a new regular flight between the capitals of Denmark and Serbia. The new regular direct flight Copenhagen – Belgrade will be launched on 4<sup>th</sup> May 2012, with two weekly departures: Mondays and Fridays. The scheduled time of arrival from Copenhagen to the Belgrade airport is 12:10h, while the return flight to the Danish capital is scheduled at 12:40h. In the course of the summer season, Norwegian Air Shuttle had some 5,000 passengers monthly from Belgrade, while the average number of passengers per flight (including both, departure and arrival) was 138 in an aircraft with 148 passenger seats. The competitor on the flight to Norwegian Air will be Jat Airways, and recently this flight has been abandoned by the Danish low-cost airliner with the explanations that it is only winter season suspension.

### HEART FAILURE CONGRESS 2012, SERBIA



Heart Failure Congress will take place in Belgrade, capital of Serbia, from May 19<sup>th</sup> to 22<sup>nd</sup> 2012. The Congress will provide a complete programme for heart failure specialists that will enhance their knowledge, advance their skills and apprise them of the latest developments in their direct and related fields of activity. The added value of this year's programme is the collaboration with the European Section of ISHR, through a track dedicated to research for both clinicians and researchers. More information about this event you can see at the page 21.

### 34<sup>TH</sup> INTERNATIONAL FAIR OF TOURISM, BELGRADE, SERBIA



The International Fair of Tourism takes place from 23<sup>rd</sup> to 26<sup>th</sup> February 2012, traditionally in the halls of the Belgrade Fair in Belgrade, Serbia. The Fair of Tourism cherishes the tradition of having a new country as its partner at every year's event. This year's selection goes to a Turkey as a favourite destination of the Serbian tourists for many years. The beautiful sea and seaside, relatively close to Serbia with good communications, a rich offer of hotels and "something for everyone" are the reasons why Turkey is a favourite destination every year. Summer holidays are most popular due to a long season, cultural and leisure amenities and affordable prices relative to a very attractive offer, but not the only thing that comes to mind though when you think of that destination. Cultural and historical sights, shopping rounds and ever growing business tourism also attract hosts of visitors.

### KOLOSEJ ENTERTAINMENT CENTER - WHERE BUSINESS MEETS ENTERTAINMENT AND GLAMOUR



With development of meeting industry, the key point in organization of business meetings becomes selection of special venues which give much more benefits than expected working atmosphere.

Kolosej entertainment center obtains business atmosphere, entertainment and glamour on 7,000 m<sup>2</sup> - Multiplex cinema with 11 modern cinema halls, Bowling Center and Rio Gambling Palace.

Total capacity of cinema halls with cutting edge audio-visual technology is 2,338 seats. Comfort of cinema halls and quality level with XpanD 3D and 6D technologies brings to the efficiency for the presented material and cinema screen on 120 m<sup>2</sup> gives special experience to the business presentation.

The entertainment part of Kolosej gives unreal, unique experience and chance to enjoy and relax after working day!

Increasing number of satisfied clients (from modern information technology, revision and consulting to the banking sector and telecommunication) are the proof of long-term cooperation with the proactive Kolosej Event team, which is recognised as one of the best partners in organization of business meetings in Serbia.

### SERBIA GREEN BUILDING EXPO – FAIR AND CONFERENCE



Serbia Green Building Expo is taking place from 23<sup>rd</sup> to 25<sup>th</sup> February 2012 at Belexpocentre in Belgrade, Serbia. For all those dealing in products and services in green building, the Green Building Expo is the perfect place to talk with the decision-makers, experts and other stakeholders. For visitors, the Green Building Expo will provide opportunities for the full overview of green solutions and the international market prospects. The fair will be attended by over 60 green companies with unparalleled array of information, contacts and experience.

Green Building conference will focus on all aspects of green designing, building, modernizing and maintaining, all of which leads to high-performance structure building and use.

The conference is an outstanding platform for know-how, principles and tendencies in green building, the best practices, high-performance products and project models giving the most efficient methods and strategies of viable design.

About these practices attendees will be able to learn from lecturers owning considerable practical experience.

## APIMONDIA SYMPOSIUM 2012, SERBIA



Apimondia Symposium will be organised together with Serbian Beekeeping Fair (ApiExpo) which is visited each year by 6 to 8 thousand beekeepers from all around the region. Apimondia Symposium is held 18<sup>th</sup> and 19<sup>th</sup> February 2012 in Sava Center, Congress Department, Belgrade, Serbia. The scientific part of the program takes place in the Blue Hall of the exclusive congress centre Sava Center, which has a capacity of 3,700 seats. Scientists here have an opportunity to transfer their knowledge a number of interested beekeepers. Focus of this event is on impact of beekeeping techniques, health care of bees and protection of the environment on the quality of bee products. Serbian beekeepers and beekeepers of South East Europe, even though well educated, are always eager for new knowledge. They will pay maximum attention to this scientific meeting at the highest level. Symposium which deals with current topics, the most interesting to beekeepers, but also that are at least mentioned in beekeeping circles. The main topics of the symposium will be: Role of Technology in the Quality of Bee Products Plenary Session, as well as the Role of Environment in the Quality of Bee Products Plenary Session.

## YU INFO 2012 & ICIST 2012, SERBIA



In Kopaonik mountain, Serbia, two major conferences will be held at the same time from 1<sup>st</sup> to 3<sup>rd</sup> March 2012. The first, YU INFO 2012 – 18<sup>th</sup> National ICT Conference, which gathers over 300 experts with about 200 papers every year in various sectors of information and communications technologies (ICT), locally and internationally, surrounded by the most beautiful winter scenery of Kopaonik mountain. The participants have a great opportunity to network with experts through socializing and learn of new products, solutions and trends in ICT. The working language of the conference is Serbian. The other, but not less important conference, taking place at the same time in Kopaonik mountain is ICIST 2012 – 2<sup>nd</sup> International Conference on Information Science and Technology. It also includes the Conference Proceedings ICIST 2012 with all accepted papers in English. The selected papers will be published in the magazine Information Society Research and Application. The working language of the conference is English.



## THE BIG SNOW FESTIVAL 2012, SERBIA

One of Europe's largest winter music festivals, "The Big Snow Festival", this winter season, will be held on mountain Kopaonik, what makes this mountain becomes supreme musical center of Europe. The festival was launched Europe's largest travel agency Thomas Cook, two years ago. In 2012, the organization joins Exit Festival Team with support of the Government of Serbia and MK Mountain Resorts. This festival, that will bring together big names of world music and will position Serbia on a map the major European ski destinations, will be held from 23<sup>rd</sup> to 30<sup>th</sup> March 2012. Top international, national and regional performers of electronic, rock, drum 'n' base, reggae, jazz and ethno music, will be arranged on 10 stages around the "Kop". Are expected the visitors from all parts of the planet earth.



## ECM ANNUAL CONFERENCE AND GENERAL ASSEMBLY IN ZAGREB

From 6<sup>th</sup> to 9<sup>th</sup> June 2012, Zagreb will host the annual European Cities Marketing conference, with 120 members from over 100 cities in 32 countries.



This decision was made in Lyon, during the first half of June. By organizing and hosting this important conference, Zagreb will once again prove itself as an attractive congress and tourist destination, which is gaining an increasingly significant position on the global tourism map.

ECM is establishing the Chief Executives' Forum, an annual briefing service at chief executive and managing director, director of tourism level as a part of the annual conference.

This Conference provides an opportunity for executive heads to discuss the latest market trends and new developments in policy, strategy and operations.

## 2<sup>ND</sup> CROATIAN CONGRESS ON PREVENTION AND REHABILITATION IN PSYCHIATRY WITH INTERNATIONAL PARTICIPANTS

The 2<sup>nd</sup> Croatian Congress on Prevention and Rehabilitation in Psychiatry on "Patient-Oriented Medicine" took place from 9<sup>th</sup> to 11<sup>th</sup> February 2012 at Westin Hotel, Zagreb. Throughout the congress there was also an exhibition of drugs and medical equipment.

This is the Congress which was marked by a joint meeting with the aim of finding concrete solutions to the prevention, treatment and rehabilitation of mental disorders focused on the patient and their family. The congress is intended in the first place for companies interested in promoting their products this way.



### 47<sup>TH</sup> CROATIAN & 7<sup>TH</sup> INTERNATIONAL SYMPOSIUM ON AGRICULTURE



In the Grand Hotel Adriatic in Opatija, Croatia, was held 47<sup>th</sup> Croatian & 7<sup>th</sup> International Symposium on Agriculture. The Symposium was

held from 13<sup>th</sup> to 17<sup>th</sup> February 2012. The main goal of the Symposium was to present to the agronomists and the general public the results of scientific and professional work of Croatian and international specialists and in this way enable a better transfer of scientific and professional achievements into agricultural production. Also, aim was to establish better collaboration between scientists from the universities, research institutions and specialists from industry, trade and other related activities, and also producers from Croatia, Europe and the rest of the World in their common field of interest in science and agricultural practice.

### METUBES 2012, MONTENEGRO



The 21<sup>st</sup> International Tourism Exchange and Tourism, Hospitality & Catering Equipment Fair – METUBES, will take place from 19<sup>th</sup> to 21<sup>st</sup> April 2012, arranged by the Adriatic Fair, Budva, Montenegro.

The project team of the 21<sup>st</sup> METUBES briefed Committee members about the activities carried out so far in preparing the Fair and the tasks ahead. On this meeting there were also proposed a number of ideas to be realised within METUBES. Further quality improvement is expected for the traditional events in this tourism & business event, but new projects are also expected to be launched to contribute to the promotion of the Fair.

### “THE ARCH OF MACEDONIA” – OPENED IN SKOPJE

In Skopje, the capital of the Republic of Macedonia, the Macedonian version of the Triumphal Arch was opened as “The Arch of Macedonia” on Friday, 6<sup>th</sup> January 2012.



This arch was referred to by the Macedonian Prime Minister, Nikola Gruevski, as the symbol of triumph for the country that gained independence 21 years ago.

This grandiose arch is 21 meters high, with reliefs featuring the country's historic and cultural motifs and customs on the sides of the arch. The construction of “The Arch of Macedonia” cost EUR 4.4 million, and it was built within the larger project covering a series of similar structures in the capital of Macedonia. The entire umbrella project and the building of these structures is planned to be completed until 2014. For the construction has been allocated a total of EUR 200 million.

### FALKENSTEINER HOTEL & SPA IADERA IN THE HOTEL CHAMPIONS LEAGUE



The five-star Croatian Hotel & Spa Iadera opened its doors on 1<sup>st</sup> July 2011 and as from November 2011, the hotel has been accepted as a member of The Leading Hotels of the World® association. Becoming a member of this prestigious

marketing alliance, the Falkensteiner Michaeler Tourism Group AG (FMTG AG) has shown that it has successfully overcome the art of the luxurious hotel industry in the segment of 5 star.

The five star Hotel & Spa Iadera is situated within the premium Falkensteiner Resort Punta Skala near Zadar. The perfect location on the tip of peninsula combined with the hotel's architecture, the fantastic SPA, unique Alpe-Adria culinary concept and high quality service makes it the ideal holiday and wellness oases in this part of Adriatic, as much as for holding meetings in a relaxed atmosphere during the whole year. The conference centre encompasses over 600 m<sup>2</sup> and comprises of 7 conference rooms that can accommodate up to 200 persons in theatre style. All of the rooms are air-conditioned and soundproof, and they feature premium equipment for conferences and presentations.

### 1<sup>ST</sup> HEMATOLOGIST AND TRANSFUSIONIST CONGRESS OF BOSNIA AND HERZEGOVINA

The 1<sup>st</sup> Hematologist and Transfusionist Congress will be held from 19<sup>th</sup> to 22<sup>nd</sup> May 2012 in Sarajevo, aimed at reestablishing hematology and transfusion medicine in the region



of Bosnia and Herzegovina. The active part in the congress will be taken by numerous pharmaceutical companies, but also the colleagues and friends from Slovenia, Croatia, Serbia, Montenegro, Macedonia, Albania and, of course, Bosnia and Herzegovina.

The Congress is open for all EU-countries and EE-countries and America.

### ACI EUROPE'S REGIONAL AIRPORTS CONFERENCE AND EXHIBITION, SLOVENIA

ACI EUROPE's Regional Airports Conference and Exhibition will be held from 2<sup>nd</sup> to 4<sup>th</sup> April 2012 in Grand Hotel Union, Ljubljana, Slovenia. This will be the 5<sup>th</sup> ACI EUROPE conference and exhibition dedicated to regional airports.



The Regional Airports' Forum group's prime objective is to represent the interests of ACI EUROPE's regional airport members to the European institutions and national authorities. It is focussing on increasing the visibility of the important contribution that regional airports make to the connectivity of Europe's regions, the mobility of its citizens and the economic performance of their communities, as well as addressing their specific challenges.

**ZIRA HOTEL BELGRADE – AWARD FOR THE BEST HOTEL IN SERBIA**



Zira Hotel Belgrade was chosen as the best hotel in Serbia in 2011 and won the annual award of the Tourist Organization of Serbia “Tourist flower”. Besides the recognition in the field of providing hospitality services Zira is also awarded for the tourism development and promotion of tourist offer of Serbia at the international level. In 2011 Zira Hotel was also awarded with the Trip Advisor Certificate of Excellence on the basis of the number of positive guest reviews that positioned Zira among the top three hotels in Belgrade.

Years of dedicated work on improving the quality of services resulted in the continuous growth of the room and conference occupancy. Impeccable service, modern interior design, superb technical equipment and professional team has enabled the successful realization of over 500 conferences, seminars, promotions, presentations, gala dinners, receptions and similar events. Zira Hotel Belgrade was opened in May 2008. With four stars category and a capacity of 126 rooms, Zira was quickly positioned as one of the best hotels in our capital. Four years after the opening, this modern business hotel is still an original and innovative construction in Serbia.

**6<sup>TH</sup> INTERNATIONAL SPECIALISED FAIRS - FAIRS OF TASTES, SLOVENIA**



The results to date indisputably prove and also guarantee that trade fairs, with their offer and professionalism, open new business opportunities! From 12<sup>th</sup> to 15<sup>th</sup> February 2012, in Ljubljana, Slovenia, was held 6<sup>th</sup> International Specialised Fairs - FAIRS OF TASTES. They are the synonym for rich offer, diversity of presented programmes, accompanying events and high quality. The programmes presented by the exhibitors at trade shows were an opportunity for presentation of numerous technological innovations.

The trade fair hosted many domestic and foreign respected brands, which within their exhibition programmes presented the current trends of their industries in the Slovene and foreign markets.

**HOLIDAY & SPA EXPO 2012, BULGARIA**



29<sup>th</sup> Edition of International Tourism Expo - Holiday & Spa Expo took place in Inter Expo Center of Sofia, Bulgaria from 16<sup>th</sup> to 18<sup>th</sup> February 2012. Over its 28 previous editions Holiday & Spa Expo has established itself as the biggest and most serious exhibition for the tourism industry in Bulgaria - a place to discuss and exchange opinions, to catch up with colleagues and listen to consumers.

For the consumers it is a wonderful possibility to get information about numerous attractive offers for travel and holidays within a few hours. Total number of exhibitors was approximately 290.

The Exhibition was held under the patronage of Ministry of the Economy, Energy and Tourism with the partnership of Bulgarian Association of Travel Agents, Bulgarian Hotel & Restaurant Association, Association of Bulgarian Tour Operators and Travel Agents, Sofia Tourism Council, Sofia Municipality.

**SEE SOLAR - SOUTH-EAST EUROPEAN SOLAR EXHIBITION, BULGARIA**



SEE Solar Exhibition will be held in March 28<sup>th</sup> - 30<sup>th</sup>, 2012 in Inter Expo Center, Sofia, Bulgaria. SEE Solar Exhibition will be held for the first time within the 8<sup>th</sup> South-East European Congress & Exhibition on Energy Efficiency and Renewable energy.

SEE Solar Exhibition will present most up-to-date photovoltaic and solar thermal systems and will bring together manufacturers, installers, investors, designers and consultants.

**INTERNATIONAL CONFERENCE ON COMPUTERS, COMMUNICATIONS & CONTROL 2012, ROMANIA**



Workshop on Intelligent Decision Support Systems for Crisis Management - The International Conference on Computers, Communications & Control (ICCCC), will be held from 8<sup>th</sup> to 12<sup>th</sup> May 2012 in Hotel Termal, Baile Felix, Oradea, Romania. The Conference is organized by R&D Agora and Agora University under the umbrella of the ICCC 2012. The International Conference on Computers, Communications & Control provides a forum for international scientists in academia and industry to present and discuss their latest research findings on a broad array of topics in computer networking and control.

The goal of this workshop is to bring together researchers interested in Intelligent Computing, Knowledge Discovery in Databases, Decision Support Systems for Crisis Management, in order to exchange ideas, problems, solutions, and to work together in a friendly environment. After this interaction meeting, the point is to make some teams for design of intelligent decision support systems for management of crisis: economic, financial, energy, food, healthcare, military, manufacturing etc.



KOLOSEJ

Ušće Shopping Center, 2<sup>nd</sup> floor



## SPECIAL VENUES - NEW TREND IN CONGRESS INDUSTRY



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### Još jedan luksuzni hotel sa 4 zvezdice u Beogradu - Falkensteiner

Na Novom Beogradu počela je izgradnja hotelsko poslovnog kompleksa površine 6.000 kvadratnih metara - Hotela „Falkensteiner Novi Beograd“. Ovaj hotel italijansko-austrijske hotelske grupacije FMTG (Falkensteiner Michaeler Tourism Group) biće otvoren krajem 2012. godine.

Hotel će imati 171 sobu, apartmane, vrhunski opremljenu salu za konferencije, koja će se prostirati na 750 kvadratnih metara. U hotelu će se nalaziti i prostorija za balove, spa centar, salon u prizemlju, kao i parking. FMTG poseduje 27 hotela sa četiri i pet zvezdica, porodičnih, wellness i gradskih u lancu Falkensteiner Michaeler, u šest evropskih zemalja. Ukupna investicija gradskog hotela sa četiri zvezdice u kombinaciji sa dvanaestospratnom kulom i poslovnim prostorom visokog kvaliteta iznosi više od 40 miliona evra.

Ciljna grupa su poslovni ljudi i kongresni turisti.

### Marriott hotel i u Beogradu od 2013. godine

Marriott International je vodeća hotelijerska korporacija koja upravlja sa više od 3.600 hotela u više od 70 zemalja širom sveta. Godine 2013. će ovaj hotel biti izgrađen u centru Beograda, u Vasinoj ulici. Predstavnici kompanije PSP-Farman Holding i lanca hotela Marriott International potpisali su menadžerski ugovor o izgradnji prvog „Courtyard by Marriott“ hotela. Vrednost hotela iznosiće 25 miliona evra.

Kapitalna rekonstrukcija postojeće zgrade pored Narodnog pozorišta se već radi, tako da je veliki deo već gotov. Kopredsednik kompanije PSP-Farman Holding je izrazio nadu da će hotel, uprkos krizi postati centar okupljanja poslovnih ljudi, ali isto tako i turista. Iako projekat još nije završen, hotel bi trebao da ima oko 110 soba, šest spratova i potkrovlje, kao i dva podzemna sprata koja će imati namenu garaže, a sve po standardu četiri plus zvezdice.



### Stari parni mlin u Beogradu uskoro postaje hotel Radisson Blu

Stari parni mlin u Beogradu, zaštićen kao spomenik kulture, biće potpuno obnovljen. Renovirani Stari mlin će zadržati autentične delove zgrade, ali će postati moderan hotel sa četiri zvezdice i poslovni objekat.

Posle rekonstrukcije ove lokacije, prestonica Srbije će dobiti novu atrakciju sa odličnim saobraćajnim vezama. U Beogradu je izgradnju svog prvog hotela počela hotelska grupa Rezidor.

Na 80 ari nići će 25.000 kvadrata hotelskog prostora, poslovna kula i garaže. Unutar hotelskog kompleksa nalaziće se 236 soba, jedan restoran i bar, konferencijski centar površine 600 kvadratnih metara, deo za masažu i opuštanje, veliki parking, kao i besplatan pristup internetu u svim sobama. Hotel Radisson Blu će prve goste primiti tokom 2013. godine. Investitor ovog projekta je „Soravija grupa“ sa partnerima Erste bankom i Evropskom bankom za obnovu i razvoj. U projekat će biti uloženo oko 55 miliona evra.

### Na Staroj planini osvanuo novi hotel sa četiri zvezdice

Najveći projekat Srbije u oblasti turizma jeste bio izgradnja ski-centra na Staroj planini. Reč je o novootvorenom hotelu sa četiri zvezdice, u čiju je izgradnju investirano oko 30 miliona evra. Hotel i spa centar „Stara planina“ otvoren je 25. decembra 2011. godine, a prve goste je primio za doček Nove 2012. godine.

U periodu do 31. marta, cena dnevnog polupansiona će biti 25 evra po osobi, a u cenu je uključeno i neogranično korišćenje wellness i spa centra, ski-pas i parking.

Hotel raspolaže sa 380 kreveta u 146 dvokrevetnih soba, apartmana i predsedničkih apartmana. Gostima su na raspolaganju tri konferencijske sale, restoran, picerija, bar, dečija igraonica, klizališta, wellness i spa centar sa zatvorenim bazenom, kao i podzemna garaža sa 147 parking mesta.



### Uskoro i Novi Sad dobija Hotel Holiday Inn

Holiday Inn je drugi hotel iz lanca International Hotels Group (IHG) u Srbiji. Prvi hotel je izgrađen još 2007. godine na Novom Beogradu. Hotel je namenjen prvenstveno poslovnim gostima iz inostranstva.

Izgradnja hotela Holiday Inn u Novom Sadu, koji predstavlja investiciju svetski poznatog lanca IHG, vrednu oko 11 miliona evra, započeta je odmah posle potpisivanja ugovora o gradnji u aprilu 2010. godine. Fasada novog hotela Holiday Inn, na uglu Bulevara Evrope i Futoškog puta u Novom Sadu, skoro da je gotova, tako da su svi izgledi da će hotel biti završen do planiranog roka, odnosno do sredine 2012. godine.



### Hilton 2012. godine u Zagrebu otvara DoubleTree hotel

Potpisivanjem ugovora između direktora kompanije B.P. Pluto i predstavnika kompanije Hilton Worldwide, predstavljen je prvi hrvatski hotel DoubleTree by Hilton, koji će se u toku 2012. godine otvoriti u Zagrebu.

Otvaranje hotela se očekuje u drugom kvartalu 2012. godine, a u izgradnju će biti uloženo oko 25 miliona evra. U ovom periodu se očekuju i prvi gosti, koji bi trebalo da uđu u 152

sobe, a u hotelu će se nalaziti i prostrani konferencijski prostor na više od 800 m<sup>2</sup>. Zagrebački DoubleTree biće otvoren u poslovnom centru Green Gold, u samom srcu poslovne zone. DoubleTree by Hilton je brend koji je na evropsko tržište ušao u proleće 2008. godine, a trenutno ima 23 hotela u 10 evropskih zemalja.

### Restaurant&Bar„One“ Tivat

Ugostiteljski objekat Restaurant&Bar One se nalazi u marini Porto Montenegro u Tivtu, u Crnoj Gori. Porto Montenegro je nedavno otvorena, najveća luksuzna marina za mega-jahte na Jadranu i kao takva predstavlja veliku, krajnje neobičnu turističku atrakciju u ovom delu Evrope, a to je upravo i mesto na kome se nalazi restoran, simbolično nazvan „One“.

Restaurant&Bar One je otvoren u maju 2011. godine, a za samo nekoliko meseci je stekao dosta publiciteta.

Pored izvanrednog pogleda, bogate vinske karte i menija, „One“ takođe nudi i usluge prijema u privatnoj sali. Takozvani „private dining“ u ponudi je za grupe do 22 gosta i pruža potpunu slobodu odabira i prilagođavanja menija, u skladu sa potrebama klijenata.



### Hotel Hollywood u Sarajevu sa još bogatijom konferencijskom ponudom

Danas, sa svojim kapacitetima, od ukupno 355 soba, hotel Hollywood predstavlja najveći hotel u BiH. U septembru 2010. godine završena je izgradnja još jednog dela hotela u kojem se nalazi 155 luksuznih soba i apartmana.

Pored navedenih kapaciteta, kongresni deo hotela je postao bogatiji za još 7 konferencijskih sala kao i sala za održavanje prijema i ostalih svečanosti.

Sve sale su multifunkcionalne i opremljene najsavremenijom tehničkom opremom za održavanje svih vidova konferencija i svečanosti.

Posebnu pažnju privlači Zlatni salon koji je idelano mesto za organizaciju svadbenih svečanosti,

prijema, te obeležavanja poslovnih jubileja. Za sve goste osiguran je znatno veći parking i podzemna garaža pod video i fizičkim nadzorom sa ukupno 300 parking mesta. Ova usluga za goste hotela je besplatna. Više informacija o hotelu Hollywood Sarajevo na [www.hotel-hollywood.com.ba](http://www.hotel-hollywood.com.ba)

### Hotel Park Doboj - najbolji izbor za poslovne goste i za odmor

Na proleće 2012. godine, novi hotel u gradu, hotel Park Doboj otvara svoja vrata. Novi Hotel Park 4\* je pozicioniran u najlepšem delu Doboja, pored centralnog gradskog parka i predstavlja savršen izbor za goste koji posećuju grad zbog posla i/ili odmora. Sa 113 soba i apartmana, hotel Park izlazi u susret potrebama svakog gosta, bilo da je u pitanju kraći ili duži boravak.

Hotel poseduje 450 m<sup>2</sup> konferencijskog prostora koji se sastoji od 5 multifunkcionalnih sala, pogodnih za različite tipove konferencija, događaja, seminara i sastanaka.

Dodatne sadržaje hotela čine a la carte restoran i bar za opuštanje, sa otvorenom terasom i prijatnim pogledom na park, kao i jedinstveni wellness sa unutrašnjim bazenom, saunom, parnim kupatilom, prostorijama za masažu i savremeno opremljenim fitness centrom. Kao poslovan, prijatan i udoban hotel, sa stručnim i ljubaznim osobljem, visokim nivoom usluge, hotel Park Doboj biće prepoznatljiv na tržištu. [www.hotelparkdoboj.com](http://www.hotelparkdoboj.com)



### Novi izložbeni centar u RIN Grand hotelu, Rumunija

Rumunski RIN Grand hotel je otvorio novi sajamski i izložbeni prostor na prvom spratu hotela. Izložbeni prostor od 1.078 m<sup>2</sup> koristi prednosti prirodnog osvetljenja, klimatizacije prostora, elektro-standarda 220V/380V, bežičnog interneta, ozvučenja i čuvara.

Za veće sajmove ili izlaganja ovaj prostor može da se poveže sa susednim prostorijama, što predstavlja proširenje od dodatnih 2.500 m<sup>2</sup>.

Zahvaljujući zgodnoj lokaciji u samom hotelu, organizatori i izlagači mogu maksimalno iskoristiti prednosti prostorija i usluga RIN Grand hotela: usluge kateringa, čišćenja, smeštaja, restorana, wellness-centra.



**Another 4 star Luxury Hotel in Belgrade – Hotel Falkensteiner**

New Belgrade has witness the start of construction works on a new 6,000 sqm Hotel & Business complex - Hotel Falkensteiner Novi Beograd. This hotel belonging to the Italian-Austrian FMTG (Falkensteiner Michaeler Tourism Group) hotel chain will be open in late 2012. The hotel will have 171 rooms, suites, and a state-of-the-art conference room covering 750 square meters. The hotel will also include a ball room and spa, and a salon on the ground floor, as well as a car park.

FMTG owns 27 four- and five-star hotels, family, wellness and city ones within the Falkensteiner Michaeler chain in six European countries. Total investment in the four-star city hotel combined with a high-quality twelve-storey tower and business space amounts to over EUR 40 million. The target group are businessmen and MICE tourists.

**Marriott Hotel in Belgrade from 2013**

Marriott International is the leading hotel corporation managing more than 3,600 hotels in over 70 countries worldwide. In 2013, this hotel will be built in down-town Belgrade, in Vasina Street.

The representatives of PSP-Farman Holding and Marriott International hotel chain signed a manager's agreement on building the first Courtyard by Marriott Hotel. The hotel value will amount to EUR 25 million. The capital reconstruction of the existing building next to the National Theatre is underway so that a large part has been already completed. Co-President of PSP-Farman Holding hopes that this hotel, despite the ongoing crisis, will become the central venue not only for businessmen, but for tourists as well. Although the project has not been completed yet, the hotel should include around 110 rooms, six floors and a loft, as well as two underground storeys as the garage with four plus star standard.



**Old Steam Mill in Belgrade to Become Four-Star Hotel**

The Old Steam Mill in Belgrade, protected as a historic monument, will be completely reconstructed. Renovated Old Mill will keep the authentic parts of the building, but it will become a modern four-star hotel and office building.

After reconstruction of this location, the capital of Serbia will get a new attraction with excellent traffic connections. In Belgrade, the construction of its first hotels began Rezidor Hotel Group. The 80 acres are soon to witness 25,000 square meters of a hotel space, business tower and garages. Inside the hotel complex will be 236 rooms, a restaurant and bar, conference center area of 600 square meters, part for massage and relaxation, great parking, and free internet access in all rooms. Radisson Blu Hotel will receive its first guests during the year 2013. The project investor is Soravija grupa with their partners, Erste Bank and European Bank for Reconstruction and Development (EBRD). The investment in this project will reach approximately EUR 55 million.

**A New Four-Star Hotel Appeared at Stara Planina**

Serbia's major project in tourism was to build a ski resort in Stara Planina. It is a newly opened four-star hotel with some EUR 30 million invested in its construction.

The hotel & spa resort Stara planina opened on 25<sup>th</sup> December 2011, welcoming the first guests for the New Year's Eve. Until 31<sup>st</sup> March, half-board per person is EUR 25, with included unlimited use of wellness & spa, ski-pass and car park. The hotel owns 380 beds in 146 double-rooms, suites and presidential suites. Guests have at their disposal three conference rooms, restaurant, pizzeria, bar, playroom for children, ice-rink, wellness and spa with an indoor pool, and an underground garage with 147 parking spots.



**Soon the City of Novi Sad Gets a Holiday Inn Hotel**

Holiday Inn is the second hotel within the International Hotels Group (IHG) chain in Serbia. The first hotel was built in 2007 in New Belgrade. It is intended in the first place for the international business guests.

The construction of Holiday Inn Hotel in Novi Sad, as the investment by the world-renowned IHG chain valued at some EUR 11 million, started soon after the construction agreement was signed in April 2010.

The facade of the new Holiday Inn, at the corner of Bulevar Evrope and Futoski put in Novi Sad, is almost finished, so that there is every prospect that the hotel will be completed as planned – mid of 2012.



### Hilton opens DoubleTree Hotel in Zagreb in 2012

On signing an agreement between the CEO of B.P. Pluto and representatives of Hilton Worldwide, the first Croatian DoubleTree by Hilton was presented, which is to be opened during 2012 in Zagreb. The opening is expected in the second quarter of 2012, and the investment in the hotel construction will reach some EUR 25 million.

In this period the first guests are expected, having at their disposal 152 rooms, and the hotel will also accommodate a spacious conference area covering more than 800 square meters.

The Zagreb DoubleTree will be opened at the Green Gold business centre, in the core of the business zone. DoubleTree by Hilton is a brand that hit the European market in spring 2008, currently featuring 23 hotels in 10 European countries.

### Restaurant&Bar One Tivat

Restaurant&Bar One is located in the Porto Montenegro marina in Tivat, Montenegro. Porto Montenegro has recently opened as the major luxury marine for mega-yachts in the Adriatic, an extremely peculiar tourist attraction in this part of Europe, which is also the venue of the restaurant under its symbolic name - One.

Restaurant&Bar One opened in May 2011, and in only a few months it gained quite a publicity. In addition to the incredible view, exuberant wine card and menu, One also offers private residence services.

The so-called "private dining" is offered to the groups of up to 22 guests and gives unrestrained freedom in selecting and adjusting the menu to suit the client needs.



### Hotel Hollywood in Sarajevo with Even Richer MICE Offer

Nowdays, Hollywood Hotel with 355 rooms in total, represents the biggest hotel in Bosnia and Herzegovina. At the end of the September 2010, construction of the new wing of hotel has been finished. In built section of hotel, there are new 155 luxury rooms and apartments.

Beyond this, Congress Centre Hollywood has become richer for seven conference, banquet, cocktail and other ceremony's rooms. All conference rooms are multifunctional and equipped with modern technical equipment.

Special attention is given to Golden Salon, which is ideal for wedding ceremony's, business cocktails, bankets, etc. Private parking has been enlarged for more parking space (in total 300). For the guests of the Hotel use of parking and garage is free of charge. More information about Hotel Hollywood Sarajevo at [www.hotel-hollywood.com.ba](http://www.hotel-hollywood.com.ba)

### Doboj Park Hotel - the best choice for business guests and leisure

The new hotel in the town, hotel Park Doboj, opens its door in spring 2012. The new 4 star Hotel Park, with the single most central and attractive location by the beautiful city park is the perfect choice for both, business and leisure visitors to Doboj.

With 113 rooms and suites, hotel Park offers a choice of accommodation which meets everybody's needs for short and long stays.

Hotel has 450 m<sup>2</sup> of conference space, consisting of 5 multifunctional rooms suitable for large variety of conferences, events, seminars and meeting. Additional facilities include a la carte restaurant and chill out bar with an opened terrace, offering enjoyable view over the park, as well as wellness area with indoor swimming pool, sauna, steam bath, massage service and well equipped fitness centre. As business, friendly, comfortable hotel, with qualified and courteous personnel, high level of service, hotel Park Doboj will be recognizable on the market. [www.hotelparkdoboj.com](http://www.hotelparkdoboj.com)



### New Exhibition Center in RIN Grand Hotel, Romania

RIN Grand Hotel in Romania opened the new area for fairs and exhibitions located at the 1<sup>st</sup> floor of the hotel. The exhibition area measures 1,078 square meters is benefits from natural light, air conditioning, 220V/380V electricity power, wireless access to Internet, sound system and guard. For wide spread fairs or exhibitions the area may be connected with the nearby rooms, expanding on an approximate area of 2,500 square meters.

With its convenient location, inside a hotel, the organizers and exhibitors may benefit from RIN Grand Hotel facilities and services: catering services, cleaning, accomodation, restaurant, wellness center.

Kongres srčane insuficijencije 2012

## REZULTATI NAJNOVIJIH ISTRAŽIVANJA BIĆE PREDSTAVLJENI U BEOGRADU

Asocijacija za srčanu insuficijenciju pri Evropskom društvu kardiologa (HFA pri ESC), zvanično je osnovana u Minhenu avgusta 2004. godine i nastala je iz rasformirane radne grupe ESC za srčanu insuficijenciju. Asocijacija za srčanu insuficijenciju pri ESC broji preko 3.600 članova, a proširuje aktivnosti kroz različite odbore. Ova asocijacija, svake godine organizuje svoj vodeći, najveći i najznačajniji događaj na kome učestvuje preko 3.000 delegata – Kongres srčane insuficijencije. Kako se kongres svake godine održava u drugoj zemlji, godine 2012., privilegiju da bude domaćin kongresa je dobio Beograd, glavni grad Srbije.

Kongres srčane insuficijencije 2012 koji će se održati u Beogradu, u Srbiji, od 19. do 22. maja 2012. godine, biće pod organizacijom ne samo Asocijacije za srčanu insuficijenciju pri Evropskom društvu kardiologa (HFA pri ESC), već i u saradnji sa Evropskom sekcijom Međunarodnog društva za istraživanja bolesti srca i Evropskog društva kardiologa - radne grupe za funkciju miokarda.

Cilj zajedničkog naučnog odbora jeste da se organizuje jedan uzbudljivi forum i za lekare na klinikama i za naučne radnike koji bi predstavili, saslušali, razmenili i razmatrali rezultate najnovijih istraživanja i kliničke nalaze o srčanoj insuficijenciji.

**Integrisanje farmakologije i tehnologije u eri personalizovanog uprav-**

**ljanja srčanom insuficijencijom** biće tematska okosnica programa (uključujući i upravljanje komorbidnostima, modelima rizika, sistemima za podršku odlučivanju i ćelijskom terapijom), uz tumačenje i primenu najnovijih rezultata kliničkih ispitivanja u centru dešavanja.

Na osnovu povratne informacije učesnika sa prethodnih susreta, ove teme će obraditi u seriji raznovrsnih formata kolege iz različitih zemalja.

U očekivanju Kongresa srčane insuficijencije 2012, imali smo čast da razgovaramo sa **prof. Pjotrom Ponikovskim** – predsednikom Asocijacije za srčanu insuficijenciju i **prof. Petrom Seferovićem** – predsedavajućim naučnog dela programa Srčane insuficijencije 2012.

**prof. Pjotr Ponikovski**  
predsednik Asocijacije  
za srčanu insuficijenciju

**1. Kongres srčane insuficijencije kao susret na godišnjem nivou se dokazao kao važan evropski događaj sa preko 3.000 učesnika svake godine. Šta očekujete od kongresa u Beogradu?**

Godišnji kongres HFA je zapravo već mnogo godina naš vodeći i najznačajniji susret. Uspevamo svake godine da privučemo više od 3.000 medicinskih radnika koji su zainteresovani za oblast srčane insuficijencije kako bismo se okupili i razmotrili sve aspekte u vezi sa sveobuhvatnim upravljanjem srčanom insuficijencijom u svakodnevnoj kliničkoj praksi i predstavili rezultate tekućih istraživanja u ovoj oblasti.



Ove godine nastavljamo sa tradicijom i predstavimo najnoviji praktični pristup pacijentima koji boluju od srčane insuficijencije, a koji je namenjen kardiolozima, lekarima opšte prakse i medicinskim sestrama.

Da bismo učinili kongres još privlačnijim, imaćemo premijerno predstavljati nove smernice ESC za upravljanje srčanom insuficijencijom.

Iskoristićemo ovu priliku i da predstavimo nove rezultate sveobuhvatnih kliničkih ispitivanja, koja će imati nesumnjivi uticaj na kliničku praksu.

Pored toga, ove godine će biti održan i zajednički susret sa Međunarodnim društvom za istraživanja bolesti srca i Evropskim društvom kardiologa - radnom grupom za funkciju miokarda.

Na taj način će se formirati jedinstvena platforma za istraživače na klinikama, translacione i bazne naučnike koji će zajedno sesti i razmotriti najprivlačnije istraživačke ideje.

Na kraju, ali ne najmanje važno, potrebno je pomenuti i inicijativu prof. Petra Seferovića, ko-predsedavajućeg ovog susreta. Njegov predlog je da se napravi posebna lista na domaćem

jeziku sa nekoliko prezentacija koje detaljno sumiraju praktične aspekte upravljanja srčanom insuficijencijom i pružaju mogućnost za razmatranje svih teških i kontroverznih pitanja.

**2. Kongres srčane insuficijencije 2012 predstavljaće značajan događaj za Srbiju i njenu kardiologiju. Možete li nam reći razloge zbog čega ste izabrali Beograd za domaćina?**

Cela ideja koju odbor HFA želi da prati jeste da organizuje naš vodeći događaj svake godine u drugoj zemlji, što je uvek dobra prilika da se privuku i domaćini i da se predstave aspekti srčane insuficijencije domaćim društvima kardiologa.

Ovog puta se selimo u Beograd jer smo čvrsto uvereni da Srbija u potpunosti zaslužuje da vodi ovaj susret.

Svedoci smo ubrzanog razvoja u kardiovaskularnom zdravlju u regionu Balkana i moram da kažem da mi je žao što do sada nismo održali nijedan kongres u tom delu.

Pored toga, Beograd je simpatičan i privlačan grad koji bi toplo dočekaio naše okupljanje.

Ono što je još od suštinske važnosti jeste da imamo pravog domaćeg šampiona u Beogradu, prof. Petra Seferovića

koji je član našeg odbora HFA i koji je dokazao svoju potpunu posvećenost ovom susretu i ne sumnjam da je to garant uspeha.

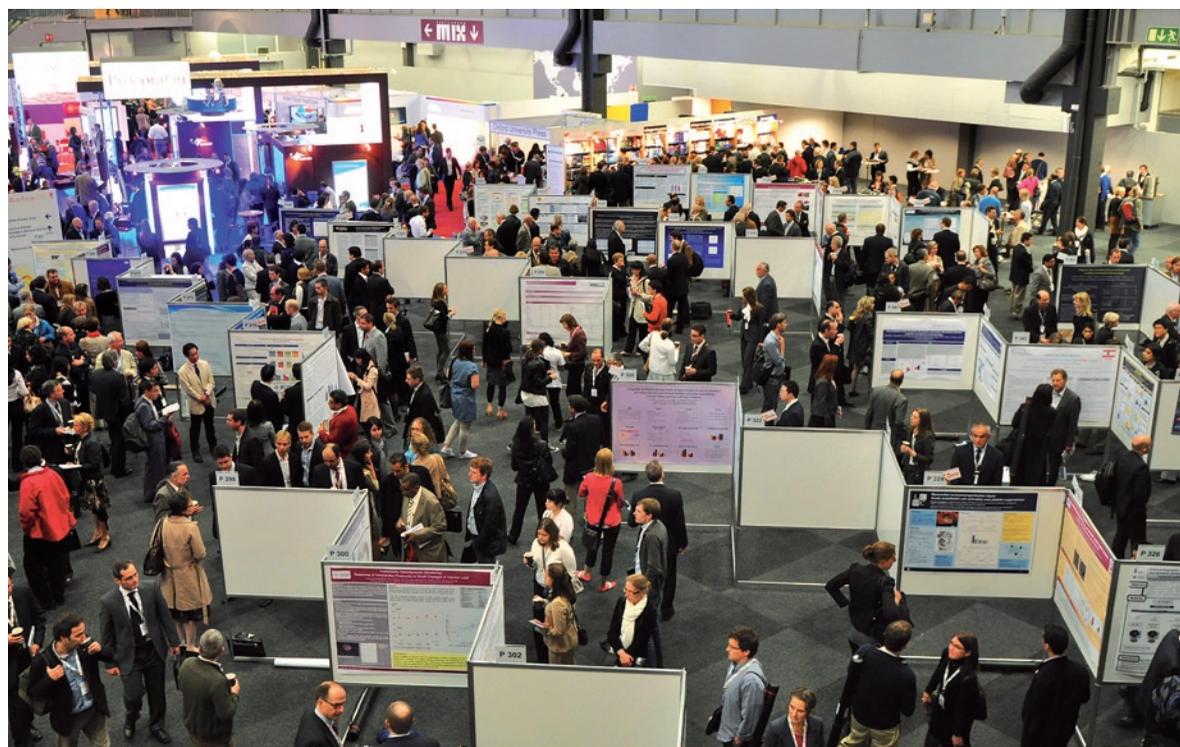


prof. Petar Seferović  
predsedavajući naučnog dela  
programa Srčane insuficijencije 2012

**Prof. Petar Seferović**  
predsedavajući naučnog dela programa Srčane insuficijencije 2012

**1. Glavna tema ovogodišnjeg kongresa jeste „Lečenje srčane insuficijencije: integrisanje farmakologije i tehnologije“. Možete li nam reći nešto više o ovoj temi?**

Ključno pitanje u prevenciji i lečenju srčane insuficijencije jeste pravovremena dijagnoza. Drago nam je što možemo da objavimo da će nove Sme-



smernice za dijagnozu i lečenje srčane insuficijencije 2012 biti po prvi put predstavljene na susretu u Beogradu.

Ove smernice pružaju integraciju novih modaliteta lečenja i terapijskih uređaja u okviru prethodno definisanog algoritma srčane insuficijencije. Novi modaliteti lečenja, a naročito aldosteron antagonisti i modifikatori srčanog ritma, pružiće superiornu kontrolu simptoma i dugoročno preživljavanje.

Kombinacijom optimalne medicinske terapije i uređaja opisanih u smernicama, kardiolozi će dobiti veće mogućnosti za uspešnu kontrolu progresije srčane insuficijencije.

**2. Opšte je poznata činjenica da je kardiologija grana medicine koja se najbrže razvija. Koje su to poslednje novine u lečenju srčane insuficijencije koje će biti predstavljene na kongresu?**

U poslednje vreme smo svedoci uvođenja novih lekova i uređaja u domenu srčane insuficijencije.

Definisani su novi entiteti, npr. srčana insuficijencija sa očuvanom ejekcijskom frakcijom, kao i značaj komorbidnosti u dugoročnom preživljavanju pacijenata koji boluju od srčane insuficijencije.

Uloga revaskularizacije i korektivnih hirurških zahvata kod srčane insuficijencije se bolje prepoznaje na osnovu novih istraživanja.

Značaj terapije srčane resinhronizacije u okviru kliničkog pristupa pacijentima sa srčanom insuficijencijom je potpuno redefinisano, a vrše se i dalja istraživanja o regeneraciji miokarda. Biće predstavljene i nove uzbuđljive kombinovane strategije koje nude dodatne terapijske koristi.

**3. Po Vašem mišljenju, u kojoj meri je razvijena kardiologija u regionu jugoistočne Evrope?**

Postoje značajne razlike u kvalitetu dijagnoze i lečenju srčane insuficijencije širom Evrope.

Nekoliko bitnih epidemioloških studija o srčanoj insuficijenciji je pokazalo

neadekvatnosti zdravstvene nege u oblasti srčane insuficijencije u jugoistočnoj Evropi.

Jedan od glavnih ciljeva Asocijacije za srčanu insuficijenciju pri ESC jeste unapređenje kvaliteta nege u zemljama sa manje razvijenom medicinskom praksom.

Da je ovo pitanje u žiži interesovanja HFA pokazala je organizacija Samita nacionalnih društava za srčanu insuficijenciju u oktobru 2011. godine u Beogradu.

Za vreme ovog samita razmatrana su organizaciona pitanja u lečenju srčane insuficijencije u jugoistočnoj Evropi, uključujući i Rusiju. Ove inicijative treba da se odvijaju na stalnoj osnovi uz definisanje Centara izvrsnosti za lečenje srčane insuficijencije u ovim zemljama, što može biti početna tačka za njihovu bolju integraciju u razvijenije medicinske sisteme.

S. G.



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Heart Failure Congress 2012

# THE MOST UP-TO-DATE RESEARCH WILL BE PRESENTED IN BELGRADE

The Heart Failure Association of the European Society of Cardiology (HFA of the ESC), a Registered Branch of the ESC, was officially launched in Munich in August 2004 and was created from the now dissolved ESC Working Group on Heart Failure. The Heart Failure Association of the ESC has over 3,600 members, and has expanded its activities through various Committees. The association organizes its annual, flagship and most important meeting with more than 3,000 delegates – Heart Failure Congress. The congress is organized in different country every year, and for year 2012 the honour to host this congress has Belgrade, capital of Serbia.

Heart Failure Congress 2012, which will be held in Belgrade, Serbia, from 19<sup>th</sup> to 22<sup>nd</sup> May 2012, will be organised not only by the Heart Failure Association of the European Society of Cardiology (HFA of the ESC) but also in conjunction with the European Section of the International Society for Heart Research and the ESC Working Group on Myocardial Function. The aim of joint Scientific Committee is to create an exciting forum for both clinicians and scientists to present, hear, exchange, and discuss the most up-to-date research and clinical findings in heart failure.

**Integration of pharmacology and technology in the era of personalized heart failure management** will be the overarching theme of the programme (including the manage-



Prof. Piotr Ponikowski  
President of Heart Failure Association

ment of comorbidities, risk models, decision support systems, and cell therapy), with the interpretation and application of the latest clinical trial results given centre stage. Based on delegate feedback from previous meetings, these topics will be co-

vered in a variety of formats and by colleagues from many different countries. In anticipation of Heart Failure Congress 2012, we had the honour to speak with **Prof. Piotr Ponikowski** – President of Heart Failure Association and **Prof. Petar Seferovic** - Heart Failure 2012 Scientific Chairperson.

**Prof. Piotr Ponikowski**  
President of Heart Failure Association

**1. Heart Failure Congress as an annual meeting has proved itself as an important in Europe, with more than 3,000 participants every year. What do you expect from coming congress in Belgrade?**

In fact, annual HFA congress is for many years our flagship and most impo-



rtant meeting. We have been able to attract more than 3,000 medical professionals every year interested in the area of heart failure to meet and discuss all aspects linked with comprehensive heart failure management in everyday clinical practice and also present results from ongoing research in this field.

This year we will follow our tradition and present most updated practical approach to heart failure patients which would be dedicated to cardiologists, general practitioners and nurses.

To make the congress even more attractive, there will be premiere presentation of the new ESC guidelines on the management of heart failure. We also use the opportunity to pre-

sent the new results of large clinical trials, which indisputably would have the impact on clinical practice. Additionally, this year there will be joint meeting with International Society of Heart Research and ESC Working Group on Myocardial Function. It will form the unique platform for clinicians, translational and basic scientists to sit together and discuss the most attractive research ideas.

Last, but not least, the initiative of Prof. Petar Seferovic, co-chairman of the meeting, needs to be mentioned. He has proposed to design the special track in local language with several presentations thoroughly summarising practical aspects of heart failure management and offering an opportunity to discuss all the difficult and controversial issues.

**2. Heart Failure Congress 2012 will be significant event for Serbia and its cardiology. Could you tell us the reasons for choosing Belgrade as a host for it?**

The whole idea HFA Board wants to follow is to organize our flagship event in different country every year, which is always a good opportunity to attract and involve local people and promote heart failure aspects in local cardiology societies.

This time we will move to Belgrade as we strongly believe that Serbia fully deserves to run the meeting. We have been seeing fast development in the cardiovascular healthcare in Balkans area and regrettably I must say that we have never been there with our congress.

Additionally, Belgrade is lovely and attractive city which would warmly welcome our meeting. What is also of crucial importance, we have real local Champion in Belgrade, Prof. Petar Seferovic who is the member of our HFA Board. He has proven to be fully devoted to this meeting I have no doubts that it guarantees the success.

**Prof. Petar Seferovic**  
Heart Failure 2012  
Scientific Chairperson

**1. The main theme of the congress this year is "Treatment of heart failure: integrating pharmacology and technology". Could you tell us more about this theme?**

The major issue in prevention and treatment of heart failure is timely diagnosis. We are happy to announce that *the new 2012 Guidelines for diagnosis and treatment of heart failure* will be introduced during the Belgrade meeting.

These guidelines are offering the integration of the new treatment modalities and device therapies within the previously defined algorithm of heart failure. New treatment modalities, especially aldosteron antagonists and heart rate modifiers will provide

# Heart Failure 2012

CONGRESS ORGANISED BY THE HEART FAILURE ASSOCIATION OF THE ESC TOGETHER WITH THE ANNUAL CONGRESS OF THE EUROPEAN SECTION OF THE INTERNATIONAL SOCIETY FOR HEART RESEARCH 2012

BELGRADE  
SERBIA  
19-22 MAY

www.escardio.org/HFA

CARDIOLOGISTS - INTERNISTS - GENERAL PRACTITIONERS - PHYSICIANS - BASIC SCIENTISTS  
EPIDEMIOLOGISTS - NURSES - INDUSTRY AFFILIATES - HEALTH CARE PROVIDERS





The new and exciting combining strategies will be presented which are offering additional therapeutic benefit.

**3. In your opinion, how developed is cardiology in the region of Southeast Europe?**

There are significant differences in the quality of diagnosis and treatment of heart failure throughout Europe. Several major epidemiological studies in heart failure demonstrated the inadequacies of the health care in heart failure in South-Eastern Europe.

One of the major goals of Heart Failure Association of the ESC is to improve the quality of care in the countries with less developed medical practice. The major focus of HFA on this issue was demonstrated in organizing Heart Failure National Societies Summit in October 2011 in Belgrade.

During the Summit, the organizational issues in heart failure treatment in South-Eastern Europe, including Russia, were discussed. These initiatives need to be continued on the permanent basis, with definition of the Heart Failure Centres of Excellence in these countries, which can be the starting point for the better integration of these countries within more developed medical systems.

S. G.

superior symptom control and long term survival. The combination of the optimal medical therapy and devices, described in guidelines, will give to cardiologists more opportunities for successful control of progression of heart failure.

of the new studies. The importance of cardiac resynchronization therapy within the frame of the clinical approach to heart failure patients is redefined and further investigation on myocardial regeneration in conducted.

**2. It is well known that the cardiology is the branch of medicine that has the fastest growing. What are the latest updates in treatment of heart failure that will be presented at the congress?**

We are witnessing the introduction of the new drugs and devices in heart failure recently. The new entities, eg. heart failure with preserved ejection fraction, are defined as well as the importance of the co morbidities in long term survival of heart failure patients.

The role of revascularization and corrective surgical treatment in heart failure is better recognized on the basis



Martina Miljanović, Technomarket Hrvatska

## DUGOROČNA SARADNJA SE ZASNIVA NA UZAJAMNOM POVERENJU

Svaka saradnja koja traje počiva na temeljima uzajamnog poverenja. Upravo takav odnos stvorila je jedna od vodećih agencija na području kongresne industrije, Eures-tim, sa najvećim lancem trgovina tehničke robe u ovom delu Europe, sa kompanijom Technomarket Hrvatska.

O tome šta takva saradnja nudi i koliko je ona bitna razgovarali smo sa **Martinom Miljanović**, direktorkom marketinga Technomarket Hrvatska.

### 1. Čime je Eures-tim agencija zadobila poverenje Technomarketa?

Od iznimne nam je važnosti bilo odabrati partnera kojem možemo vjerovati. Svojom profesionalnošću prilikom prezentacije ranije odrađenih projekata, predstavljanju svog tima te prvenstveno individualnim pristupom u kojem su na prvom mjestu



klijentove specifičnosti i potrebe, Eures-tim agencija je izabrana za našeg partnera pri organizaciji otvorenja prve poslovnice Technomarket-a, u Rijeci 2009. god. Radilo se o velikom i zahtjevnom projektu prezentacije novog maloprodajnog lanca bijele tehnike, informatičke i audio-video opreme, ne samo Riječanima, već cijeloj Hrvatskoj.

### 2. Obzirom na Vašu poziciju direktorke marketinga koliko je bitna uloga agencije Eures-tim?

Nakon otvorenja prve poslovnice Eures-tim agencija je zadobila moje poverenje u potpunosti te ih od tada više ne smatram našom agencijom, već partnerima. Partnerski odnos podrazumijeva međusoban oslonac u svakoj situaciji, reklo bi se: „U dobru i zlu“. S obzirom da je maloprodaja vrlo turbulentno područje te vrlo često zahtjeva prilagodbe u zadnji čas,

imati uz sebe partnera koji može naći rješenje za svaku situaciju ili ti nastali problem, je izuzetno bitno.

### 3. Koliko su zahtjevni projekti na kojima saradujete?

Projekti na kojima surađujemo su vrlo raznoliki – od velikih i prilično zahtjevnih organizacija povodom otvorenja poslovnica (kreiranje, organiziranje i provođenje animacija unutar i van prodajnog prostora koje zahtijevaju i odličnu tehničku podršku), organizacija konferencija za novinare, do manje zahtjevnih (u tehničkom smislu) projekata organiziranja nagradnih igara, gaming turnira, natjecanja i sličnih aktivnosti za naše kupce.

### 4. Navedite nam event koji Vam je bio još jedan razlog više za nastavak saradnje s agencijom Eures-tim?

S ponosom mogu reći da je Technomarket Hrvatska 2011. bio domaćin prvog međunarodnog kongresa „Technomarket & Samsung days“ u Splitu. Radilo se o prvom okupljanju vrhovnog rukovodstva (top managementu) Technomarketa svih država u kojima posluje, te Samsung korporacije.

Sama činjenica tko su uzvanici nije ostavljala prostora niti za najmanju pogrešku.



Osim edukacijskog karaktera, event je imao i neformalni dio koji je oduševio sve naše goste. Vožnja gliserima do Palmižane na Hvaru gdje nas je dočekao cjelodnevni ekskluzivni tretman, predstavio je Hrvatsku a i mladi tim Technomarket Hrvatske u najboljem svijetlu.

Organizacijom ovog kongresa, Eures-tim agencija opravdala je moje poverenje u potpunosti.

M. Š.



Martina Miljanovic, Technomarket Croatia

## LONG TERM COOPERATION IS BASED ON MUTUAL TRUST

Every cooperation relies on the mutual trust. That's exactly the relationship that has created one of the leading meeting industry agencies Eures tim with the largest chain of home appliances and consumer electronics in this part of Europe, Technomarket Croatia.

We have talked to **Martina Miljanović**, marketing manager in Technomarket Croatia, about what that kind of cooperation provides and how important it is.

### 1. What made the agency Eures tim to gain trust of Technomarket?

It was of great importance to us to find a partner we could trust to. Eures tim was agency that was elected to organize the opening of our first branch in Rijeka 2009.

The basis for that decision was: firstly their individual approach where they recognize the client's needs and company's identity, their professionalism at the presentation of agency's previous projects and their team.

The branch opening in Rijeka was a large and demanding project. It was a presentation of new retail shop of white goods, IT and audio equipment not only to citizens of Rijeka but to entire Croatia.

### 2. Considering your position of marketing manager, how important is the role of the agency Eures tim?

After the opening of the first retail shop in Croatia, Eures tim agency has gained my complete trust and since then I don't consider them only as our agency but as our partners.

Partnership means to be able to rely on each other in every situation - "In good and in bad". The retail is very turbulent



area and very often requires last minute changes, it is very important to have a reliable partner in those moments,



the partner that can find a solution in every situation and for every problem.

### 3. How demanding are the projects you work on together?

The projects we work on together are various - from projects that require large and demanding organization such as branch openings (event creation, logistics, organization and execution of entertaining activities inside and outside the store, excellent technical support), organization of press conferences to less demanding (in technical sense) projects such as organization of lotteries, gaming tournaments, contests and similar activities for our customers.

### 4. Could you share with us one event organization which was one more reason to continue your cooperation with Eures tim?

I can proudly say that Technomarket Croatia in 2011 was host to first international congress "Technomarket & Samsung days" in Split. It was the first gathering of Technomarket top management from all countries we operate in and Samsung Corporation. Taking into considerations who were the attendees, there was no place for a mistake. Apart from the official part of the event, there was also the unofficial part that thrilled all the participants.



The boat ride to Palmizana on Hvar, where we were welcomed with exclusive treatment, represented Croatia and young Technomarket team at their best. By organizing this congress, Eures tim agency has completely confirmed my trust in them.

M. Š.

Igre za svakoga

## LONDON 2012 – OLIMPIJSKE I PARAOLIMPIJSKE IGRE

Olimpijske igre predstavljaju najveći međunarodni događaj koji objedinjuje letnje i zimske sportove, gde više od 200 zemalja i hiljade sportista učestvuje u različitim takmičenjima. Olimpijske igre daju nadu u bolji svet kroz sportska takmičenja bez diskriminacije, za svakoga, a daju čovečanstvu nadahnuće za postizanje ličnih snova u sportu i životu. Olimpijske igre pružaju primere kako humanost može da prevaziđe svakodnevne poteškoće kroz vrednosti svojstvene olimpijskom idealu.



Sebastijan Coe – predsedavajući Organizacionog komiteta u Londonu za Olimpijske i Paraolimpijske igre

Ceo svet je uzbuđen u iščekivanju početka Olimpijskih igara! Ovom prilikom želimo da Ol 2012 približimo čitaocima magazina SEEbtm, pa smo iskoristili priliku da razgovaramo sa gospodinom **Sebastijanom Coe** – predsedavajućim Organizacionog komiteta u Londonu za Olimpijske i Paraolimpijske igre.

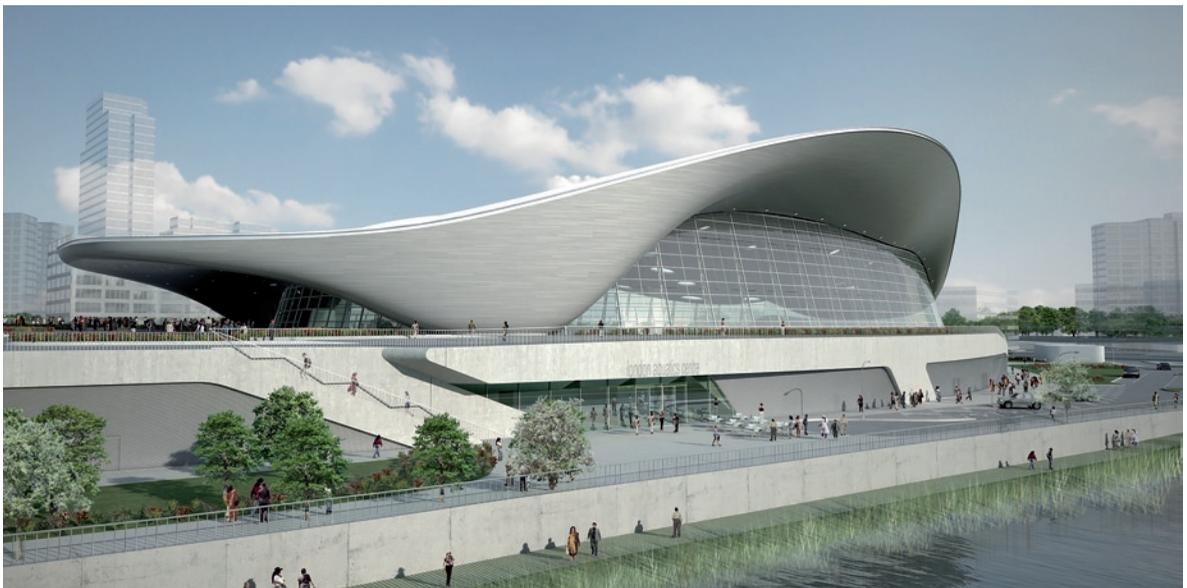
**1. London ima tu privilegiju da organizuje Olimpijske igre 2012. Možete li nam reći nešto o priprema oko kandidature za tako veliki događaj?**

Ima mnogo mogućnosti da se i javnost uključi u Olimpijske igre. Svesni smo da Ol 2012 u Londonu treba da budu otvorene 27. jula i imamo u vidu sve šta je potrebno da se uradi u narednih 5 meseci, tako da stalno razmišljamo kako da stvari uradimo bolje. U ovoj ključnoj fazi želimo da kažemo i pokažemo svima da pripremamo dobrodošlicu celom svetu u Londonu za nekoliko meseci. Ovo je pravi trenutak da podstaknemo UK i ostatak sveta da se zainteresuju za Olimpijske igre 2012 u Londonu.

**London 2012** – Olimpijske igre će se održati od 27. jula do 12. avgusta, a Paraolimpijske igre od 29. avgusta do 09. septembra 2012. godine.

Ambicija Ol 2012 u Londonu jeste da stvori „Igre za svakoga“, gde su svi pozvani da uzmu učešće, da se pridruže i uživaju u najuzbudljivijem svetskom događaju.

Sa manje od 200 dana do početka, tu smo gde i treba da budemo i više smo nego ponosni na napredak koji smo učinili u prethodnih šest godina. Izgradnja objekata u Olimpijskom parku je preko 90% završena i radimo na tome da ih preinačimo u sportska borilišta, nastavljamo sa jačanjem najkvalitetnijeg tima koji će izneti Ol, a počeli smo i sa proverama objekata.





## 2. Koliko je vremena potrebno jednom gradu da se pripremi i da bude potpuno spreman za jedan takav događaj?

Svaki Organizacioni komitet dobije 7 godina da se pripremi za domaćina Olimpijskih i Paraolimpijskih igara.

Međutim, dosta pripremnih radova se obavi i pri sastavljanju potencijalne kandidature.

Veoma smo ponosni na napredak koji smo ostvarili do sada i Direkcija za sprovođenje OI (Olympic Delivery Authority), organ odgovoran za izgradnju objekata u Olimpijskom parku, odlično je obavila posao nadzora kako bi kompletna izgradnja bila završena na vreme i u okviru budžeta.

Ostvareni napredak je i zaveštanje fantastičnim timovima u LOCOG, našim sponzorima, partnerima i zainteresovanim stranama u zajedničkom radu ka jedinstvenom cilju – da organizuju najbolje moguće Olimpijske i Paraolimpijske igre.

## 3. Koliki je okvirni budžet za organizaciju Olimpijskih igara i ko finasira događaj?

Postoje dva budžeta – jedan za Organizacioni komitet u Londonu za Olimpijske i Paraolimpijske igre (LOCOG) i jedan za Direkciju za sprovođenje OI (ODA). LOCOG je organizacija koja se

finasira iz privatnih izvora i naš budžet iznosi 2 milijarde funti – što je cena organizovanja Olimpijskih i Paraolimpijskih igara 2012 u Londonu.

Naš budžet se finansira od sponzora, prodaje karata i reklamnih artikala, kao i prava prenosa.

## 4. Poznato je da je ljudski faktor najbitniji u organizaciji. Koliko je ljudi uključeno u samu organizaciju?

U ovom trenutku u LOCOG imamo oko 2.500 ljudi. Još uvek smo u procesu prijema oko 3.500 ljudi u narednih

nekoliko meseci. Do početka Olimpijskih igara imaćemo ukupnu radnu snagu od oko 200.000 ljudi, od čega 6.000 plaćenog osoblja, do 70.000 volontera i oko 100.000 preduzimača.

## 5. Na koji način Olimpijske igre doprinose profitu grada u poređenju sa svim ulaganjima?

Olimpijske i Paraolimpijske igre su donele investicije u vrednosti ulaganja čitave jedne generacije, a sa povraćajem za samo nekoliko godina. Prvoklasni sportski objekti, novi sme-





štajni objekti, novi gradski park, nove i poboljšane veze u Vestfildu predstavljaju dobitnu kombinaciju koja je iznedrila potpuno novu zajednicu u tom delu.

Ponosan sam što su baš OI katalizator svega toga i povrh svega imaćemo i izvanrednu atmosferu – pravi onaj osećaj leta kada možete reći „I ja sam bio tamo“.

Gledajući unapred, nadam se da će i javnost u UK imati fantastične uspomene sa OI o sportu svetske klase i zemlji koja je napravila korak više kao domaćin i slavljenoj fantastičnih Olimpijskih i Paraolimpijskih igara.

U čisto fizičkom smislu, jedan veliki deo Londona će biti preporođen sa novonastalim zajednicama i preko potrebnim najmodernijim sportskim objektima koji će biti na raspolaganju i eliti i zajednici.

Iznad svega, želeo bih da OI inspirišu ljude – bilo da počnu da se bave sportovima ili da nastave da prate sportove koje su videli u Londonu 2012. godine.

**6. Koja su Vaša očekivanja po pitanju uticaja OI na život i imidž Londona?**

Olimpijske i Paraolimpijske igre su najveći svetski međunarodni sportski događaj, a London je verovatno najveći svetski multinacionalni grad.

Pružna nam se izvanredna prilika da pokažemo energiju, kreativnost i gradsku vrevu kojima naša prestonica odiše i da pokažemo svetu ono što je najbolje u Britaniji.

Imamo izvanrednu priliku da se na OI 2012 u Londonu pohvalimo najznačajnijim znamenitostima prestonice kao što je Greenwich Park, Parada konjičke garde i Vimblon.

Želeli smo da iskoristimo ove znamenitosti pošto smo znali da će biti ne samo fantastični prateći program, već i da će zaista pokrenuti i inspirisati ljude širom sveta dok će istovremeno pokazati šta to sve London ima da ponudi.

Sigurno je da želimo da Olimpijske igre 2012 u Londonu budu najbolje moguće – kako za sportiste, tako i za posetioce. Imamo i tu sreću da će većina sportista koji se takmiče na OI imati podršku domaće publike zahvaljujući stotinama zajednica koje žive u Londonu.

Britanska javnost obožava sport i zaista želimo da iskoristimo taj entuzijazam kako bismo obezbedili izvrsnu atmosferu do početka i za vreme trajanja Olimpijskih igara.

**7. Objavljeno je da će OI ostaviti zaveštanje od nacionalne koristi za kulturu, sport, volonterski rad, biznis i turizam. Možete li nam reći nešto više o ovim projektima?**

Kada smo bili u Singapuru 2005. godine, rekli smo da želimo da iskoristimo moć Olimpijskih igara kako bismo nadahnuli omladinu širom sveta da se odluče za sport i da će naša vizija ostaviti trajno zaveštanje.

Ove dve težnje su bile u središtu našeg plana od samog početka i čvrsto sam uveren da smo na dobrom putu da ih ostvarimo.

Ponosan sam kada vidim da se to već dešava pri susretu sa mladim ljudima u školama u celom UK koji su inspirisani Olimpijskim i Paraolimpijskim igrama. Vidim da se to dešava i na sportskim borilištima i svedok sam mladih sportista koji teže da rade na postizanju najboljih rezultata, kao i kada vidim svakodnevno na nebu iznad istočnog Londona ispisane reči zahvalnosti za izgradnju objekata u Olimpijskom parku.

Ali, svedoci smo te pojave i na međunarodnom nivou. Zahvaljujući našem Programu međunarodne inspiracije, preko 12 miliona dece i mladih u 19 zemalja širom sveta, imaju koristi od visokog kvaliteta sporta, fizičke kulture i mogućnosti za igru.

S. G.



The Games for everyone

# LONDON 2012 - OLYMPIC GAMES AND PARALYMPIC GAMES

The Olympic Games is a major international event featuring summer and winter sports, where more than 200 nations and thousands of athletes participate in a variety of competitions. Olympic Games offer hope for better world, using sport competition without discrimination for all and provide humanity with the inspiration to achieve personal dreams in sport and in life. The Olympic Games provide tangible examples of how humanity can overcome its everyday problems through the values inherent in the Olympic ideal.



Sebastian Coe - Chair of the London Organising Committee of the Olympic Games and Paralympic Games

Whole world is excited in anticipation for The Olympic Games to start! For this occasion, we wanted to bring The Games 2012 closer to readers of SEE-btm magazine, so we had an opportunity to speak with Mr **Sebastian Coe** - Chair of the London Organising Committee of the Olympic Games and Paralympic Games.



**1. London has the privilege to organize Olympic Games 2012. Could you tell us something about preparations for candidature for such a big event?**

**London 2012** – The Olympic Games will be held from 27<sup>th</sup> July till 12<sup>th</sup> August, while The Paralympic Games will be held from 29<sup>th</sup> August till 9<sup>th</sup> September 2012.

London 2012's ambition is to create The Games for everyone, where everyone is invited to take part, join in and enjoy the most exciting event in the world.

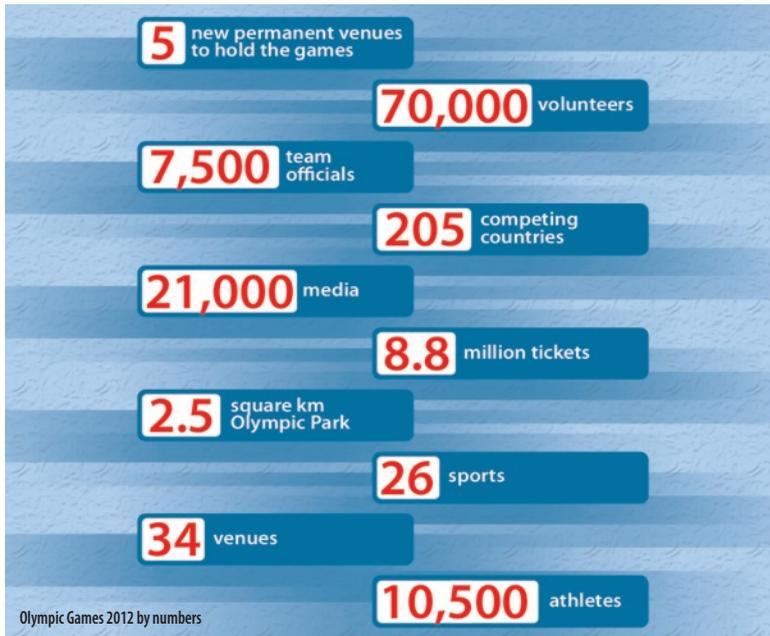
With under 200 days to go, we are where we should be and we are extremely proud of the progress we have made over the last six years. Construction of venues on the Olympic Park is over 90% complete and we are working to turn them into competition venues, we are continuing to build a high quality team to deliver the Games, we've started to test our

venues and there are many opportunities for the public to get involved with the Games.

We do know that the London 2012 Games need to start on the 27<sup>th</sup> July and we are very conscious of everything we need to deliver over the next 5 months, so we are constantly looking at how we can do something better.

At this key milestone, we want to tell and show everyone that we are getting ready to welcome the world to London in a few months' time. This is really the moment when we can exci-





te the UK and the rest of the world about the London 2012 Games.

**2. How long does it takes for a city to prepare and to be completely prepared for such an event?**

Each Organising Committee is given 7 years to prepare to host an Olympic and Paralympic Games. However, a lot of preparation work is done when the potential bid is being put together. We're very proud of the progress

we have made to date and the Olympic Delivery Authority, the body responsible for the construction of venues on the Olympic Park has done an outstanding job making sure the construction remained on time and on budget.

The progress we've made is also a testament to the fantastic teams here at LOCOG, our sponsors, delivery partners and stakeholders all working together with one aim – to put on the

most fantastic Olympic and Paralympic Games possible.

**3. What is the approximate budget for the organization of The Games and who is financing the event?**

There are two budgets – one for the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) and one for the Olympic Delivery Authority (ODA). LOCOG is a privately-funded organisation and our budget is £2 billion – this is the cost of staging the London 2012 Olympic and Paralympic Games. Our budget is raised from sponsors, ticket and merchandise sales and broadcast rights.

**4. It is known that the people are most important in the organization. How many people are involved in this organization itself?**

At the moment we have about 2,500 people working at LOCOG. We are still in the process of recruiting around 3,500 people over the next few months. By Games-time, we will have a total workforce of about 200,000 – which includes the 6,000 paid staff, up to 70,000 volunteers and around 100,000 contractors.





**5. How the Games contribute to the profit of the city, comparing with all investments?**

The Olympic and Paralympic Games have brought a generation's worth of investment and regeneration in just a few years. World class sporting facilities, new housing, a new urban park, the new Westfield development and improved transport links have combined to create almost a brand new community in the area. I'm proud that the Games have been the catalyst for this and on top of it all, there will be an extraordinary atmosphere – a real "I was there" type summer.

And looking ahead, I hope the Games will leave the UK public with some fantastic memories of world class sport and of a country which stepped up to the plate to host and celebrate fantastic Olympic and Paralympic Games. In purely physical terms a large area of London will be reborn, with new co-

mmunities created and much needed state of the art sporting venues which will be available for elite and community use. Above all though I want the Games to leave people inspired – whether it's inspired to take part in or to continue watching a sport they have seen at London 2012.

**6. What are your expectations regarding influence of The Games to the life and image of London?**

The Olympic Games and Paralympic Games are the world's greatest international sporting events and London is probably the world's greatest international city. We have a fantastic opportunity to showcase the energy, creativity and buzz which emanates from our capital and showcase the best of British to the world. We have a huge opportunity with the London 2012 Games to show off some of the capital's most iconic locations, such

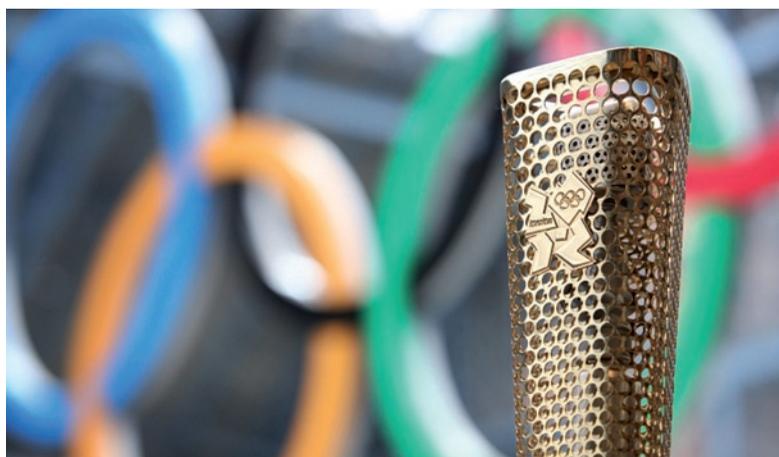
as Greenwich Park, Horse Guards Parade and Wimbledon. We wanted to use these venues as we knew they would not only be fantastic backdrops but would really engage and inspire people around the world whilst at the same time showcasing everything London has to offer.

We certainly want the London 2012 Games to be the best possible – for athletes, spectators and athletes alike. We are also very lucky in that most athletes competing at Games time will be doing so in front of a home crowd, thanks to the hundreds of communities that live in London. The British public are mad about sport and we really want to harness that enthusiasm and ensure a great atmosphere in London both in the run-up to and during the Games.

**7. It was announced that The Games will leave a legacy of national benefits in culture, sport, volunteering, business and tourism. Could you tell us more about these projects?**

When we went to Singapore in 2005, we said we wanted to use the power of the Games to inspire young people around the world to choose sport and our vision was to leave a lasting legacy. These two aspirations have been at the heart of our planning right from the start and I strongly believe that we are well on our way to delivering them. I am proud to see this happening when meeting young people at schools across the UK who have been inspired by the Olympic and Paralympic Games. I also see it at training venues and witness aspiring young athletes working to improve their personal best, or when I see the east London skyline changing daily thanks to the building of venues on the Olympic Park. But we have also seen this on an international level. Thanks to our International Inspiration programme, more than 12 million children and young people in 19 countries around the world are benefiting from high-quality sport, PE and play opportunities.

S. G.



Radisson Blu Resort & Spa u Dubrovačkim Vrtovima Sunca

## TOP DESTINACIJA ZA ORGANIZIRANJE EVENATA

Radisson Blu Resort & Spa u Dubrovačkim Vrtovima Sunca priznat je kao jedan od vodećih turističkih mjesta na Dubrovačkoj rivijeri i postaje destinacijski izbor za međunarodne i regionalne konferencije pružajući najveće i najopremljenije konferencijske sale / prostore u regiji.



Dubrovački Vrtovi Sunca su kompleks odmarališta na prekrasnoj Jadranskoj obali. Ova destinacija se nalazi u općini Orašac, smještenoj 11 kilometara dužobalno od povijesne jezgre Dubrovnika i jedna je od najvećih odmarališta na Jadranskoj obali.

Resort objedinjuje dva segmenta smještajnih kapaciteta. Hotel ima 201 sobu s prostranim terasama s pogledom na more, dok Rezidencijalno naselje nudi 207 rezidencija s jednom, dvije te tri spavaće sobe s balkonom ili terasom, također s pogledom na more ili prekrasne vrtove.

### Sadržaji resorta

Dubrovački Vrtovi Sunca uključuju nagrađivane prostorije za opuštanje (SPA) koje nude blagotvorne tretmane, zatim bazen namjenjen hidroterapiji sa terapijskim masažama.

Termalna zona obiluje različitim tretmanima kao što su tradicionalna sauna na ugljen, sauna sa soli, turska kupelj i aromaterapijska parna kupelj. Uz sve navedene objekte možete se opustiti u Spa Vitality Juice baru na osunčanoj terasi uz pregršt različitih ponuda.

Resort sadrži veliki sportski i rekreacijski centar sa mnoštvom opcija od teretane, squash teren, 3 teniska terena na otvorenom te nogometno igralište. Resort sadrži 13 restorana i baro-

ve koji nude lokalnu i internacionalnu kuhinju, supermarket i maloprodajne trgovine.

\* Radno vrijeme restorana i barova ovisi prema sezoni i vremenskim uvjetima, pojedini restorani su zatvoreni izvan glavne sezone.

### Konferencijski sadržaji

**Radisson Blu Resort & Spa u Dubrovačkim Vrtovima Sunca** predstavlja savršenu lokaciju za konferencije popraćene raznovrsnim pogodnostima koje resort nudi.

Ova luksuzna blistava hrvatska odrednica, pristupačna lokacija i ekskluzivni objekti čine top destinaciju za organiziranje konferencija, poticajnih putovanja te banketa.

Na impresivnoj površini od 1800 metara kvadratnih resort se može pohva-

liti sa 8 dvorana za sastanke na dvije razine, uključujući plesnu dvoranu koje se može jednostavno razdvojiti u tri zasebne prostorije te predfunkcijsku zonu. Dvorane za sastanke u resortu su opremljene sa besplatnim brzim, bežičnim pristupom Internetu, najboljom audiovizualnom opremom te individualno kontroliranom klimatizacijom.

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



### Radisson Blu Resort & Spa u Dubrovačkim Vrtovima Sunca

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Radisson Blu Resort & Spa at Dubrovnik Sun Gardens

## ULTIMATE DESTINATION FOR HOSTING EVENTS

Radisson Blu Resort & Spa at Dubrovnik Sun Gardens is already recognised as one of the prime tourism sites on the Dubrovnik Riviera and is quickly becoming the resort destination of choice for international and regional conferences providing some of the largest and most versatile conferences facilities in the region.



Dubrovnik Sun Gardens is a fully integrated, 22-hectare destination resort on the beautiful Adriatic coast.

The development is in the community of Orašac, located only 11km from the Old Town of Dubrovnik and is one of the most comprehensive developments on the Croatian coast. It features a 201 room 5 star Radisson Blu hotel, all with sea view facing rooms. It also offers 207 fully-appointed residences, with outdoor terraces and patios offering garden and sea views.

### Facilities

Resort facilities include an award winning spa, which offers a variety of indulgent treatments, a hydrotherapy pool, Jacuzzi and much more. The resort also features a comprehensive sports and recreation centre with a

range of facilities including a gym, a squash court, outdoor tennis courts, and a five-a-side football pitch. 13 restaurants and bars featuring local and international cuisine, a supermarket and retail shopping.

\* The operation of the restaurant and bars varies according to seasonally and is subject to weather conditions.



### Conference Facilities

**Radisson Blu Resort & Spa at Dubrovnik Sun Gardens** presents the perfect conference venue featuring a variety of resort amenities.

This luxury hotel's dazzling Croatia setting, accessible location and exclusive facilities make it the ultimate destination for hosting conferences, incentive trips and banquets.

Spanning an impressive 1800 square metres, the resort boasts eight me-

eting rooms on two levels, including a ballroom that can easily be divided into three separate areas and a pre-function area.

Awash with natural light, the resort's meeting rooms are equipped with Free high-speed, wireless Internet access, top-of-the-range audiovisual equipment and individually controlled air conditioning.

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

### Radisson Blu Resort & Spa at Dubrovnik Sun Gardens

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Važnost međunarodnih asocijacija

## ASOCIJACIJE KAO KUPCI U KONGRESNOJ INDUSTRIJI

Funkcionisanje svake asocijacije, najprostije rečeno, zasniva se na razvijanju određenih koristi za njene članove, sa ciljem povećanja broja tih članova i samog uticaja asocijacije.

Kupce u kongresnoj industriji možemo podeliti na dve osnovne grupe: korporativne (naftne kompanije, kompanije iz oblasti farmacije, telekomunikacije, IT, proizvodnje, autoindustrije, inženjeringa, konsaltinga, banke, osiguravajuće kuće i sl.) i na asocijacije/udruženja.

Asocijacije predstavljaju udruženja pravnih i/ili fizičkih lica koji su povezani zajedničkim idejama i ciljevima. Mogu, pored toga, da budu trgovinska udruženja ili udruženja određene profesije. Na osnovu geografske rasprostranjenosti njenih članova, ali i disperzije njenih aktivnosti i uticaja, ona mogu biti lokalna, regionalna, nacionalna i međunarodna. **Osnovna svrha svih asocijacija jeste da služi interesima svojih članova.** Funkcionisanje svake asocijacije, najprostije

rečeno, zasniva se na razvijanju određenih koristi za njene članove, sa ciljem povećanja broja tih članova i samog uticaja asocijacije.

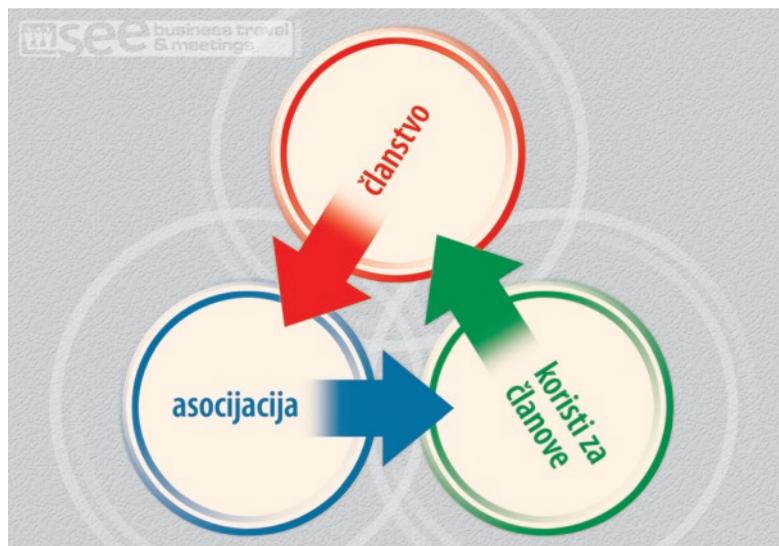
Na osnovu dole navedenih koristi, možemo reći da je organizovanje sa-

stanaka, od neformalnih druženja, upravnih odbora, preko raznih vidova edukacija, seminara i radionica, do kongresa i konferencija, **nezaobilazna aktivnost svake asocijacije/udruženja.** Znači da, po prirodi svog

### Koristi od pristupanja nekom udruženju mogu biti:

- razvijena baza podataka od značaja za njene članove
- mogućnost umrežavanja sa ciljnim/interesnim grupama
- međusobno povezivanje i upoznavanje njenih članova, kreirajući osnov za njihovu saradnju i razmatranje problematike zajedničke profesije ili interesovanja
- edukacija svojih članova i ostalih koji indirektno utiču na udruženje ili na koje se utiče radom udruženja
- praćenje i razvoj trendova, kao i istraživanje tržišta i davanje prognoza po raznim pitanjima relevantnim za specifičnu oblast
- svojim delovanjem utiču na kreiranje i unapređivanje određene industrije, profesije ili ideje, u zavisnosti od toga koja je svrha osnivanja samog udruženja
- povećava kredibilitet i status onih koji postaju njeni članovi
- organizuje neformalna okupljanja i zabavu za svoje članove i sl.





postojanja, ukoliko funkcionišu kako treba i rade na učvršćivanju svoje pozicije i sopstvenog uticaja, oni se, u manjem ili većem obimu, bave organizacijom događaja.

Postoje takođe i specijalizovane eksterne menadžment kompanije (AMC – Association Management Companies) koje su plaćene da upravljaju Asocijacijama, a samim tim i da se bave organizacijom njihovih sastanaka i konferencija.

Ove menadžment kompanije u suštini rade kao profesionalni kongresni organizatori (PCO – Professional Conference Organiser) u ime organizacije koju predstavljaju. Njih takođe identifikujemo kao kupce u kongresnoj industriji. Kada je reč o Međunarodnim Asocijacijama, kongresi i konferencije koje oni organizuju, obično jedanput godišnje, su od ogromnog značaja, prvenstveno za destinaciju u kojoj se ta konferencija održava.

Primeri takvih događaja su recimo, **Evropska konferencija o AIDS-u** održana u oktobru 2011. godine kao i **Kongres Kardiologa (Kongres za srčanu insuficijenciju)** najavljen za maj 2012. godine u Beogradu.

Asocijacije koje stoje iza ovakvih događaja jesu *Evropsko Kliničko društvo za AIDS (EACS - The European AIDS Clinical Society)*, odnosno *Asocijacija za srčanu insuficijenciju Evropskog kardiološkog društva (The Heart Failure Association of the European Society of Cardiology)*.

Dalji primeri, u Sloveniji 2011. godine, tačnije u Ljubljani, se održala **međunarodna EDTNA/ERCA konferencija** iz koje stoji *Evropsko udruženje medicinskih sestara za dijalizu i transplantaciju/Evropsko udruženje za negu bubrežnih bolesnika (ETNA/ERCA)*.

Takođe, jedan od velikih događaja u maju 2012. u Sloveniji, kako najavljuju iz Turističke organizacije Ljubljane ([www.visitljubljana.si](http://www.visitljubljana.si)) jeste **35. Godišnji kongres Evropske Asocijacije računovođa (European Accounting Association – EAA)**. Ovo su sve jako veliki i značajni događaji koji okupljaju od 2-4 hiljade delagata iz svih delova sveta.

Takvi međunarodni skupovi, obzirom da iza njih stoje velike uticajne međunarodne asocijacije, sa respektivnim,

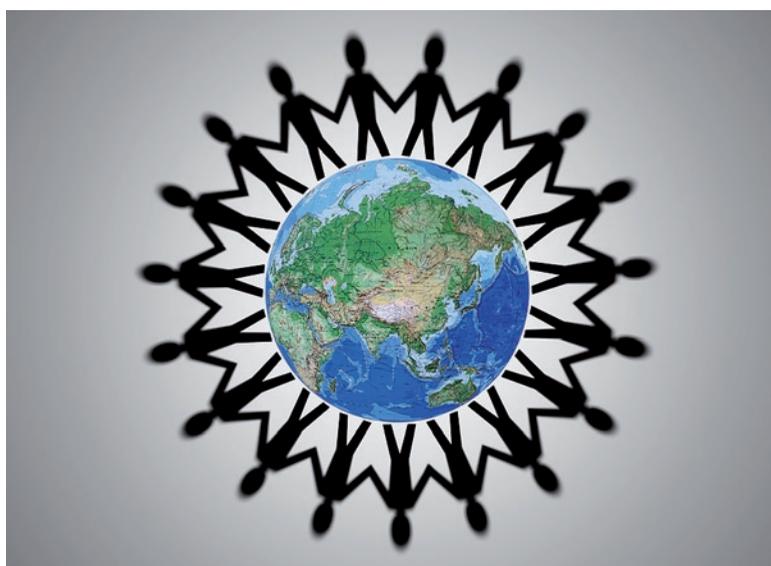
najeminentnijim stručnjacima iz određenih oblasti, utiču na razvoj nauke/profesije u zemljama u kojima se ovakav skup organizuje, imaju veliku medijsku pažnju, pa samim tim, oni doprinose poboljšavanju ili učvršćivanju imidža zemlje. Zatim, obezbeđuju apsolutnu popunjenost smeštajnih i ugostiteljskih kapaciteta, obzirom da broje veliki broj učesnika, često i više hiljada njih, razna sponzorstva, dodatnu zaposlenost onih koji učestvuju u samoj organizaciji, od agencija/e koje su zadužene za logistiku, smeštaj, brendiranje prostora, pre & post tura, tehničke opreme, prevodilačke usluge itd.

S toga, ne čudi činjenica, kada bilo kom učesniku u kongresnoj industriji, pogotovo onima koji su pružaoci usluga, hoteli, prostori, profesionalne agencije za organizaciju i sl., zacakle oči kada čuju da imaju neku asocijaciju kao potencijalnog kupca, tj korisnika njihovih usluga.

Ono što im, sa razlogom, tada prolazi kroz glavu, jeste: veliki skup, medijska pažnja, visok kredibilitet, dobra referenca za buduće događaje, učesnici uglavnom iz regiona, a i inostranstva, visoka potražnja sa dodatnim pre&post turama.

Zato možemo reći da asocijacije spadaju u krem kupaca u kongresnoj industriji.

M. Š.



## Importance of International Associations

## ASSOCIATIONS AS BUYERS IN MICE INDUSTRY

Operation of any association, to put it simply, is based on creating certain benefits for its members aiming at increasing the number of members and the very influence of the association.

Buyers in MICE industry can be categorised in two groups: corporations (oil industry, pharmaceuticals, telecommunications, IT, production, automotive industry, engineering, consulting, banks, insurance, etc.) and associations/societies.

Associations are groups of legal entities and/or natural persons gathered by mutual ideas and goals. In addition, they can be trade associations or professional associations. Based on the geographical span of their members and on the dispersion of their activities and influence, they can be local, regional, national and international.

**The core purpose of all associations is to serve the interest of their members.**

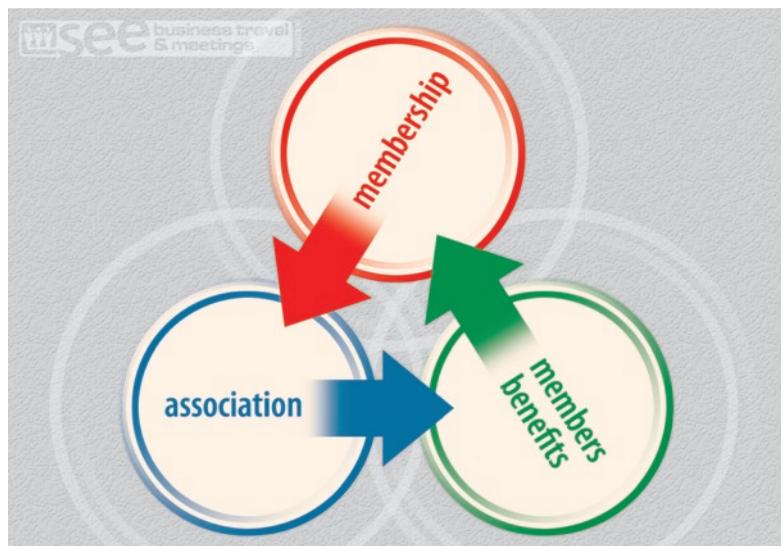
Operation of any association, to put it simply, is based on creating certain benefits for its members aiming at increasing the number of members and the very influence of the association. Based on below mentioned

benefits, we can say that the organization of meetings, informal gatherings, boards, through various forms of education, seminars, workshops, to congresses and conferences is **indispensable activity of**

### Benefits from joining an association can be:

- developed database important to the members
- enabled networking with target/interest groups
- members connecting and getting to know one another, creating the base for them to cooperate and discuss issues regarding their profession or interests
- educating own members and other parties indirectly affecting or affected by the association
- keeping up with and promoting trends such as market research and prognosis on various issues relevant for a specific area
- their influence impacts the creation and improvement of certain industry, profession or idea depending on the purpose of founding the association
- heightens credibility and status of those who become its members
- organizes informal meetings and entertainment for its members, etc.





**any association/society.** This means that, by the nature of their existence, if they operate as they should and work on fixing their position and influence they more or less deal with event organization.

There are also external specialized management companies (AMC – Association Management Companies) paid to manage Associations and at the same time organize their meetings and conferences. These management companies basically work as Professional Conference Organizers (PCO) on behalf of the organization they present. They are also identified as buyers in MICE industry.

Speaking of International Associations, the congresses and conferences they organize normally once a year, are enormously important in the first place for the destination and venue of the conference.

The examples of such events are, for instance, the **European AIDS Conference** held in October 2011, and the **Heart Failure Congress** announced for May 2012, both in Belgrade.

The associations behind these events are the *European AIDS Clinical Society (EACS)*, and the *Heart Failure Association of the European Society of Cardiology*. Furthermore, in Slovenia 2011 for instance, Ljubljana was home to the **international EDTNA/ERCA conference** organized by the

*European Dialysis and Transplant Nurses Association/European Renal Care Association (EDTNA/ERCA)*. Also, one of the major events in May 2012 to take place in Slovenia as announced by the Ljubljana Tourist Board ([www.visitljubljana.si](http://www.visitljubljana.si)) is the **35<sup>th</sup> Congress of the European Accounting Association - EAA**. All of these are major and important events, gathering 2-4 thousand delegates from all around the world.

Such international meetings, given that major international associations are behind them, with renowned, prominent experts in relevant fields have impact on the development of science/profession in the countries where such meetings are organized,

also, have high media coverage and at the same time they contribute to improving or reinforcing the country's image.

Then, they cover the full accommodation and hotel's capacities due to a large number of participants, often several thousand, then sponsorships, additional engagement of those participating in the very organization, from the agencies in charge of logistics, accommodation, space branding, pre&post tours, technical equipment, translation services, etc.

Therefore, there is no surprise when you see any MICE players', in particular those who are service providers, hotels, venues, professional organization agencies etc., eyes light up when they find out that an association is a potential buyer or user of their services.

The things that go through their heads, reasonably though, are: a large meeting, media coverage, high credibility, fine reference for future events, mostly regional and international delegates, high demand for additional pre&post tours.

That is why we can say that associations are *crème de la crème* of buyers in MICE industry.

M. Š.



Istraživanje

## KARAKTERISTIKE DOGAĐAJA KOJE ORGANIZUJU UDRUŽENJA U REGIONU

Događaji koje organizuju asocijacije obično uključuju veći broj delegata (u proseku, najmanje 200 delegata) u odnosu na okupljanja koja organizuju kompanije odnosno korporativni sektor.

Vreme za koje se unapred planira događaj je kod asocijacija znatno duži, naročito kada su u pitanju međunarodni kongresi/konferencije, tada se planira i po **2-3 godine unapred**.

Asocijacije imaju veću tendenciju da menjaju lokaciju i mesto održavanja nekog događaja, s obzirom da je pristupstvo delegata dobrovoljno. Kako bi se povećao broj učesnika potrebno je događaj učiniti atraktivnim, što se delom gubi ukoliko se događaj svake



godine održava u istom gradu i prostoru. Takođe, ukoliko asocijacija ima članove koji su geografski dislocirani, obično se teži da se recimo, konferencija održava svaki put u zemlji i gradu koji su dostupni većini članova, ili u onim zemljama u kojima postoji lokalno udruženje čiji članovi su potencijalni članovi za međunarodnu asocijaciju iste profesije ili zanimanja. Zato se lokacija, u većini slučajeva, kada su u pitanju asocijacije, menja za svaki naredni skup. Ali pri tome se,

**Događaji koje organizuju asocijacije obično uključuju veći broj delegata (u proseku, najmanje 200 delegata) u odnosu na okupljanja koja organizuju kompanije odnosno korporativni sektor.**



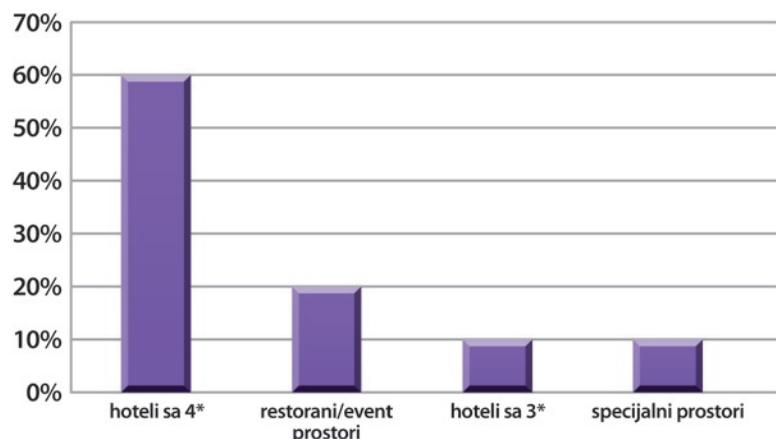
kod međunarodnih asocijacija, može uočiti određeni šablon, npr. da li idu samo u evropske zemlje i koje, da li svake godine idu na drugi kontinent, pa se primećuje da se svake treće godine vraćaju u isti region? Ili recimo, ukoliko se radi o nekoj asocijaciji za zaštitu ljudskih prava, možda idu samo u manje razvijene zemlje i sl.

Ove podatke na međunarodnom nivou prikuplja i obrađuje Međunarodna Asocijacija kongresa i konferencija - ICCA (*International Congress & Convention Association*), i ovi podaci su, pored ostalog, jako bitni kao smernica za neku destinaciju da li ima smisla da podnosi kandidaturu za neki međunarodni kongres ili ne?

Udruženja u regionu najčešće (njih 60%) koriste hotele sa 4 zvezdice za organizaciju svojih događaja, dok su event prostori, specijalni prostori i hoteli sa 3 zvezdice zastupljeni u manjem procentu, tačnije sa po 20%, odnosno 10%.

Udruženja po zemljama u regionu uglavnom samostalno (75%) organizuju seminare, edukacije i konferencije, dok manji procenat (25%) koristi usluge profesionalnih agencija.

Ovo se može protumačiti i delom zbog manjih budžeta koje imaju udruženja u regionu, ali i manje zahtevnom pristupu organizaciji događaja, nego što je to slučaj sa asocijacijama u svetu.





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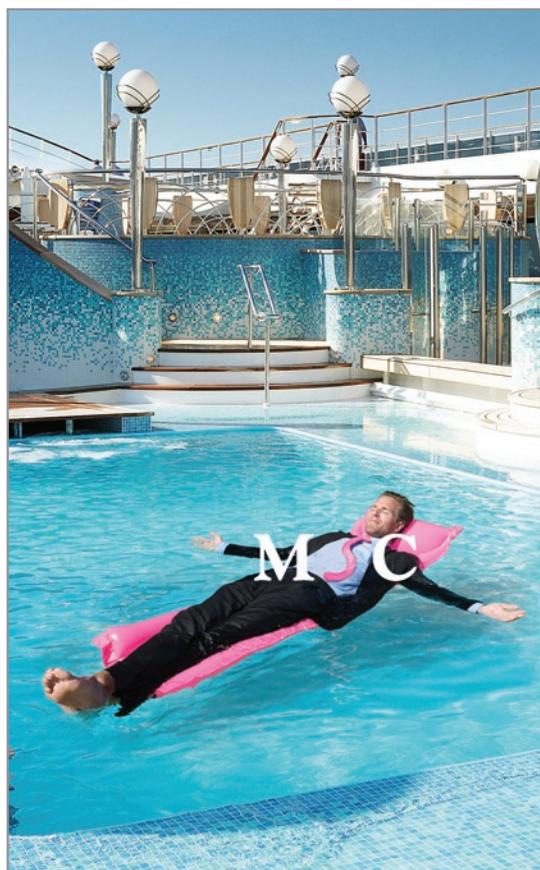
Asocijacije imaju veću tendenciju da menjaju lokaciju i mesto održavanja nekog događaja, s obzirom da je prisustvo delegata dobrovoljno.

Glavni faktori koji utiču na izbor hotela/event prostora kada su u pitanju udruženja jesu, respektivno, po važnosti: lokacija, odnos cena/kvalitet, dostupnost lokacije, fleksibilnost, kvalitet usluge.

Nikako ne treba zanemariti ni sledeće kriterijume: atraktivnost destinacije i određenog prostora kako bi privukli dodatno delegate, kvalitet i atraktivnost prostora u kojem će se održavati svečane večere, druženja i networking događaji, mogućnost proširenja broja članova tog udruženja u destinaciji gde se događaj održava.

Glavne sezone kada su u pitanju konferencije koje organizuju asocijacije su jesen i proleće, ali neke se održavaju i tokom letnjih meseci i nešto manji broj zimi. Najpopularniji meseci jesu april, maj, jun, oktobar i septembar.

M. Š.



## SAVRŠENA POZORNICA ZA VAŠ INCENTIVE

Poslovni sastanci, prezentacije, incentive i konferencije potpomažu uspeh vaše kompanije. Naročito ako organizaciju prepustite MSC Krstarenjima! Vrhunski konferencijski sadržaji naših brodova uključuju kazalište za velike korporativne događaje, sobe za sastanke te svu potrebnu tehničku infrastrukturu. Moderni sportski centar te brojni tereni kao i sadržaji za slobodno vreme nude savršenu priliku za team building, dok će vas raskošni MSC Aurea Spa centar, gurmanske delicije naših majstora kuhinje, raznovrsna zabava i ljubazno osoblje u potpunosti razmazati.

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## Research

## EVENT CHARACTERISTICS ORGANIZED BY ASSOCIATIONS IN THE REGION

Events organized by associations normally involve a higher number of delegates (on average, 200 delegates at least) compared to the meetings organized by companies, that is, corporate sector.

Time for preparing an event by Associations is much longer. In particular, when it involves international congresses/conferences, such plans cover even **2-3 year for preparations.**

**The regional associations most often (60% thereof) use 4-star hotels for their events, while other venues, special venues and 3-star hotels have lower share, more precisely with 20% or 10%.**

Associations tend to change the destination or venue of an event as the presence of delegates is voluntary. To increase the number of participants it is necessary to make an event as attractive as possible. This may not be the case if the event is held every year in the same city

or venue. Also, if an Association gathers members who are geographically dislocated it is a custom to have every conference in a country or



city accessible to most members or in countries where there are local Associations whose members are potential members of an international Association of the same profession or occupation. That is why the venue in case of Associations mostly changes for each following meeting. Though, one can see the same pattern with the international Associations in the process, e.g. whether they visit only European countries and which

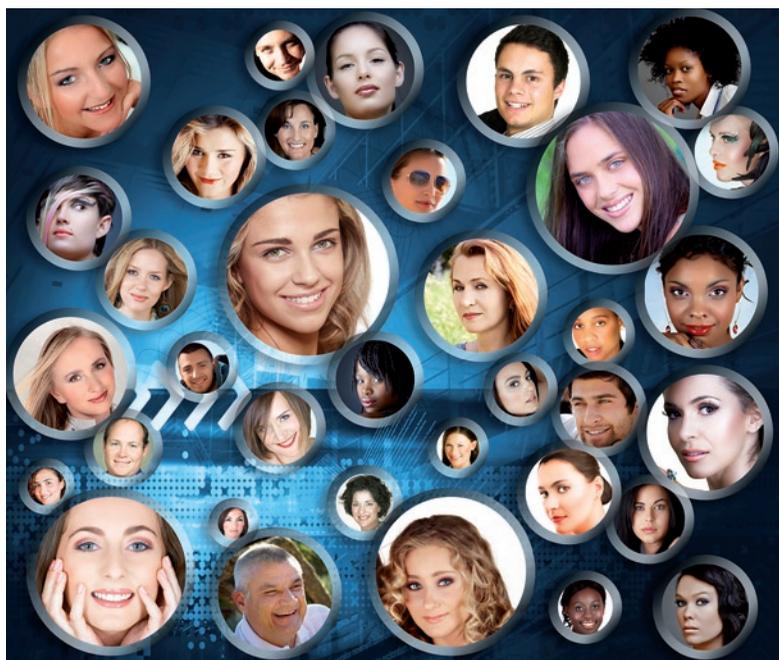
**Associations tend to change the destination or venue of an event as the presence of delegates is voluntary.**

ones, whether they visit other continent every year, etc. So, the trend is that every three years they come back to the same region. Or, for instance, if it is a human rights association, they may go only to underdeveloped countries, etc.

These data are internationally collected and processed by *ICCA (International Congress & Convention Association)*, and they are, among other, very important as guidelines for a destination as to whether it makes sense to bid for an international congress or not?

**Events organized by associations normally involve a higher number of delegates (on average, 200 delegates at least) compared to the meetings organized by companies, that is, corporate sector.**





The regional associations most often (60% thereof) use 4-star hotels for their events, while other venues, special venues and 3-star hotels have lower share, more precisely with 20% or 10%.

Associations in the regional countries organize seminars, educational programs and conferences mostly on their own (75%), while fewer (25%) use the professional services. This can partly be due to smaller budgets

of the regional associations, but also less demanding approach to event organization than that of the global associations.

The major factors driving the choice of venue when it comes to associations are by priority: location, price-to-quality relation, location accessibility, flexibility, quality of service. The following criteria should by no means be neglected: the attractiveness of destination and venue in order to draw delegates even more, the quality and attractiveness of the venue for gala dinners, socializing and networking, and the possibility to add a number of the Association's members at the destination of such event.

The peak season for conferences organized by Associations is spring and autumn, but some of them are also held in summer months and few in winter. The most popular months are April, May, June, October and September.

M. Š.

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## UDRUŽENJA U REGIONU JUGOISTOČNE EVROPE

Udruženja / društva predstavljaju povezivanje jedne osobe ili grupe, sa drugim osobama ili grupama, radi ostvarivanja određenog cilja u određenoj oblasti. Društva mogu biti organizovana prema njihovoj političkoj ili ekonomskoj strukturi, mogu biti turistička, finansijska, sportska i sl.

Glavni ciljevi svakog udruženja jesu: izrada i realizacija projekata od interesa za razvoj datog društva, obezbjeđivanje finansijskih sredstava iz domaćih i inostranih podsticajnih fondova, edukacija građana o značaju razvoja svakog društva, javno zalaganje za unapređenje svih aspekata razvoja društva, unapređivanje, okupljanje, razvoj i popularizacija struke određenog udruženja i dr.

Udruženja predstavljaju važne inicijatore pri organizovanju određenih događaja, stručnih skupova, edukacija i samim tim važne učesnike u kongresnoj industriji.

U regionu Jugoistočne Evrope postoji dosta veliki broj registrovanih udruženja, najrazličitijih oblasti delovanja,

uključujući razne nevladine organizacije, udruženja građana, sportska društva ali i društva raznih profesija i sl.

S obzirom da registri i zavodi za statistiku zemalja u regionu ne prave razliku između široke grupe najrazličitijih oblika udruženja, smatramo da je relevantan broj udruženja i asocijacija u regionu znatno manji.

Pod relevantnim brojem podrazumevamo značajna društava koja organizuju razne skupove i događaje i koja mogu dovesti neki veći međunarodni skup u region.

Tako, na području Hrvatske postoji 40.570 poslovnih subjekata koji imaju pravnoorganizovani oblik udruga, udruga više razine i gospodarsko interesnih udruženja; na području Federacije Bosne i Hercegovine registrovano je oko 5.000 udruženja (koja u ovom slučaju ne uključuju nevladine organizacije), kao i oko 1.000 registrovanih udruženja sportskog karaktera (razni sportski klubovi); na teritoriji Republike Srbije trenutno ima

oko 16.430 registrovanih udruženja, kao i oko 49 registrovanih stranih udruženja; kada je reč o Sloveniji, u slovenački poslovni registar je upisano više od 180.000 privrednih subjekata koji se bave poslovnim aktivnostima ili propisima o osnivanju određene aktivnosti (preduzeća, društva...); na području Crne Gore od registrovanih udruženja postoje samo nevladina udruženja – NVO (o čemu je više reči bilo u SEEbtm magazinu br. 5, februar 2011.), čiji broj u ovom trenutku iznosi oko 4.000.

U nastavku je dat spisak određenih udruženja u regionu jugoistočne Evrope, sa napomenom da je fokus na medicinskim i farmaceutskim udruženjima u regionu, kao veoma značajnim, bio u 4. broju SEEbtm magazina, oktobar 2010., pa se ovaj put nećemo detaljno osvrtni na njih.

U datom spisku nisu navedena sva udruženja u regionu, već samo neka od značajnijih, sa većim brojem aktivnosti u toku godine.

## SEE ASSOCIATIONS & SOCIETIES

Associations/societies involve bringing together one person or group with other persons or groups in order to achieve a specific goal in a specific area. Societies may be organized according to their political or economic structure, they may be tourist, financial, sports, etc.

The main goals of any association are: to develop and implement projects of interest for the society's development, provide financial assets from local and international incentive funds, educate the public about the importance of any society's development, and to improve, gather, de-

velop and promote a society's profession, etc. Associations are major drivers for organizing certain events, professional conventions, education and consequently they are important players in MICE industry.

In the SEE region, there is a large number of registered associations in various fields, including different NGOs, Citizen Associations, Sports Societies, but also various Professional Societies, etc. As the registries and statistics offices of the regional countries do not make difference within this wide group of most diverse forms of association, in our opinion the relevant nu-

mber of societies and associations in the region is significantly smaller. Relevant in terms of significant number of societies organizing various meetings and events and which may bring a major international convention in the region.

So, the region of Croatia has 40,570 of entities legally organized as associations, high-level associations and commercial-interest associations; in the region of Bosnia and Herzegovina there are about 5,000 registered associations (which at this time do not include NGOs), and about 1,000 registered sports associations (vario-

us sports clubs); in the territory of the Republic of Serbia, there are about 16,430 registered associations, as well as 49 registered foreign associations; in the Slovenian Business Register has enrolled over 180,000 business entities engaged in business activities; in the region of Montenegro there are only NGOs as registered associations,

whose number at the moment amounts to about 4,000 (more on this topic in SEEBtm magazine, issue no. 5, February 2011).

Below you can find a list of some SEE associations, but please note that we focused on medical and pharmaceutical associations in the region, as

the most important ones, in SEEBtm magazine, issue no. 4, October 2010, so we will not address them in detail this time.

The list below does not include all associations in the region, but only some of the major ones featuring a high number of activities throughout the year.

## SRBIJA / SERBIA

- Udruženje banaka Srbije / Association of Serbian Banks [www.ubs-asb.com](http://www.ubs-asb.com)
- Udruženje kardiologa Srbije / Serbian Cardiology Society [www.uksr.org](http://www.uksr.org)
- Udruženje tužilaca Srbije / Prosecutor Association of Serbia [www.uts.org.rs](http://www.uts.org.rs)
- Udruženje pravnika Srbije / Lawyers' Association of Serbia [www.udruzenjopravnika.com](http://www.udruzenjopravnika.com)
- Udruženje psihijatar Srbije / Serbian Psychiatric Association [www.ups-spa.org](http://www.ups-spa.org)
- Udruženje za Ujedinjene Nacije Srbije / United Nations Association of Serbia [www.unaserbia.rs](http://www.unaserbia.rs)
- Udruženje konstruktivista Srbije / Serbian Constructivists Association [www.ukons.org.rs](http://www.ukons.org.rs)
- Udruženje turizmologa Srbije / Tourismologists Association of Serbia [www.uts.rs](http://www.uts.rs)
- Unija poslodavaca Srbije / Serbian Association of Employers [www.poslodavci.rs](http://www.poslodavci.rs)
- Asocijacija potrošača Srbije / Consumer Association of Serbia [www.apos.org.rs](http://www.apos.org.rs)
- Nacionalna alijansa za lokalni ekonomski razvoj NALED / National Alliance for Local Economic Development NALED [www.naled-serbia.org](http://www.naled-serbia.org)
- Nemačko privredno udruženje u Beogradu / German Economic Association in Belgrade [www.serbien.ahk.de](http://www.serbien.ahk.de)
- Udruženje naučnih i stručnih prevodilaca Srbije / Association of Scientific and Technical Translators of Serbia [www.prevodi.rs](http://www.prevodi.rs)
- Udruženje poslovnih konsultanata Srbije / Association of Management Consultants of Serbia [www.amcserbia.rs](http://www.amcserbia.rs)
- Udruženje grupnih analitičara Beograd / Association of Group Analysts Belgrade [www.grupnaanaliza.org.rs](http://www.grupnaanaliza.org.rs)
- Centar za razvoj psihodrame i psihoterapije / Center for Psychodrama and Psychotherapy Development [www.psihodrama.co.nr](http://www.psihodrama.co.nr)
- Udruženje Telesnih Psihoterapeuta Srbije / Serbian Association for Body Psychotherapy [www.tepsyntesis.org.rs](http://www.tepsyntesis.org.rs)
- Asocijacija Transakcionih Analitičara Srbije - T. A. Centar – ATAS / Association of Transactional Analysts of Serbia - T. A. Center – ATAS [www.tacentar.net](http://www.tacentar.net)
- Udruženje poslovnih žena Srbije / Association of Business Women of Serbia [www.poslovnezene.org.rs](http://www.poslovnezene.org.rs)
- Udruženje novinara Srbije / Association of Journalists of Serbia [www.uns.org.rs](http://www.uns.org.rs)
- Asocijacija za kreativnu komunikaciju i debatu / Association for Creative Communication and Debate [www.debata.rs](http://www.debata.rs)

## SLOVENIJA / SLOVENIA

- Udruženje banaka Slovenije / Bank Association of Slovenia [www.zbs-giz.si](http://www.zbs-giz.si)
- Udruženje poslodavaca Slovenije / Association of Employers of Slovenia [www.zds.si](http://www.zds.si)
- Olimpijski komitet Slovenije – Udruženje sportskih saveza / Olympic Committee of Slovenia - Association of Sports Federations [www.olympic.si](http://www.olympic.si)
- Slovenska - ukrajinsko udruženje preduzetnika / Slovenian-Ukrainian Association of Businessmen [www.subactivity.com](http://www.subactivity.com)
- Udruženje zdravstvenih ustanova Slovenije / Association of health institutions of Slovenia [www.zdrzz.si](http://www.zdrzz.si)

## SLOVENIJA / SLOVENIA

- Slovensko medicinsko združenje / Slovenian Medical Association  
[www.szd.si](http://www.szd.si)
- Združenje kardiologa Slovenije / Association of Cardiologists of Slovenia  
[www.sicardio.org](http://www.sicardio.org)
- Slovensko farmacevtsko društvo / Slovenian pharmaceutical society  
[www.sfd.si](http://www.sfd.si)
- Združenje psihoterapevta Slovenije / Psychotherapists Association of Slovenia  
[www.zps.ordinacija.net](http://www.zps.ordinacija.net)
- Združenje hematologa Slovenije / Hematologists Association Slovenia  
[www.hematologija.org](http://www.hematologija.org)
- Slovensko združenje za anesteziju i intenzivnu medicinu / Slovenian Society of Anesthesiology and Intensive Medicine  
[www.szaim.org](http://www.szaim.org)
- Združenje socijalnih zavoda Slovenije / Association of Social Institutions of Slovenia  
[www.ssz-slo.si](http://www.ssz-slo.si)
- Asocijacija finansijskih tržišta – Društvo ACI Forex Slovenija / Financial Markets Association - ACI Forex Slovenia  
[www.forex-club.si](http://www.forex-club.si)
- Združenje osiguravajućih kuća Slovenije / Slovenian Insurance Association  
[www.zav-zdruzenje.si](http://www.zav-zdruzenje.si)
- Združenje menadžera Slovenije / The Managers Association of Slovenia  
[www.zdruzenje-manager.si](http://www.zdruzenje-manager.si)
- Slovenska marketinška asocijacija / Slovenian marketing association  
[www2.arnes.si](http://www2.arnes.si)
- Združenje kompozitora i autora za zaštitu autorskih prava Slovenije – Udruženje SAZAS / Association of composers and authors to protect copyright Slovenia – Association SAZAS  
[www.sazas.org](http://www.sazas.org)
- Gospodarsko interesno udruženje geodetskih izvođača - GIZ GI / Business Interest Association of Geodetic Operators - GIZ GI  
[www.giz-gi.si](http://www.giz-gi.si)

## HRVATSKA / CROATIA

- Hrvatska udruga banaka / Croatian Banking Association  
[www.hub.hr](http://www.hub.hr)
- Hrvatski olimpijski odbor / Croatian Olympic Committee  
[www.hoo.hr](http://www.hoo.hr)
- Hrvatski savez sportske rekreacije „Sport za sve“ / Croatian Federation for Sports Recreation “Sport for All”  
[www.hssr.hr](http://www.hssr.hr)
- Hrvatski golf savez / Croatian Golf Federation  
[www.golf.hr](http://www.golf.hr)
- Hrvatsko farmacevtsko društvo / Croatian Pharmaceutical Society  
[www.hfd-fg.hr](http://www.hfd-fg.hr)
- Hrvatsko kardiološko društvo / Croatian Cardiac Society  
[www.kardio.hr](http://www.kardio.hr)
- Hrvatska udruga poslodavaca / Association of Croatian Employers  
[www.hup.hr](http://www.hup.hr)
- Udruga hrvatskih sudaca / Association of Croatian Judges  
[www.uhs.hr](http://www.uhs.hr)
- Wellness i Fitness udruga Hrvatske / Wellness & Fitness Association of Croatia  
[www.wuh.hr](http://www.wuh.hr)
- Hrvatsko društvo obiteljskih doktora / Croatian Association of Family Doctors  
[www.hdod.net](http://www.hdod.net)
- Hrvatsko društvo za pomorsku, podvodnu i hiperbaričnu medicinu - OXY / Croatian Society for the maritime, underwater and hyperbaric medicine – OXY  
[www.oxy.hr](http://www.oxy.hr)
- Hrvatski pčelarski savez / Croatian Beekeepers Association  
[www.pcela.hr](http://www.pcela.hr)
- Hrvatsko društvo za kvalitetu / Croatian Society for Quality  
[www.hdkvaliteta.hr](http://www.hdkvaliteta.hr)
- Hrvatsko društvo ekonomista / Croatian Economic Association  
[www.hde.hr](http://www.hde.hr)
- Hrvatsko društvo za robotiku / Croatian Society of Robotics  
[www.hdr.hr](http://www.hdr.hr)
- Hrvatsko udruženje menadžera i poduzetnika - CROMA / Croatian Managers' & Entrepreneurs' Association - CROMA  
[www.croma.hr](http://www.croma.hr)
- Hrvatsko društvo za komunikacije, računarstvo, elektroniku, merenja i automatiku - KoREMA / Croatian Society for Communications Computing, Electronics, Measurement and Control - KoREMA  
[www.korema.hr](http://www.korema.hr)
- Hrvatska zajednica računovođa i finansijskih radnika / Croatian Association of Accountants and Financial Experts  
[www.rif.hr](http://www.rif.hr)
- Hrvatski savez informatičara / Croatian Informatics Association  
[www.hsin.hr](http://www.hsin.hr)

## HRVATSKA / CROATIA

- Udruženje hrvatskih arhitekata / Croatian Architects' Association  
[www.uha.hr](http://www.uha.hr)
- Hrvatsko novinarsko društvo / Croatian Journalists' Association  
[www.hnd.hr](http://www.hnd.hr)
- Hrvatski filmski savez / Croatian Film Association  
[www.hfs.hr](http://www.hfs.hr)
- Hrvatsko društvo pisaca / Croatian Writers Society  
[www.hdpisaca.org](http://www.hdpisaca.org)

## CRNA GORA / MONTENEGRO

- Udruženje banaka Crne Gore / Association of Banks in Montenegro  
[www.ubcg.info](http://www.ubcg.info)
- Crnogorsko udruženje procenjivača / Montenegrin Association of Assessor  
[www.procjenjivaci.me](http://www.procjenjivaci.me)
- Muzička asocijacija Crne Gore / Music Association  
of Montenegro  
[www.macg.me](http://www.macg.me)
- Crnogorsko – slovačko prijateljstvo / Montenegro-Slovakian Friendship  
[www.nvocsp.org](http://www.nvocsp.org)

## BUGARSKA / BULGARIA

- Udruženje banaka Bugarske / Association of Banks in Bulgaria  
[www.abanksb.bg](http://www.abanksb.bg)
- Bugarsko udruženje stomatologa / Bulgarian Dental Association  
[www.bzs-srk.bg](http://www.bzs-srk.bg)
- Međunarodna medicinska asocijacija Bugarske / International Medical Association Bulgaria  
[www.imab-bg.org](http://www.imab-bg.org)
- Udruženje naučnika u Bugarskoj - USB / Union of Scientists in Bulgaria – USB  
[www.usb-bg.org](http://www.usb-bg.org)
- Bugarsko udruženje za energiju vetra / Bulgarian Wind Energy Association  
[www.bgwea.org](http://www.bgwea.org)
- Bugarska web asocijacija / Bulgarian Web Association  
[www.bwa.bg](http://www.bwa.bg)
- Bugarsko udruženje patologa / Bulgarian Pathology Association  
[www.bpa-pathology.com](http://www.bpa-pathology.com)
- Bugarsko udruženje za reciklažu / Bulgarian Association of Recycling  
[www.bar-bg.org](http://www.bar-bg.org)
- Bugarsko udruženje poljoprivrednih proizvođača / Bulgarian Association of Agricultural Producers  
[www.azpb.org](http://www.azpb.org)
- Bugarsko arheološko udruženje / Bulgarian Archaeological Association  
[www.archaeology.archbg.net](http://www.archaeology.archbg.net)
- Bugarsko geotermalno udruženje / Bulgarian Geothermal Association  
[www.geothermalbg.org](http://www.geothermalbg.org)
- Bugarsko udruženje softverskih kompanija / Bulgarian Association of Software Companies  
[www.basscom.org](http://www.basscom.org)
- Bugarski savez balneologije i banjskog turizma - BUBSPA / Bulgarian Union of Balneology and SPA Tourism – BUBSPA  
[www.bubspa.org](http://www.bubspa.org)
- Bugarska asocijacija nafte i gasa / Bulgarian Petroleum and Gas Association  
[www.bpga.net](http://www.bpga.net)
- Bugarsko udruženje književnika / Bulgarian Book Association  
[www.abk.bg](http://www.abk.bg)

## RUMUNIJA / ROMANIA

- Udruženje za ekoturizam u Rumuniji / Association of Ecotourism in Romania  
[www.eco-romania.ro](http://www.eco-romania.ro)
- Rumunska asocijacija za razvoj zajednice / Romanian Association for Community Development  
[www.ardc.ro](http://www.ardc.ro)
- Rumunska asocijacija za krivične nauke / Romanian Association of Penal Sciences  
[www.arsp.ro](http://www.arsp.ro)
- Rumunsko društvo kinematografa / Romanian Society of Cinematographers  
[www.rscine.ro](http://www.rscine.ro)
- Rumunsko udruženje opština / Romanian Municipalities Association  
[www.amr.ro](http://www.amr.ro)
- Rumunsko udruženje za zaštitu potrošača / Romanian Association for Consumers Protection  
[www.apc-romania.ro](http://www.apc-romania.ro)
- Rumunsko udruženje izdavača / Romanian Publishers' Association  
[www.aer.ro](http://www.aer.ro)
- Rumunska polo asocijacija / Romanian Polo Association  
[www.romanianpoloassociation.com](http://www.romanianpoloassociation.com)
- Udruženje stomatologa

## MAKEDONIJA / MACEDONIA

- Makedonije / Dental Association of Macedonia  
[www.stomatoloskozdruzenie.com](http://www.stomatoloskozdruzenie.com)
- Udruženje sudija Makedonije / Macedonia Judges Association  
[www.mja.org.mk](http://www.mja.org.mk)
  - Privredna Komora Makedonije / Economic Chamber of Macedonia  
[www.mchamber.org.mk](http://www.mchamber.org.mk)
  - Makedonsko lekarsko društvo / Macedonian Medical Association  
[www.mld.org.mk](http://www.mld.org.mk)
  - Farmaceutska komora Makedonije / Pharmaceutical Chamber of Macedonia  
[www.fk.mk](http://www.fk.mk)
  - Udruženje fizijatara Republike Makedonije / Physiatrists Association of the Republic of Macedonia  
[www.fizijatri.org.mk](http://www.fizijatri.org.mk)
  - ACI Macedonia - Asocijacija za finansijska tržišta Makedonije / ACI Macedonia - The Financial Markets Association  
[www.acimacedonia.org](http://www.acimacedonia.org)
  - Udruženje sociologa Makedonije / Association of Sociologists of Macedonia  
[www.sociolozi.org.mk](http://www.sociolozi.org.mk)
  - Udruženje arhitekata Makedonije / Association of Architects of Macedonia  
[www.aam.org.mk](http://www.aam.org.mk)
  - Makedonsko udruženje advokata / Macedonian Lawyers Association  
[www.mla.org.mk](http://www.mla.org.mk)
  - Makedonsko udruženje poslovnih pravnika / Macedonian Business Lawyers Association  
[www.mla.org.mk](http://www.mla.org.mk)
  - Makedonska asocijacija energetike / Macedonia Energy Association  
[www.zemak.mk](http://www.zemak.mk)
  - Udruženje novinara Makedonije / Association of Journalists of Macedonia  
[www.znm.org.mk](http://www.znm.org.mk)
  - Asocijacija pomoraca Makedonije / Seaman Association Macedonia  
[www.seaman.com.mk](http://www.seaman.com.mk)
  - Poslovna asocijacija Makedonije / Macedonia Business Associations  
[www.exportfocus.com](http://www.exportfocus.com)

## BiH – REPUBLIKA SRPSKA / BOSNIA &amp; HERZEGOVINA – REPUBLIKA SRPSKA

- Udruženje doktora porodične medicine Republike Srpske / Association of Doctors of Family Medicine of Republika Srpska  
[www.porodicnamedicina.com](http://www.porodicnamedicina.com)
- Udruženje ekonomista Republike Srpske – SWOT / Association of Economists of Republika Srpska - SWOT  
[www.swot.ba](http://www.swot.ba)
- Savez arhitekata Republike Srpske / Association of Architects of Republika Srpska  
[www.savezarhitekatars.org](http://www.savezarhitekatars.org)
- Svetski Savez Dijaspore Bosne i Hercegovine – SSDBIH / Bosnia and Herzegovina World Network - SSDBIH  
[www.bihdijaspورا.com](http://www.bihdijaspورا.com)
- Privredna Komora Republike Srpske / Economic Chamber of Republika Srpska  
[www.komorar.ba](http://www.komorar.ba)
- Udruženje inženjera medicinske radiologije FBiH / Engineers Association of Medical Radiology of the Federation of Bosnia and Herzegovina  
[www.uimr.ba](http://www.uimr.ba)
- Udruženje reumatologa Bosne i Hercegovine / Rheumatology Association of Bosnia and Herzegovina  
[www.reuma.ba](http://www.reuma.ba)
- Udruženje/Udruga za fizioterapiju Federacije Bosne i Hercegovine / Physiotherapy Association of Federation of Bosnia and Herzegovina  
[www.uffbih.ba](http://www.uffbih.ba)
- Udruženje za razvoj NERDA / Association for Development NERDA  
[www.nerda.ba](http://www.nerda.ba)
- Asocijacija za kvalitet u BiH / Bosnia and Herzegovina Quality Association  
[www.aqbih.ba](http://www.aqbih.ba)
- Asocijacija poslodavaca BiH / Association of Employers of Bosnia and Herzegovina  
[www.apbih.ba](http://www.apbih.ba)
- Udruženje poslodavaca u FBiH / Association of Employers of the Federation of Bosnia and Herzegovina  
[www.upfbih.ba](http://www.upfbih.ba)
- Udruženje poslovnih savetnika u BiH / Association of Business Consultants in Bosnia and Herzegovina  
[www.lespnet.ba](http://www.lespnet.ba)
- Asocijacija informatičara u Bosni i Hercegovini / Association of Informatics in Bosnia and Herzegovina  
[www.ecdl.ba](http://www.ecdl.ba)
- Asocijacija arhitekata u Bosni i Hercegovini – AABIH / Association of Architects of Bosnia and Herzegovina – AAB&H  
[www.aabh.ba](http://www.aabh.ba)
- Udruženje poljoprivrednika BiH / Farmers' Association of Bosnia and Herzegovina  
[www.nvovijecе.ba](http://www.nvovijecе.ba)

S. J.

## SOME OF THE WORLD'S SIGNIFICANT ASSOCIATIONS / NEKE OD ZNAČAJNIJIH SVETSKIH ASOCIJACIJA

- ACI – Airport Council International / Međunarodno udruženje aerodroma [www.aci-europe.org](http://www.aci-europe.org)
- Heart Failure Association (HFA) / Asocijacija za srčanu insuficijenciju [www.escardio.org](http://www.escardio.org)
- Apimondia / Apimondija [www.apimondia.com](http://www.apimondia.com)
- American Heart Association / Američka asocijacija za bolesti srca [www.my.americanheart.org](http://www.my.americanheart.org)
- ESRC - European Society of Cataract and Refractive Surgeons / Evropsko udruženje hirurga za kataraktu i refraktivnu hirurgiju [www.esrcs.org](http://www.esrcs.org)
- American Accounting Association (AAA) / Američko udruženje računovođa [www.aaahq.org](http://www.aaahq.org)
- American Marketing Association (AMA) - Marketing Power / Američka marketinška asocijacija - Marketing Power [www.marketingpower.com](http://www.marketingpower.com)
- Association for Computing Machinery / Asocijacija za računarsku tehnologiju [www.acm.org](http://www.acm.org)
- Healthcare Convention & Exhibitors Association (HCEA) / Udruženje izlagača na kongresima za zdravstvenu zaštitu [www.hcea.org](http://www.hcea.org)
- Southeastern Psychological Association (SEPA) / Jugoistočna asocijacija za psihologiju [www.sepaonline.com](http://www.sepaonline.com)
- American Psychological Association (APA) / Američka asocijacija za psihologiju [www.apa.org](http://www.apa.org)
- American Medical Association - Physicians, Medical Students / Američka medicinska asocijacija - lekari, studenti medicine [www.ama-assn.org](http://www.ama-assn.org)
- American Statistical Association (ASA) / Američko udruženje za statistiku [www.amstat.org](http://www.amstat.org)
- ACI - The Financial Markets Association / Udruženje finansijskih tržišta [www.aciforex.org](http://www.aciforex.org)
- American Pregnancy Association / Američko udruženje trudnica [www.americanpregnancy.org](http://www.americanpregnancy.org)
- Association for Psychological Science (APS) / Udruženje za psihološke nauke [www.psychologicalscience.org](http://www.psychologicalscience.org)
- Western Psychological Association (WPA) / Zapadna asocijacija za psihologiju [www.westernpsych.org](http://www.westernpsych.org)
- World Nuclear Association / Svetsko nuklearno udruženje [www.world-nuclear.org](http://www.world-nuclear.org)
- Kenes Associations Worldwide (KAW)/Kenes udruženja širom sveta [www.kenes-group.com](http://www.kenes-group.com)
- Medical Tourism Association (MTA) / Udruženje za medicinski turizam [www.medicaltourismassociation.com](http://www.medicaltourismassociation.com)
- Online Publishers Association (OPA) / Udruženje online izdavača [www.online-publishers.org](http://www.online-publishers.org)
- Organic Trade Association (OTA) / Udruženje za organsku trgovinu [www.ota.com](http://www.ota.com)
- American Library Association / Američko udruženje bibliotekara [www.ala.org](http://www.ala.org)
- Specialty Coffee Association of America / Udruženje specijaliteta kafe Amerike [www.scaa.org](http://www.scaa.org)
- European Society of Association Executives (ESAE) / Evropsko društvo rukovodilaca asocijacija [www.esae.org](http://www.esae.org)
- European Food Information Council (EUFIC) / Evropski savet za informacije o hrani [www.eufic.org](http://www.eufic.org)
- European Hematology Association (EHA) / Evropsko udruženje hematologa [www.ehaweb.org](http://www.ehaweb.org)
- European Society of Therapeutic Radiology and Oncology (ESTRO) / Evropsko društvo za terapijsku radiologiju i onkologiju [www.estro.org](http://www.estro.org)
- European Sociological Association (ESA) / Evropsko udruženje sociologa [www.europeansociology.org](http://www.europeansociology.org)
- European University Association (EUA) / Evropska asocijacija Univerziteta [www.eua.be](http://www.eua.be)
- European Wind Energy Association (EWEA) / Evropsko udruženje za energiju vetra [www.ewea.org](http://www.ewea.org)
- European Cyclists' Federation (ECF) / Evropska biciklistička asocijacija [www.ecf.com](http://www.ecf.com)
- Horror Writers Association (HWA) / Udruženje pisaca horor priča [www.horror.org](http://www.horror.org)
- IAA-Europe-International Association of Art / Evropsko-međunarodna asocijacija za umetnost [www.iaa-europe.eu/index.htm](http://www.iaa-europe.eu/index.htm)
- International Trademark Association (INTA) / Međunarodno udruženje robnih marki [www.inta.org](http://www.inta.org)
- International Water Association (IWA) / Međunarodno udruženje za vodu [www.iwahq.org](http://www.iwahq.org)
- IPCAA - International Pharmaceutical Congress Advisory Association / Međunarodno savetodavno udruženje farmaceuta [www.ipcaa.org](http://www.ipcaa.org)
- International Fertilizer Association (IFA) / Međunarodno udruženje za đubriva [www.fertilizer.org](http://www.fertilizer.org)
- ISCA - International Sport and Culture Association / Međunarodno udruženje za sport i kulturu [www.isca-web.org](http://www.isca-web.org)
- International Association of Public Transport (UITP) / Međunarodno udruženje za javni prevoz [www.uitp.org](http://www.uitp.org)
- International Association of Young Lawyers (AIJA) / Međunarodno udruženje mladih pravnika [www.aija.org](http://www.aija.org)
- International Association of Judges / Međunarodno udruženje sudija [www.iaj-uim.org](http://www.iaj-uim.org)
- International Association of Universities / Međunarodno udruženje Univerziteta [www.iau-aiu.net](http://www.iau-aiu.net)
- International Game Fish Association (IGFA) / Međunarodno udruženje sportskog ribolova [www.igfa.org](http://www.igfa.org)
- Web Analytics Association (WAA) / Udruženje web analitičara [www.webanalyticsassociation.org](http://www.webanalyticsassociation.org)
- The Entertainment Software Association (ESA) / Asocijacija softvera za zabavu [www.thesa.com](http://www.thesa.com)
- GSMA (represents the interests of mobile operators) / GSMA (zastupa interese mobilnih operatera) [www.gsm.org](http://www.gsm.org)

Tulip Inn Putnik Belgrade\*\*\*

## INTERNACIONALNI STANDARDI UPOTPUNJENI LOKALNOM USLUGOM

Prvobitno sagrađen 1972. i kompletno renoviran 2010. godine, Tulip Inn Putnik Belgrade je hotel modernog dizajna koji odiše savremenim duhom poslovnog Beograda. Kao deo Golden Tulip Hospitality Group-e i Louvre Hotels grupacije, Tulip Inn Putnik deo je osmog po veličini lanca hotela u svetu.



Za razliku od ostalih svetskih lanaca, filozofija poslovanja Golden Tulip-a bazira se na internacionalnim standardima uz kombinaciju unikatnog domaćeg gostoprimstva svake zemlje u kojoj se hotel nalazi.

Našu uslugu odlikuje udoban i funkcionalan smeštaj, kao i jedinstven i inovativan koncept bara i restorana.

Hotel poseduje 84 standardne sobe, 12 apartmana i 1 sobu za osobe sa posebnim potrebama. Sve sobe i apartmani su opremljeni radnim stolom, telefonom, radio i TV setom, minibarom, klimom i imaju prozore koji se otvaraju. Sobe su prijatne i odgovaraju potrebama savremenog poslovnog čoveka.

Konferencijska sala može odgovoriti na najrazličitije zahteve klijenata.

Sa dnevnim svetlom i savremenom audio-video opremom i maksimalnim kapacitetom od 150 osoba u teatar stilu sedenja, idealna je za organizaciju poslovnih i privatnih događaja. Svim gostima hotela je omogućen besplatan pristup bežičnom internetu. Uživanje u kulinarskim specijalitetima je moguće u hotelskom restoranu Nevski, koji je otvoren za goste hotela,

ali i sve one koji bi da uživaju u internacionalnoj kuhinji.

Ovaj restoran, kameleonskog tipa, se lako prilagođava najrazličitijim zahtevima klijenata.

Postoji mogućnost podele na dva dela i organizovanja poslovnog ručka, svadbene ili rođendanske proslave, različitih prezentacija.

U sklopu hotela nalazi se i Absoult café bar u kome i do kasnih sati možete uživati u piću.

**Festival Paste**, jedinstveni koncept, organizuje se svakog petka u nedelji od 18:30 do 22:30. Tokom cele večeri gosti su u mogućnosti da za samo 888 RSD neograničeno konzumiraju razne specijalitete od paste, posluže se dezertnim bifeom kao i raznim salatama i anti pasti hranom. Za goste hotela je na raspolaganju besplatan parking sa 29 mesta koji je pod budnim okom obezbeđenja.

Tulip Inn se nalazi u stecištu poslovnih centara, na svega 15 kilometara od međunarodnog aerodroma Nikola Tesla, 2,5 kilometra od Arene Beograd, 6 kilometara od centra grada, 5 kilometara od autobuske i železničke stanice i oko 7 kilometara od Beogradskog sajma.

U neposrednoj blizini hotela se nalazi zemunsko milenijumsko zdanje, tvrđava Gardoš, opera-teatar Madlenianum i Dunavski kej. Beogradska tvrđava, Kalemegdanski park, Narodni muzej i pozorište, kao i pešačka zona Knez Mihailova ulica su samo neke od znamenitosti Beograda koje treba videti.



Tulip Inn Putnik Belgrade\*\*\*

## INTERNATIONAL STANDARDS, LOCAL FLAVORS

Primarily built in year 1972, and completely renovated in 2010., the Tulip Inn Putnik Belgrade, is a hotel of modern design that represents the business spirit of New Belgrade. As part of the Golden Tulip Hospitality Group and Louvre Hotels Group, Tulip Inn Putnik belongs to eighth-largest hotel chain in the world.

Unlike other international chains, Golden Tulip business philosophy is based on international standards with a unique combination of local hospitality flavors of every country where the hotel is located.

Our service features a comfortable and functional accommodation and a unique and innovative concept of bars and restaurants.

The hotel has 84 standard rooms, 12 suites and 1 room for people with special needs.

All rooms are equipped with desk, telephone, radio and TV set, minibar, air conditioning and windows that open. The rooms are pleasant and responsive to the needs of the modern business man.

The conference hall can respond to various demands of clients.

With daylight and modern A/V equipment, with maximum capacity of 150 theater-style sitting, conference venue is ideal for business and private events. Free wireless internet access



is available in all areas of the hotel. Indulge in culinary pleasures in hotel's restaurant Nevski maximum capacity of 300 persons, with possibility of sharing restaurant into two parts. Beside restaurant Nevski you can enjoy drinks and light snacks at cafe bar Absolut on the mezzanine floor. Unique **Paste Festival** concept is organized every Friday of the week, from 18:30 to 22:30. Throughout the

evening, for only RSD 888 guests are able to enjoy in unlimited variety of pasta dishes, buffet selection of salads, antipasti and desserts. Location of the hotel is very convenient - 15 kilometres from the international airport Nikola Tesla, 2.5 kilometres from Belgrade Arena, 6 kilometres from the city center, 5 kilometres from the main bus and train stations and about 6 kilometres from Belgrade Fair.

For hotel guest there are 29 parking lots which are free of charge. The Gardos, the millennium fortress of Zemun, the opera-theatre Madlenianum are within walking distance of hotel. Some of the cultural sights worth of seeing are the Belgrade Fortress, the Kalemegdan Park, the National Museum and Theatre and pedestrian street Knez Mihailova.

What we emphasize is that the hotel is situated between the business hub of New Belgrade and the esplanade near the Danube River, which makes his location perfect for business people as well for those who come for leisure.



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Radisson Blu Resort, Split

## NAJMODERNIJI KONGRESNI SADRŽAJI I USLUGA U REGIJI

Samo nekoliko koraka udaljen od prekrasnih šljunčanih plaža, Radisson Blu Resort Split nesumnjivo predstavlja luksuznu početnu točku s koje možete započeti svoje istraživanje dalmatinske obale.

S pogledom, na more i otoke, koji jednostavno oduzima dah, Radisson Blu Resort Split je dizajniran prema vrhunskim svjetskim standardima te nudi uslugu koja će zadovoljiti i najzahtjevnije goste.

Ljubitelji gastronomskih užitaka zasigurno će doći na svoje obzirom da Resort vješto spaja okuse i mirise međunarodne kuhinje i Dalmacije.

Naš hotelski restoran, Fig Leaf, servira izuzetno popularan „Super doručak“, dok Vas a la carte grill restoran Capers



poziva na uživanje u specijalitetima na otvorenom. Vrhunski opremljen Spa i Wellness centar s prostranim unutrašnjim i vanjskim bazenom dizajniran je da Vam u svakom trenutku omogućí vrhunsko opuštanje. Hotel ukupno nudi 246 modernih soba uključujući 65 Economy (20 m<sup>2</sup>), 120 Standard (29 m<sup>2</sup>) te 36 Deluxe soba (29 m<sup>2</sup>), uz 18 Junior (55 m<sup>2</sup>) i 10 Senior apartmana (60 m<sup>2</sup>) te 2 Predsjednička apartmana, površine 259 m<sup>2</sup>. Šest soba je u potpunosti prilagođeno osobama s invaliditetom te su dostupne na zahtjev.

### Wellness Centar & Anne Sémonin Spa

Otkrijte pravo značenje relaksacije i zdravog života u našem ekskluzivnom Wellness i Spa centru razvijenom u suradnji s renomiranom francuskom stručnjakinjom za ljepotu - Anne Sémonin. Prostirući se na više od 2.000 m<sup>2</sup>, ova prekrasno dizajnirana oaza mira predstavlja najveći i najsuvreme-

nije opremljeni wellness centar u Splitu. Pozivamo Vas da uživajte u našem unutrašnjem bazenu s jet stream tehnologijom, specijalno dizajniranim saunama s pogledom na more, japanskom Onsen bazenu i whirlpoolom. Kako bi u potpunosti napunili svoje baterije, svoje putovanje završite luksuznim, posebno kreiranim Anne Sémonin tretmanima, koji će zasigurno zadovoljiti sve Vaše potrebe.

### Doručak

„Super doručak“ se servira u restoranu Fig Leaf. Nudimo široku paletu tradicionalnih i međunarodnih jela uključujući hladne nereske, topli bife i izbor svježeg voća i sokova.

### Događanja

Otkrijte vrhunsku destinaciju u kojoj se elegantni sadržaji upotpunjavaju dodatnim sadržajima! Radisson Blu Resort Split Vam jamči najmodernije prostore i usluge za održavanje Vaših sastanaka u regiji.

Devet dvorana za sastanke okupane dnevnim svjetlom i opremljene najsuvremenijom audio-video tehnologijom, board room te velika plesna dvorana za bankete i ostala događanja, koja može ugostiti do 445 osoba, daju dovoljno prostora za održavanje raznih događanja bez obzira na njihovu veličinu. Prostrano predvorje ispred



kongresnih dvorana, koje uključuje i bar, zadovoljit će potrebe i najzahtjevnijih organizatora evenata.

### Koncepti usluge - 100% zadovoljstvo gostiju

Želimo da postanete naš stalni gost, stoga Vam obećavamo 100% zadovoljstvo našom uslugom. U slučaju da niste zadovoljni, obratite nam se tijekom Vašeg boravka, kako bismo mogli ispraviti nedostatke.

Ukoliko to ne uspijemo, nećete morati platiti Vaš boravak. To je naše obećanje, koje se odnosi i na organizaciju Vaših evenata.

### Besplatan internet

Kao prvi međunarodni hotelski lanac koji je ponudio BESPLATAN pristup brzom Internetu, Radisson Blu hoteli odlučni su u namjeri da zadovolje sve potrebe zaposlenih svjetskih putnika stoga svim svojim gostima i sudionicima kongresa omogućava besplatan pristup internetu iz celog hotela.



Radisson Blu Resort, Split

# THE MOST MODERN MEETING FACILITIES IN THE REGION

A step away from magnificent beaches, Radisson Blu Resort, Split makes no bones about offering you one of the most luxurious bases from which to explore the stunning Adriatic coast.



Overlooking the magnificent Adriatic Sea and the Dalmatian Islands, our resort is designed to the highest standards offering rooms with balconies and great views of the sea.

Food lovers must come prepared to be mesmerized as our resort offers the very best in international cuisine including the culinary delights of the Dalmatian region. Our all-day restaurant serves the ever-popular "Super Breakfast" buffet and our specialty grill restaurant invites you to dine al fresco with local favourites and international dishes. The resort's well-equipped Spa & Wellness Centre is designed to help you relax – as are our indoor and outdoor swimming pools. The hotel boasts a total 246 modern rooms, including 63 Economy rooms (20 m<sup>2</sup>), 120 Standard rooms (29 m<sup>2</sup>), 36 Deluxe rooms (29 m<sup>2</sup>), 18 Junior Suites (55 m<sup>2</sup>), 10 Senior Suites (60 m<sup>2</sup>) and 2 Presidential Suites of 259 m<sup>2</sup> each. Six rooms have been specially designed for disabled guests and are available upon request.

## Wellness Centre featuring The Anne Sémonin Spa

Discover the true meaning of relaxation and wellbeing at the exclusive Wellness and Spa, developed in association with the renowned French beauty expert Anne Sémonin. Spread over 2,000 m<sup>2</sup>, beautifully designed, this rejuvenating oasis is the largest

and best equipped Spa in the Split region. We invite you to enjoy our indoor pool with jet stream technology, specially designed saunas with sea views, Japanese Onsen pool, whirlpools, and to finish off this blissful journey there is a luxury Anne Sémonin treatment designed to meet your individual needs.

## Breakfast

The "Super Breakfast" is served in the Fig Leaf restaurant. We offer a broad selection of traditional and international dishes, including cold cuts, a warm buffet and a spread of fresh fruits and juices. You can order eggs to your liking, freshly prepared by our chefs.

## Meetings and Events

Discover the ultimate destination where elegant facilities meet outstanding incentives!

Radisson Blu Resort Split promises to provide the most modern meeting facilities in the region.

With nine meeting rooms with natural daily lights, equipped with the latest AV technology, a board room and a huge elegant ballroom for banquets and corporate events up to 445 people, there is a plenty of scope for both large and small events.

A spacious pre-function area, including bar will satisfy the needs of the most demanding event managers.

## Service concepts -100% guest satisfaction

We want to keep coming back and stay with us, to ensure this; we have made a promise to keep you 100% satisfied. If you aren't happy, let us know during your stay and we will make it right or you won't pay.

This is our promise to you, which also applies when you organize a meeting or an event.

## Free high-speed internet

As the first international hotel chain to offer FREE high-speed Internet access, Radisson Blu hotels have long been committed to meeting the needs of the busy traveller allowing hotel guests and meeting delegates to access the internet from anywhere in the hotel for free.



Iskoristite muziku za jačanje tima

## JAČANJE TIMA KROZ MUZIČKI TRENING

Marmúsica je kompanija iz Španije koja se bavi organizacijom žive muzike za manifestacije. Marmúsica je vodeća kompanija u tom sektoru, zahvaljujući tome što, već dug period, rade kao muzički organizatori za kompanije i pojedince.

Marmúsica okuplja izvanredne profesionalne muzičare, od klasične muzike do džeza, odnosno renesansne muzike. Svoju muziku dopunjuju nastupima glumaca, plesača, kompozitora, di-džejeva, vi-džejeva (VJ - video jockey video nastupi, umetnik koji uživo stvara vizuelne efekte) i audio-vizuelnim efektima.

U nastavku, podelićemo sa Vama i neke od najzanimljivijih načina koji Marmúsica koristi za jačanje tima kroz pozorišne mjuzikle i gospel muziku.

### Trening kroz pozorišne mjuzikle

Ovu aktivnost sprovodi profesionalni reditelj modernog mjuzikla i pozorišni reditelj, naravno sa muzičarima, šminkerima i ostalim članovima.

Nema nigde takvog mesta kao što su „daske koje život znače“ gde se može primetiti to uzbuđenje, mukotrpane pripreme i energija trupe, koja je uložila mnogo truda u probe za jedan mali pozorišni komad.

Timski rad je nezamenljiv u postavljanju predstave, pored potreba, entuzijazma i samokontrole koji su neophodni od strane svakog člana. Muzika, igra i pesma su osnovni pokretači od početka sveta i veka.



### Sličnosti između pozorišnog i tima kompanije

Tim za pozorišni mjuzikl je tim koji radi u atmosferi maksimalne napetosti gde i najmanje odstupanje zahteva odluku u sekundi. Samo uz ličnu posvećenost svakog izvođača predstava može biti uspešna.

**Odlična predstava je rezultat mnogobrojnih proba.  
Bez komunikacije nema ni strasti.  
Bez strasti nema ni umetnosti.**

U radionici pozorišnog mjuzikla, članovi se odlično zabavljaju, rade u timu i zaboravljaju na svakodnevni

stres. Ispunjeni su vitalnošću, preuzimaju rizike i rade nešto sasvim drugačije nego obično.

### Trening kroz gospel muziku

Ovu aktivnost vodi moderator za gospel muziku.

Ova muzička obuka je posvećena grupama koje žele da razviju timski projekat koristeći se svojim glasovima kao instrumentom dok se istovremeno odlično zabavljaju.

Čin pevanja u različitim glasovima znači da morate da obratite pažnju na ono što rade vaše kolege da biste postigli dobre rezultate.

Za vreme ove radionice se sprovodi više aktivnosti kao što su koncerti, vokalizacije, grupne improvizacije, a naročito pevanje melodija u klasičnom gospel stilu. Repertoar seže od klasika crnačke duhovne muzike do savremenih pravaca (Soul, R&B i Pop).

Primenjeni aspekti obuhvataju: timski rad, osetljivost prema drugima, veštine kretanja, poštovanje, poverenje...

Na kraju radionice se pesme koje su polaznici naučili izvode na koncertu sa bendom ili pijanistom i trenerima.

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



M. Š.

Try music as teamwork in your company

## TEAM BUILDING THROUGH MUSICAL COACHING

Marmúsica is a company from Spain dedicated to the organization of live music for events. Marmúsica is a leading company in its sector, as they have been working as music organizers for a long time for companies and individuals.

Marmúsica has excellent professional musicians, from classical music to jazz or Renaissance music.

They complement their music with actors, dancers, composers, DJs, VJs (video performance artists who create live visuals) and sound and lighting technicians.

In addition, we will share with you one of the Marmúsica's interesting ways of team building through musical theatre and gospel musical coaching.

### Musical theatre coaching

This activity is carried out by a professional director of modern music and a stage director, also with musicians, make up and other. There is no place like the stage of a theatre to capture the excitement, the preparation and the energy of a group that has put a lot of effort into rehearsing a small theatrical performance.

Teamwork is essential in the staging of a play, apart from the requirement, enthusiasm and self-control needed by each member. Music, dancing and singing, are basic engines since the beginning of time.

### Similar characteristics of theatre and company team

The musical theatre team is a team that works in an environment of maxi-



mum tension in which any small variation requires immediate decisions. Only with the personal commitment of each of the performers the theatre will succeed in the performance.

**A brilliant performance is the result of many rehearsals. Without communication there is no passion. Without passion there is no art.**

With this musical theatre workshop the group have great fun, work as a team, and disconnect from everyday stress. They are filled with vitality, they are taking risks and experience a change from their usual daily life.

### Gospel musical coaching

This activity will be led by a director of gospel music.

This musical coaching is aimed at groups who want to develop a team project using their own voice as an instrument, and to have fun.

The act of singing in different voices means that you have to pay attention to what your colleagues are doing to achieve a good result.

During the workshop several activities is carried out, such as concerts, vocalizations, group improvisations and, especially, singing the classical Gospel style melodies.

The repertoire ranges from the classics of Negro spiritual music to the modern adaptations (Soul, R&B and Pop). The used aspects includes: teamwork, sensitivity, movement skills, respect, trust...

At the end of the workshop the songs participants have learned are performed in a concert with a live band or a pianist and the teachers.

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

M. Š.



Jedinstveno mesto na svetu

## SARAJEVO – GRAD BOGATE ISTORIJE I NOVOG VREMENA

„Ne postoji nijedan drugi grad kao što je Sarajevo; tu se sastaju istok i zapad, to je i evropski i orijentalni grad.“

Sarajevo je jedinstveno mesto na svetu gde je za samo nekoliko sati moguće uroniti u atmosferu grada, skijati na obližnjim planinama ili posetiti obalu neke od sarajevskih reka.

Grad je okružen pravim olimpijskim planinama, kao što su: Jahorina, Bjelašnica, Igman, Treskavica i Trebević, koje su udaljene 20 minuta vožnje od centra grada, a koje su posebno tokom zimskih meseci omiljena izletišta Sarajlija i turista iz celog sveta.

Trenutno je Sarajevo, kao glavni grad Bosne i Hercegovine, jedan od gradova koji najbrže raste u jugoistočnoj Evropi. Grad sadrži brojne poslovne centre, kulturne i edukativne institucije, a speleološki, eko i spa turizam su samo neki vidovi turizma za koje ovaj multikulturalan grad ima uslove.

Kao jedna od najzanimljivijih i značajnijih opština sarajevskog kantona, svakako se može izdvojiti **Ilidža**, sme-

štena u podnožju planine Igman, koja poseduje veoma značajnu građevinu iz antičkog perioda (2400 – 2000 godine p.n.e.), za koju su arheološka istraživanja navela na zaključak da je građevina prvobitno sagrađena u funkciji spa centra (banje) za rimsku vojsku. Ovi termalni izvori sada se koriste za lečenje reumatičnih i mišićnih (muskulturnih) oboljenja.

Ilidža predstavlja zelenu oazu Sarajeva, mesto poznato kao lek za telo i dušu (**iladž** - onaj koji leči) i prvo naseljeno područje u sarajevskoj regiji. Danas Ilidža ima savremeni banjski i rekreativno-kupališni kompleks, hotele, brojne sportske terene, biciklističke staze i staze za šetnju.

Severno od Sarajeva se nalazi i najfascinantnija speleološka struktura - **Bijambarska pećina**. Pećina sadrži tri glavne pećine koje su otvorene za javnost.

Sarajevo je u narodu poznat i kao **grad na reci Miljacki**. Obale Miljacke premošćuju **mostovi** iz doba *Austro-Ugarske vladavine*: Ajfelov most, Čobanija most, Čumurija most, kao i *savremeni mostovi*: Most Skenderija, Drvenija most, Latinska ćuprija, Most



Suade i Olge, Most malezijsko-bosanskohercegovačkog prijateljstva.

Iz doba *Osmanskog carstva* potiču najstariji mostovi u Sarajevu: stari Rimski most (nedaleko od Sarajeva), Kozija ćuprija, Šeher-Ćehajina ćuprija i Careva ćuprija u starom delu grada. Neki od sarajevskih mostova su isključivo pešački.

Pored mostova, deo Sarajeva obiluje i arhitektonskim ostvarenjima iz osmanskog doba, među kojima su brojne potkupalne džamije, konaci, hanovi i bezistani.

U neposrednoj blizini grada nalazi se i izvoriste reke Bosne, sa popularnim izletištem Sarajlija - **Vrelom Bosne**. Ovaj spomenik prirode je najatraktivnije izvoriste pitke vode u Evropi.

Iz oko 60 kraških vrela na ovom području nastaje reka Bosna, po kojoj je zemlja i dobila ime. Izvoriste Vrela je još za vreme Austro-Ugarske uređeno kao park. Rukavci i obale premošteni su mostićima, da bi se u svaki deo moglo stići stazama i puteljcima.

Aleja platana i kestenova vodi do istinskog prirodnog raja, bogatog potocićima i jezercima, ispresecanog malim drvenim mostovima. To je divno mesto za opuštanje, naročito ako se do njega dolazi vožnjom u fijakeru.

Ovaj grad se može pohvaliti dobro očuvanim starim trgovačkim delom grada – **Baščaršijom**, koja je nastala u periodu osmanske vladavine u Bosni i Hercegovini.

Baščaršija je stara sarajevska čaršija, istorijski i kulturni centar grada. Izgrađena sredinom 15. veka, a smatra se da ju je osnovao turski namesnik Isabeg Isaković kada i Sarajevo, kao središte Osmanske vlasti. Naziv Baščaršija potiče od turske reči „baš“, što znači glavna i reči čaršija – koja predstavlja deo grada, gotovo uvek u samom centru, tako da bi Baščaršija značilo „glavna čaršija“, odnosno „glavno središte grada“, ili jednostavno „centar grada“. Na Baščaršiji se nalazi nekoliko va-



Sarajevski filmski festival - Morgan Freeman

žnih istorijskih objekata poput Gazi Husref-begove džamije i sahat-kule, a danas je Baščaršija glavna turistička atrakcija grada Sarajeva.

Baščaršija je poznata po velikom broju zanatskih delatnosti. U drugoj polovini 16. veka, ovde je postojalo 80 raznih vrsta zanata. I sama čaršija je bila podeljena po ovim zanatima, tako da su u svakoj ulici bili dućani za jedan ili više srodnih zanata (npr. ulice Kovači, Kazandžiluk, Sarači). U ovom periodu izgrađen je čitav niz trgovačkih objekata, poput bezistana, hanova, i karavan - saraja. Upravo dušu Baščaršije čine njeni dućani. Ovde se i danas mogu videti zanatlije koje se trude da sačuvaju tradiciju i prenesu je na mlađe generacije.

Svake godine, grad na reci Miljacki je domaćin niza kulturnih festivala međunarodnog karaktera, među kojima su najznačajniji: **Sarajevski filmski festival (SFF)**, **Sarajevski jazz festival**, letnji kulturni festival „**Baščaršijske noći**“, teatarski festival novih produkcija „**MESS**“, „**Sarajevska zima**“ i „**Svjetski televizijski festival orijentalne muzike**“.

### Simboli Sarajeva

Postoji nekoliko istorijskih činjenica po kojima je Sarajevo prepoznatljivo u svetu. One predstavljaju simbole Sarajeva:

\* Sarajevo je grad sa jednim od najstarijih sistema za snabdevanje vodom u Evropi.

Sistem je sagrađen tokom osmanskog perioda vakufom jednog od najvećih namesnika Sarajeva - Gazi Husrevbega. To je bio 7 kilometara dugačak razgranati sistem, koji je kasnije upotrijebljen kao osnova za moderni vodovod.

\* Postoji staro verovanje u narodu da će se, ko god se napije vode sa česme u blizini Gazi Husrev-begove džamije, vratiti u Sarajevo.

\* Sarajevo je bilo svedok vožnji prvog električnog tramvaja u Evropi. U pitanju je bila tramvajska test - linija iz Beča! Voz je uveden ubrzo nakon austro-ugarske okupacije.

\* Sarajevo je prvi grad na socijalističkom tlu koji je bio domaćin olimpijskih igara!

\* Sarajevo je dobilo zlatnu medalju za gostoljubivost. To je jednostavno osobina grada.

1. **Četiri veroispovesti na 50 m<sup>2</sup>** – Sarajevo je mesto gde se susreću i ukrštaju tri svetske monoteističke religije: islam, hrišćanstvo i judaizam. To je jedini grad, pored Jerusalima, gde se na malom prostoru, udaljene jedna od druge, mogu naći džamija, pravoslavna i katolička crkva i sinagoga.

- 2. Atentat na Franca Ferdinanda, austro-ugarskog prestolonaslednika** – Član tajne organizacije Mlada Bosna, *Gavrilo Princip*, 28. juna 1914. godine izvršio je atentat na austrougarskog prestolonaslednika *Franca Ferdinanda* i njegovu suprugu *Sofiju*. Atentat na austrougarskog prestolonaslednika trona, predstavljao je povod za početak Prvog svetskog rata. Danas se na uglu ulice gde se dogodio atentat, nalazi muzej Sarajevo 1878. - 1918. U muzeju su izloženi brojni artefakti koji datiraju iz vremena austro-ugarske vladavine.
- 3. XIV Zimske olimpijske igre** – Godine 1984., Sarajevo je izabrano da bude domaćin XIV Zimskih olimpijskih igara. Planine - Jahorina, Bjelašnica, Igman i Trebević i gostoljubivost i sportski duh Sarajlija, učinili su olimpijske igre nezaboravnim događajem. Na njima je učestvovalo 49 država i preko hiljadu učesnika.
- 4. Rat 1992. – 1995.** – Savremeni period je na Balkan doneo ratne konflikte i razaranje Sarajeva. Ipak, duh Sarajeva nije uništen ni pod opsadom. Duh otpora i preživljavanja iskazivan je kroz veliki

broj festivala, pozorišnih predstava, umetničkih izložbi, muzičkih događaja i literarnih susreta koji su pružali novu nadu i postavili temelje za budući razvoj.

Prve klasične, pozorišne predstave u gradu održavale su se u Despića kući, pa se ovaj objekat može smatrati pretečom savremenog pozorišta u Sarajevu.

Danas je tu smešten Muzej književnosti i pozorišne umetnosti.

### Zanimljive činjenice koje čine Sarajevo

Ono po čemu je Sarajevo poznat grad širom sveta, osim istorijskog i kulturnog nasleđa, dobre hrane, iznad svega nezaobilaznog **sarajevskog čevapa**, svakako je i nacionalno piće Bosanaca i Hercegovaca – **kafa**.

Kafu su u zemlju donele Osmanlije, a prava bosanska kafa (kahva ili kava) se tradicionalno priprema i poslužuje

je u posebnom posuđu - džezvama i fildžanima.

Ukoliko posetioci Sarajeva žele da sami sebi obezbede hranu, a ne da ručaju po obližnjim restoranima, običaj je da se na gradskim pijacama proba hrana bez ikakve obaveze da je „degustatori“ i kupe.

Na raspolaganju je širok izbor domaćih sireva, suhomesnatih proizvoda, a prodavači će biti više nego srećni da pohvale kvalitet njihovih proizvoda. Dozvoljeno je i cenkanje.

U Sarajevu, gradu bogate istorije i novog vremena ispunjenog provodom i uživanjem, sve počinje i završava sa dobrom hranom.

Posle posete ovom gradu postoji mogućnost da se osim punog želuca s putovanja vratite i s majcom na kojoj stoji natpis „Čevapčići, Čevapčići, Čevapčići“.

S. J.

**Koliko je kafa za Bosance značajna, svedoči i činjenica da su imenovali vrste kafe prema prilici u kojoj se ona pije:**

**Kafa razgalica** - prva jutarnja kafa;

**Kafa razgovoruša** - nešto kasnija jutarnja kafa, koja se pije u društvu i uz razgovor;

**Kafa sikteruša** - poslužuje se gostima na kraju zajedničko provedenog dana, kasnije po podne i zapravo je učitiv znak da je vreme da se društvo razide.



Muzej XIV Zimskih olimpijskih igara u Sarajevu

The unique place in the world

## SARAJEVO – A CITY WHERE RICH HISTORY MEETS NEW ERA

“There is no other city like Sarajevo - a city where East meets West and a city that is both, European and Oriental.”

Sarajevo is the unique place in the world where in only few hours one can get immersed in the air of the city, ski at the nearby mountains or stroll along the rivers of Sarajevo.

The city is surrounded with true Olympic mountains such as: Jahorina, Bjelasnica, Igman, Treskavica and Trebevic, 20-minute ride away from the down town and the winter-favourite places of the people in Sarajevo and the tourists world-wide.

Sarajevo as the capital of Bosnia and Herzegovina is one of the fastest growing cities in SE Europe. The city features a large number of business centres, cultural and educational institutions, while speleological, eco and

spa tourism are only some forms of tourism that can be offered by this multicultural city.

As one of the most interesting and important municipalities in the Sarajevo Canton, certainly can be extracted **Ilidža**, situated at the foot of Igman mountain, featuring a major Antic structure (2400 - 2000 BC), proved by archaeological research to have been a structure originally built as a Spa for the Roman army.

These thermal springs are now used for treating rheumatic and muscular disorders. Ilidža is the green oasis of Sarajevo, a place known as a cure for the body and soul (**iladž** – the person who heals) and the first inhabited place in the region of Sarajevo. Today,

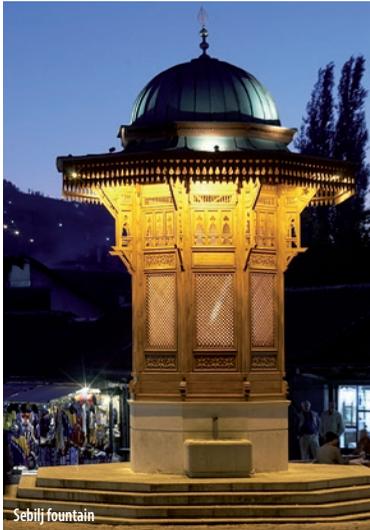
Ilidža owns a modern Spa & recreational pool complex, hotels, numerous sports facilities, cycling and hiking routes.

North from Sarajevo there is the most fascinating speleological structure - **Bijambarska cave**. This cave contains three major caves open to public.

Sarajevo is also locally known as “**the city on the river Miljacka**”. The river banks of Miljacka are bypassed by **bridges** from the period of *Austro-Hungarian rule*: Ajfel Bridge, Čobanija Bridge, Ćumurija Bridge, and *modern-day* bridges: Skenderija Bridge, Drvenija Bridge, Latinska Bridge, Suade and Olge Bridge, the Bridge of Malesian & Bosnian-Herzegovian Friendship. From the period of *Ottoman rule* there are



Orthodox church, Sarajevo



Sebilj fountain

the most ancient bridges in Sarajevo: the old Roman Bridge (close to Sarajevo), Kozija Bridge, Šeher-Čehajina Bridge and Emperor's Bridge in the old part of the city. Some Sarajevo bridges are pedestrian only.

Apart from the bridges, a part of Sarajevo is full of architectural structures from the Ottoman period among which there are numerous sub-dome mosques, residences, inns and domed market buildings.

In the vicinity of the city, there is the spring of the river Bosnia, with the popular picnic venue for the people of Sarajevo – **Wellspring of the Bosnia**. This natural monument is the most attractive spring of drinking water in Europe. Some 60 rocky springs in this



Bascarsija street of Sarajevo

area form the river Bosnia, lending its name to the country itself. The Well-spring was developed as a park as early as during Austro-Hungary.

Its armlets and banks are bypassed by small bridges providing path crossings everywhere. The lane of plate-trees and oaks leads to a true natural paradise, brimming with brooks and ponds, crossed with small wooden bridges. It is a wonderful place to relax, especially if you reach the venue riding on a horse cab.

This city may brag its well-preserved old bazaar – **Baščaršija**, originating from the period of Ottoman rule over Bosnia and Herzegovina. Baščaršija is Sarajevo's old bazaar, historic and cultural centre of the city. It was built in mid-15<sup>th</sup> century by a Turkish governor Isa-beg Isaković, as is it widely held, at the same time as Sarajevo as the centre of the Ottoman rule.

The name of Baščaršija comes from the Turkish word "baş", meaning the *main* and "çarşı" – meaning a part of town almost *always the central part*, therefore Baščaršija means the "main part of town" or "main town centre" or simply "down-town". Baščaršija features a few important historic structures such as Gazi Husrev-Beg Mosque and Clock-Tower, and today's Baščaršija is the main tourist attraction in Sarajevo.

Baščaršija is known for a large number of crafts. In the second half of 16<sup>th</sup> century, there were *80 different crafts* here. Baščaršija was divided by crafts so that each street featured shops for one or more kindred crafts (e. g. Blacksmiths, Tinkers, Saddlers streets).

This period is known for series of market structures built such as domed market buildings, inns and caravanserais. The soul of Baščaršija lies in its shops. Today you can also find craftsmen trying to preserve the tradition and pass it along to new generations. Every year, the city on the river Miljacka hosts a series of international cultural festivals among which the

\* Sarajevo is a city with one of the most ancient water supply systems in Europe. This system was built during the Ottoman rule by one of the major governors of Sarajevo - Gazi Husrev-Bey. It was a 7 km long and spread system, later on used as the basis for the modern water supply system.

\* There is an ancient belief that whoever takes a sip from the fountain near Gazi Husrev-Bey Mosque will come back to Sarajevo.

\* Sarajevo was the witness to the first power-driven tram in Europe. It was the first tram test-route from Vienna! The train was introduced soon after the Austro-Hungarian occupation.

\* Sarajevo is the first socialist city to host the Olympic Games!

\* Sarajevo won the gold medal for hospitality. Simply, it is the trait of the city.

major ones are: **Sarajevo Film Festival (SFF)**, **Sarajevo Jazz Festival**, summer-time cultural festival "**Baščaršija Nights**", theatrical festival of new productions "**MESS**", "**Sarajevo Winter**" and "**World's Television Festival of Oriental Music**".

### Symbols of Sarajevo

There are several historic facts for which Sarajevo is globally recognised. They are the symbols of Sarajevo:

- 1. Four denominations at 50 sqm** – Sarajevo is a meeting and crossing place of three monotheistic religions: Islam, Christianity and Judaism. It is the only city, apart from Jerusalem, where you can see a mosque, an Orthodox and a Catholic church and a synagogue close to one another.
- 2. Assassination of Franz Ferdinand, heir to the throne of Austro-Hungary** – A member of a secret organization Young Bosnia, *Gavrilo Princip*, assassinated the heir to the throne of Austro-Hungary,

*Franz Ferdinand* and his wife *Sophie* on 28<sup>th</sup> June 1914.

This assassination was the cause for the onslaught of the First World War. Today, at the corner of the street where the assassination took place there is the museum Sarajevo 1878 - 1918.

The museum exhibits numerous artefacts from the period of Austro-Hungarian rule.

**3. 14<sup>th</sup> Winter Olympic Games** –

In 1984, Sarajevo was elected host of the 14<sup>th</sup> Winter Olympic Games. The mountains of Jahorina, Bjelasnica, Igman and Trebevic and the hospitality of the people in Sarajevo made the Olympics unforgettable. This event gathered 49 countries and over a thousand participants.

**4. War 1992 – 1995** –

The modern period brought to the Balkans war conflicts and destruction of Sarajevo. Still, the spirit of Sarajevo was not destroyed under the siege.

The spirit of resistance was shown by series of festivals, theatrical plays, exhibitions, music performances and literary meetings giving

new hope and laying down the foundation for the future developments. The first classic theatrical plays in the city were held in Despic's House so this structure may be considered as the predecessor of the modern theatre in Sarajevo. Today it houses the Museum of Literature and Dramatic Arts.

**Interesting Facts about Sarajevo**

What is Sarajevo famous for around the world, apart from the historic and cultural heritage, good food – above all the indispensable **“Sarajevo kebab”**, is also the national drink of the Bosnians and Herzegovians – **coffee**.

Coffee was brought to the country by Ottomans, and the true Bosnian coffee (“kahva” or “kava”) is traditionally made and served in the special Tur-

kish coffee pot (“džezva”) and demitass (“fildžan”).

If the visitors coming to Sarajevo want to provide food for themselves rather than have launch at local restaurants they can customarily try food at the local markets without the obligation of the “tasters” to buy any.

There is a wide range of local cheese, dried meat and the sellers will be more than happy to commend the quality of their products. Bargaining goes too.

In Sarajevo, the city of rich history and new era filled with fun and joy, everything starts and ends with good food. After visiting this city you are sure to come back home with your stomach full and the T-shirt with inscription: “Kebabs! Kebabs! Kebabs!”

S. J.

**Just how coffee is important for the Bosnians is also witnessed by the fact that they named types of coffee according to the occasions.**  
**Warm-Up Coffee** – the first morning coffee;  
**Win-Wag Coffee** – the later morning coffee sipped in a chit-chatting company;  
**Farewell Coffee** – served at the end of socializing, later in the afternoon, as a polite gesture that it is time to go.



Ilidža, Sarajevo

Hotel Hollywood Sarajevo

## REZULTAT RADA, UPORNOSTI I ISTRAJNOSTI

Hotel Hollywood Sarajevo je simbol grada Sarajeva, grada u kome se ukrštaju mnoge kulture i civilizacije, grada koji ispunjava sve želje.

Ovaj moderan poslovni hotel je centar raznih manifestacija, događaja i zbivanja, ne zanemarujući pri tom potrebnu dozu intimite i prijatne domaće atmosfere.

Hotel Hollywood Sarajevo je najveći kapacitet smještaja u Bosni i Hercegovini, sa 355 smještajnih jedinica najvišeg standarda, poseduje izvanredne kongresne kapacitete - kongresni centar sa 16 sala, 3.000 mesta i tehnički najsavršeniju opremu. Takođe, tu je restoran u kojem se u 4 ili 8 prostora može istovremeno uslužiti 1.500 gostiju. Od bogatih sadržaja hotela izdvajamo sportsko-rekreativni centar sa sportskom dvoranom, poluolimpijskim bazenom, bowling, bilijar,



fitness, kao i wellness-spa centar, polivalentni, specijalistički zdravstveni centar i kulturno-zabavni centar sa bibliotekom, koncertnom dvoranom i teatar salom.

Hotel Hollywood Sarajevo je pored izuzetnih sadržaja, poznat po svom gostoprimstvu, srdačnošću i usluzi. Besprekorna priprema i efikasna realizacija najsloženijih turističkih, sajamskih, kongresno-seminarskih, edukativnih programa, radnih susreta, sportskih takmičenja, evenata, proslava, svečanosti i svega što gost poželi, ovde je imperativ.

Istrajavanjem na kvalitetu usluga i odnosima prema gostima, poslovnim

partnerima i saradnicima dopunjuju se, šire i razvijaju poslovni horizonti. Na taj način hotel je dobitnik brojnih nacionalnih i internacionalnih strukovnih i društvenih priznanja i nagrada.

Stručnost, sposobnost i ljubaznost su odlika svakog zaposlenog i bitni preduslovi efikasne realizacije zacrtanih ciljeva i ostvarivanja vrhunskih rezultata.

Uspех u radu je rezultat htenja i zalaganja kolektiva, u kojem je svaki pojedinac maksimalno posvećen gostu, njegovim potrebama i željama, a upravo je takav HOLLYWOOD TEAM.



Hotel Hollywood Sarajevo

## RESULT OF WORK, PERSISTENCE AND ENDURANCE

Hotel Hollywood Sarajevo is a symbol of Sarajevo, a city where many cultures and civilizations meet, a city that makes all wishes come true.

This modern business hotel is the central venue of numerous events, meetings and happenings, including the much needed air of intimacy and pleasant local feel.

Hotel Hollywood Sarajevo has the biggest accommodation capacity in Bosnia and Herzegovina, with 355 highest-standard units, owns tremendous congress capacities – congress centre with 16 halls, 3,000 seats and up-to-date technical equipment.

Also, there is a restaurant with 4 or 8 facilities that can simultaneously serve 1,500 guests.

Out of rich hotel amenities we underline a sports & recreational centre with a sports facility, semi-Olympic sized pool, bowling, shooting pool, fitness, and wellness spa centre, followed by a polyvalent specialist healthcare centre and entertainment centre with a library, concert hall and theatre hall.

Hotel Hollywood Sarajevo is, apart from its exquisite amenities, also known for its hospitality, warmth and service.

Impeccable preparation and efficient realization of most complex tourist, expo, seminar, educational programmes, working meetings, sports competitions, events, celebrations, ceremonies and anything that a guest may wish for is imperative here.

Consistent quality of services and customer, business partner and associate relationships complement, expand and develop business horizons.



That is why the Hotel is a winner of the numerous national and international professional and social acknowledgments and awards.

Expertise, skill and kindness are the features of all employees and major preconditions for efficient achievement of set goals and top results.

Any successful work is the result of group efforts where every individual is totally committed to a guest, their needs and wishes, and one such team is HOLLYWOOD TEAM.



Hotel „Sarajevo“

## ODLIČNI KONFERENCIJSKI I BANKETNI SADRŽAJI U SARAJEVU

Hotel „Sarajevo“ se nalazi se u novom dijelu grada Sarajeva, odmah do glavne saobraćajnice, a neposredno iza zgrade RTV doma.

Udaljen je pet minuta od međunarodnog aerodroma i deset minuta od centra grada što ga čini savršenim izborom bez obzira na razlog Vaše posjete glavnom gradu BiH.

Hotel u ponudi ima 66 soba gdje se razlikuju SUPERIOR, BUSSINESS i CLASSIC sobe i 3 apartmana.

Svaka soba posjeduje: klima uređaj s mogućnošću individualne kontrole, telefon - direktno biranje, SAT TV, internet priključak, utičnice 220V/120V, sef u sobi, mini bar.

Sam izgled sobe zadovoljiće i najprofinjnije ukuse, a svaka soba u sebi neometljivo skriva i duh bogate bosanske tradicije. Hotel „Sarajevo“ ima i 6 konferencijskih i banketnih sala.

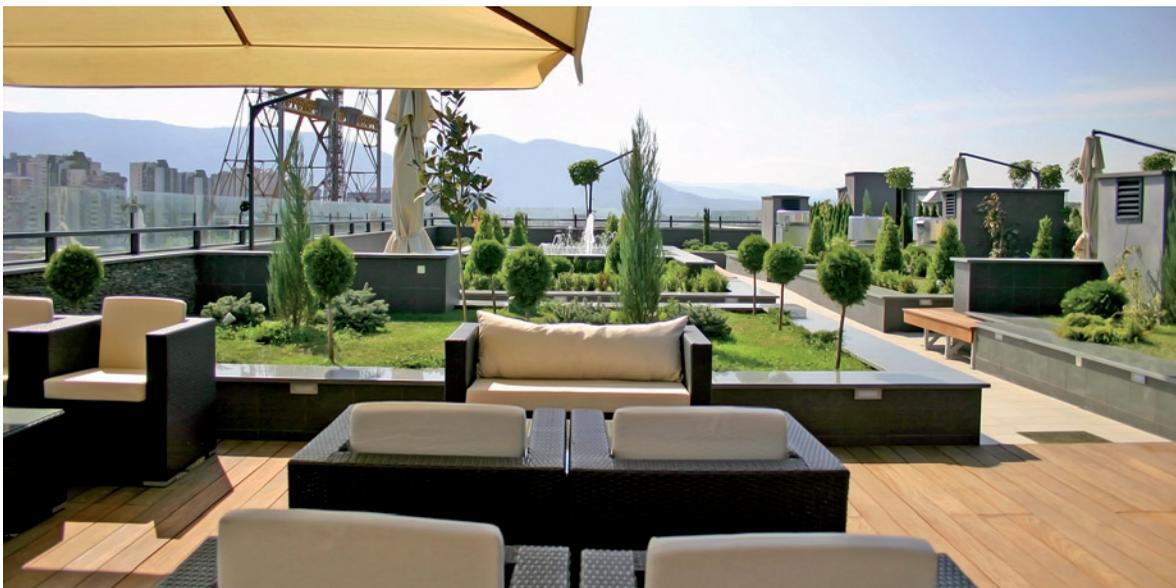


Sale se mogu prilagoditi svim Vašim zahtjevima, bilo da se radi o poslovnim sastancima ili prigodnim svečanostima. Uz funkcionalne, moderne i vrhunske opremljene kongresne i banketne sadržaje hotela, gostima je uz prethodnu najavu na raspolaganju i najsavremenija audio-vizuelna prezentacijska oprema.

Majstori kulinarstva u nekom od restorana Hotela pripremaju najraznovidnije gastronomske užitke, a café slastičarna predstavlja mjesto gdje se može uživati u prijatnom i vrlo ugodnom ambijentu i vrhunskoj usluzi.

Za vrijeme toplijih dana ugodni trenuci na otvorenom mogu se provesti u botaničkoj bašti koja luksuzom i uslugom ne zaostaje za unutrašnjom hotela i koja će sigurno svakome pružiti trenutke odmora za dušu i oči.

Od ostalih sadržaja koje osvježavaju tijelo i opuštaju duh, na raspolaganju su fitness club, finska sauna, infra crvena sauna, tursko kupatilo, solarij-ležeći, sala za relaksaciju, salon za masažu i zatvoreni bazen gdje se temperatura vode održava od 26 do 30 stepeni.



Hotel "Sarajevo"

## EXCELLENT CONFERENCE AND BANQUET FACILITIES IN SARAJEVO



Hotel "Sarajevo" is located in the new part of Sarajevo, close to the main road, and right behind the National TV. Located five minutes from the international airport and ten minutes from downtown, making it the perfect choice whatever your reason for visiting the capital of Bosnia and Herzegovina.

Hotel offers 66 rooms in three categories: SUPERIOR, BUSINESS and CLASSIC and three apartments. Each room is equipped with individually controlled air-conditioning, telephone - direct calling, Satellite TV, internet access, 220V/120V power supply, room safe, mini bar.

Interior of the room will satisfy the most choosy tastes. Also, every room discreetly hides spirit of Bosnian tradition.



Hotel "Sarajevo" has 6 conference and banquet hall. Halls can be adapted to all your requirements, whether on business meetings and festivities, all with superior and efficient service. Beside a functional, modern and fully equipped conference and banquet facilities, hotel provides, by appointment, the most modern audio-visual presentation equipment.

Culinary masters in one of the widest variety of hotel's restaurants preparing culinary delights and there is a café where you can enjoy a pleasant

and very comfortable surroundings and superb service. During the warmer days pleasant moments in the outdoors can be implemented in botanical garden, where everyone can feel the moments of rest for the soul and eyes.

Amongst other facilities for soul and body we also offer fitness room, finland sauna, infrared sauna, turkish bath, solarium, relaxation room, massage and in-door pool where water temperature is between 26 and 30 degree.



CITY Boutique Hotel – Sarajevo

## PROMOVISANJE ZDRAVOG STILA ŽIVOTA

Hotel je smješten u centru Sarajeva i nudi Vam udobnost, ugodan smještaj i prijatnu atmosferu.

Moderni ugođaj prijaće svakom go-

stu, bilo da se radi o poslovnom ili turističkom boravku.

Jedinstven, kao i Sarajevo, hotel CITY Boutique promovira zdrav stil života,

bez pušenja i alkohola, zdrav i bogat doručak uključen u cijenu sobe i sve poslovne usluge kao što su bežični internet i sale za sastanke.



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CITY Boutique Hotel – Sarajevo

## PROMOTING A HEALTHY ATMOSPHERE

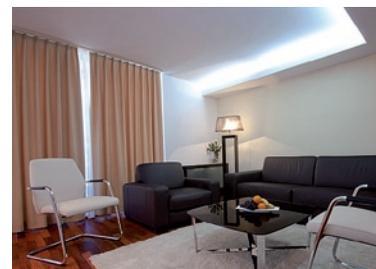
CITY Boutique HOTEL is located in the heart of downtown Sarajevo and offers hospitality, comfort and a pleasant atmosphere sure to please

business and leisure travelers alike. This hotel is as unique as Sarajevo and offers 19 rooms, promotes a healthy atmosphere as there is no smoking

and alcohol, a healthy and rich buffet breakfast included in the room price, all business services such as wireless internet and meeting rooms.



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Međunarodni Confex 2012

## DAN ASOCIJACIJA U OKVIRU CONFEX-A 2012

Međunarodni Confex u Londonu povezuje organizatore manifestacija sa nizom uzbudljivih lokacija, destinacija i pratećih usluga. Predstavlja savršeni forum za poslovanje i izvor svih osnovnih elemenata za svaku vrstu manifestacije.

**INTERNATIONAL**  
**confex**  
06-08 MARCH 2012, ExCeL LONDON

Međunarodni Confex 2012, jedan od značajnijih foruma za organizatore manifestacija u kongresnoj industriji, održaće se od 6. do 8. marta 2012. godine u izložbenom centru ExCel u Londonu.

Ova konvencija će ponuditi ogroman broj poslovnih prilika za profesionalce u ovoj industriji koji obezbeđuju destinacije i prostore za organizaciju događaja, organizuju događaje i pružaju prateće usluge za organizaciju manifestacija u Evropi i širom sveta. Međunarodni Confex 2012 će se pokazati kao delotvorni medijum u praćenju najnovijih trendova kongresne industrije.

Uz prisustvo vodećih igrača u industriji, ovaj događaj nudi nebrojene mogućnosti za uspešno stvaranje poslovnih prilika. Na ovom prestižnom događaju se očekuje dolazak preko

16.000 posetilaca. Kako bi se olakšalo praćenje događaja, izvršena je podela u tri glavne kategorije: *Lokacija* – sa destinacijama i prostorima u UK i inostranstvu za svaku vrstu događaja; *Logistika* – gde posetioci mogu nabaviti proizvode i usluge; i *Nešto posebno* – gde su organizovane nagradne igre i raznovrsne aktivnosti. Kupci koji su zainteresovani za dizajniranje štandova, promotivne proizvode, audiovizuelne uređaje i osvetljenje, nameštaj, pa sve do osiguranja, mogu naći sve to i više u delu logistike.

Međunarodni Confex nudi i sveobuhvatni program seminara, savetodavni centar i CV kliniku kao deo obavezne podrške kongresnoj industriji.

### Međunarodni Confex 2012 će uključiti i dan za predsednike asocijacija i planere događaja

Za vreme trajanja Međunarodnog Confex-a 2012, **Dan asocijacija** će biti održan 6. marta 2012. godine u ExCel centru u Londonu.



Dan asocijacija pruža ekskluzivni komplet seminara visokog nivoa i mogućnosti umrežavanja kako za asocijacije u UK, tako i za inostrana. Sveobuhvatni posebno izrađeni program i grupa najpoznatijih govornika iz ove oblasti će doprineti poslovnim saznanjima na brojne teme.

„Dan asocijacija“ će otvoriti Lusijan Tarnovski, energična osoba koja stoji iza BraveNewTalent.com, društvene platforme za zapošljavanje koja formira medijske društvene zajednice za potrebe poslodavaca.

Učesnici će naučiti kako da formiraju delotvornije internet zajednice članova i biće inspirisani Lusijanovom strastvenosti i preduzetničkim duhom. Nakon Lusijanovog uvodnog obraćanja, lord Tom King će dati pregled i objašnjenje udruženjima koja nastoje da izgrade odnose sa vladom.

Učesnici mogu da uzmu učešće i u neformalnim radionicama, „Upoznaj stručnjaka“, koje traju po 40 minuta, gde će dobiti praktične savete na temu kao što su sponzorstva i prikupljanje sredstava, marketing i komunikacija, zakonodavstvo i upravljanje, ljudski resursi i upravljanje kongresima. Biće i dosta vremena za uspostavljanje novih kontakata i susrete sa novim dobavljačima na sajmu – da se vidi koje su to nove lokacije, proizvodi i prateće usluge dostupne u kongresnoj industriji.

S. G.



International Confex 2012

## LAUNCHING THE ASSOCIATION DAY AS A PART OF CONFEX 2012

International Confex in London connects event organisers with an exciting range of venues, destinations and support services. Providing the perfect forum to do business and source all the essentials for any kind of event.



The International Confex 2012, one of the enviable forum for event organizers of the event industry, will take place from 6<sup>th</sup> to 8<sup>th</sup> March 2012 in ExCel Exhibitions Center in London.

This convention will offer enormous business opportunities for industry professionals who provide venues, destinations, organize events and also provide event support services in Europe and across the world.

International Confex 2012 will prove to be an effective medium in tapping the latest trends in the events industry. With the presence of leading players of the industry, the event will offer enormous chances of effective business generation. More than 16,000 visitors are expected to visit this prestigious event.

To make navigation through the event easier, it has been divided into three major categories: *Location* - with destinations and venues from the UK and abroad for any type of event; *Logistics* - where visitors can source products and services; and *Something Special* - providing competitions and various activities.



Buyers looking for anything from stand designers, promotional products, audio-visual and lighting, furniture hire to insurance providers can find what they need in the logistics area. International Confex also offers a comprehensive seminar programme, an advice centre and a CV clinic as part of its commitment to supporting the events industry.

### International Confex 2012 will incorporate a day aimed at association executives and event planners

During the International Confex 2012, **The Association Day** will take place on 6<sup>th</sup> March 2012 at ExCel in London. Association Day provides an exclusive stream of high-level seminars and networking opportunities for both UK and International associations. A comprehensive tailored programme and line-up of leading speakers

will extend business knowledge on a range of topics. Opening the Association Day will be Lucian Tarnowski, the energetic personality behind Brave-NewTalent.com, the social recruiting platform that builds social media communities for employers.

Delegates will learn how to build more effective online member communities and will be inspired by Lucian's passion and entrepreneurship.

Following Lucian's keynote, Lord Tom King will provide insight and understanding for associations looking to build relationships with government.

Delegates can also take part in informal "Meet the Expert" workshop sessions, that last for 40-minutes, providing practical advice on subjects such as sponsorship and fundraising, marketing and communication, legislation and governance, human resource and congress management.

There'll also be plenty of time to make new contacts and meet new suppliers at the exhibition - see the latest venues, products and support services available in the events industry.

INTERNATIONAL  
**confex**  
06-08 MARCH 2012, ExCel LONDON



S. G.

Splendid Conference &amp; Spa Resort

## SARADNJOM SA AVIO PREVOZNICIMA DO POVOLJNIJIH ARANŽMANA

Nakon uspješne letnje sezone, prvi crnogorski hotel sa pet zvezdica Splendid Conference & Spa Resort u Bečićima i u postsezoni beleži odličnu posetu. Da je akcenat stavljen na kongresni turizam dao pozitivne rezultate, potvrđuje i podatak da je u hotelu Splendid u predhodna 4 meseca organizovano preko 90 različitih međunarodnih i regionalnih skupova, kongresa, stručnih seminara, sportskih manifestacija uz popunjenost koja je za petinu veća u odnosu na isti period prošle godine.



Žarko Radulović

Osim gostiju sa Zapadnog tržišta i Rusije, koji su i najbrojniji gosti ovog hotela, kompanija Montengrostars u okviru koje hotel Splendid posluje, uspela je da privuče velike grupe gostiju iz Japana, Malezije, Koreje, Izraela... Uspešan razvoj MICE segmenta prepoznat je i na svetskom tržištu, što potvrđuje i podatak da će hotel

Splendid Conference & Spa Resort u oktobru ove godine biti jedan od domaćina godišnjeg samita Nemačkog udruženja turističkih agencija, koje broji preko hiljadu i petsto članova. Prvi čovek hotelske grupe i suvlasnik hotela Splendid, **Žarko Radulović** kaže za SEEbtm Magazin da osvajanje novih tržišta tek predstoji.

*„S obzirom na sva dešavanja u okruženju i šire ali i na činjenicu da je Crna Gora kao destinacija jako loše povezana sa ostatkom svijeta - zadovoljni smo postignutim rezultatima. U postsezoni smo pojačali ponudu u dijelu kongresnog turizma.*

*Položaj Crne Gore kao države bogate prirodnim i kulturnim nasljeđem pruža mogućnosti za unaprijeđenje i razvoj nove kongresne ponude. Ipak to su samo preduslovi. Šansa u tom segmentu jeste velika, ali nedovoljno iskorišćena. Postoji svega 6 do 7 hotela koji mogu da daju dobru ponudu za kongresni turizam. Taj segment raste i rašće sve više i mislim da tu treba tražiti šansu za zaradu. Međutim kada bi bilo više kapaciteta, bilo bi i više avio konekcija i turoperatora koji bi imali veći interes ka Crnoj Gori”, ističe Radulović.*

*„Ljetnja sezona u Crnoj Gori je relativno kratka i zimi je te kapacitete teško po-*





puniti. Zato turoperatori zimi i ne računaju na Crnu Goru kao destinaciju. Istovremeno, sezonalnost je problem sa kojim su suočene i mnogo razvijenije destinacije, poput Španije, ali je možda ovdje mnogo vidljivija, pa je i cilj da se i u tom periodu gosti ne samo zadrže, već dovedu neki novi, izuzetno teško ostvariti. Ipak stalan rad na unaprjeđenju standarda, edukacija kadra daje rezultate i ovaj dio turističkog tržišta predstavlja izuzetno važan dio poslovanja, naročito kada se govori o produžetku turističke sezone, jačanju atraktivnosti destinacije i o ekonomskim efektima koji se postižu razvojem ovog dijela turističkog tržišta", kaže Radulović. On takođe dodaje da je Hotel Splendid i pre nego što je napravljen imao za cilj da osmisli atraktivnu MICE ponudu odnosno udovolji zahtevima savremenog kogresnog turizma. To je program fokusiran na 3 do 4 dana, čiji je cilj da gosti rade ali i da uživaju. U Crnoj Gori, za par sati mogu da odu od jedinog frojda na jugu Evrope, preko Cetinja do Skadarskog jezera. Možda ima i atraktivnijih destinacija, ali toliko različitosti na malom prostoru je prednost. Zato je Crna Gora s pravom proglašena za svetsku top-destinaciju za kongresni turizam ne samo u 2012. godini, već i idućih 5 godina. Zahtevi savremenog turista sve su izazovniji, ali, kako kaže Radulović, u hotelu Splendid se trude da im udovolje na poseban način.

„U tome, mogu slobodno da kažem i uspijevamo. To ilustruje i podatak da se početkom oktobra 250 francuskih biznismena okupilo na međunarodnom Sajmu opreme za hotelijere. Bio je to prvi skup takve vrste organizovan u Crnoj Gori. Kuriozitet je sadržan u konceptu te manifestacije a on je takav da se Ugovori sklapaju u stranoj državi i nakon toga sve proslavi obilaskom prirodnih ljepota države u kojoj se organizuje takav sajam. Predstavile su se kompanije iz Francuske, Italije, Španije, Holandije, Luksemburga, Njemačke, Engleske, Portugalijske. Ovo je velika čast i za hotel Splendid i za Crnu Goru budući da je grupacija Gafik, koja zastupa preko 70 firmi, a koja svakih 18 mjeseci organizuje takve sajmove, do sada birala top turističke destinacije poput Grčke, Turske, Tunisa i Španije.

Međutim ma koliko smo opravdali ulogu dobrog domaćina nije bilo prijatno saznanje da su predstavnici kompanija priznali da do tada maltene nisu ni znali gdje je Crna Gora. Bila je to još jedna opomena da intenzivnije moramo da radimo na destinacijskom menadžmentu tim prije što se udaljenost mjeri sa nešto više od dva sata leta iz svih Evropskih destinacija", kaže Radulović. Radulović ističe dobru saradnju sa Montenegro airlinesom ali i JAT-om. Tako će i ove godine uz podršku Nacionalne turističke organizacije i Ministarstva turizma Crne Gore na Beogradskom sajmu turizma, predstaviti nove aranžmane koji imaju prihvatljivije cene za turiste iz Evrope, a koji su se u prethodnom periodu žalili da avionska karta, neretko, košta više nego hotelski smeštaj.

M. Š.



Splendid Conference & Spa Resort

## MORE FAVOURABLE TRAVEL PACKAGES THROUGH CO-OPERATION WITH AIRLINE COMPANIES

Following a successful summer season, the first Montenegrin five-star hotel Splendid Conference & Spa Resort in Bečići is recording excellent results when it comes to number of visits in the post-season. The fact that more than 90 various international and regional events, congresses, seminars and sport events have been organised in the hotel Splendid over the past four months shows that laying the emphasis on congress tourism has yielded positive results, while the number of visitors is higher by one-fifth compared to the same period last year.

In addition to guests from the Western market and Russia, who make up most of the total number of visitors of the hotel, the company Montenegrostars that hotel Splendid is part of, has managed to attract large groups of visitors from Japan, Malaysia, Korea, Israel... Successful development of MICE segment has been recognized also at the world market, which is confirmed by the fact that in October this year, the hotel Splendid Conference & Spa Resort will be one of the hosts of this year's summit of the German tourist agencies with more than 1,500 members.

The Director of the Hotel Group and co-owner of the hotel Splendid, **Žarko Radulović**, in interview for SEEbtm Magazine told that conquering new markets is yet to begin.

„Taking into account the developments in the region and beyond, and also the fact that Montenegro, as a destination, is very badly connected with the rest of the world – we are satisfied with the results.



Mr Žarko Radulović with Mr Bill Clinton

*In post-season, we have improved the services when it comes to congress tourism. The position of Montenegro as a country rich in natural and cultural heritage provides opportunities for further improvement and development of new congress services. However, those are just the preconditions. The opportunities in this segment are*

*great, but underutilized. There are only 6 to 7 hotels that can provide good services for congress tourism. That segment is growing and will continue growing even more, and I think that the chance for profit should be sought there.*

*However, if there were more facilities, the airline connections would be better and the number of tour-operators would be higher, as they would have more interest to head towards Montenegro”, Radulović underlined.*

*„The summer season in Montenegro is relatively short and during winter, the accommodation facilities are difficult to fill in. That is why tour-operators are not counting on Montenegro as a destination over the winter. At the same time, pronounced seasonal character in tourism is a problem that many more developed destinations, such as Spain, are experiencing, but here it is, perhaps, much more evident, so it is very difficult to accomplish the objective of, not just keeping the visitors, but bringing new*





ones, too. However, the work on improvement of the standards, education of human resources is producing results and this part of the tourism market is an extremely important part of the business, particularly when we discuss the extension of the tourist season, making the destination more attractive and economic effects achieved through development of this segment of the tourism market", Radulović says.

He also adds that the objective of the Hotel Splendid, even before it was built, had been to design an attractive MICE offer, that is, to meet the demands of contemporary congress tourism. That means a program, focused on 3 to 4 days, objective of which is to enable the visitors to work, but also to enjoy their stay.

In Montenegro, in couple of hours, they can travel from the only fjord in the south of Europe, via Cetinje, to the Lake of Skadar. There are, perhaps, more attractive destinations, but so much diversity in a small space is an advantage. That is why Montenegro has justly been proclaimed the world's top-destination for the congress tourism, not only in 2012, but also over the following 5 years.

The demands of a modern visitor are increasingly challenging, but, as Radulović says, the hotel Splendid is making effort to meet them in a special way.

*"I can openly say that we are succeeding in that. It is illustrated also by the fact that at the beginning of October,*

*250 French businessmen gathered at the international fair of equipment for hoteliers. It was the first event of that kind organized in Montenegro.*

*What is interesting about this event is its concept – contracts are signed in a foreign country and the business deals are celebrated with touring the natural beauties of the host country.*

*Exhibitors at the fair were companies from France, Italy, Spain, the Netherlands, Luxembourg, Germany, England, Portugal. This is a great honour both for the hotel Splendid and for Montenegro, since the Gafihc Group, representing more than 70 companies and organizing such fairs every 18 months, has so far chosen the top destinations such as Greece, Turkey, Tunisia and Spain.*

*However, regardless of the fact that we have justified the role of a good host, hearing that representatives of the co-*

*mpanies admitted that, until then, they had practically not known where Montenegro is, was not pleasant.*

*It was one warning more that we have to work more intensively on destination management, all the more since Montenegro is just a bit more than two-hour flight away from all European destinations", Radulović said.*

Radulović underlines good co-operation with the Montenegro airlines, but also with the JAT. Thus, at the Belgrade Tourism Fair this year again, with support from the National Tourism Organization and the Ministry of Tourism of Montenegro, new travel packages would be presented with more favourable prices for tourists from Europe, who have so far complained that airline tickets were quite often more expensive than hotel accommodation.

M. Š.



Studija slučaja o održivosti

## CIRIŠKI MEĐUNARODNI SUSRET AGENATA 2010

Kao globalno priznata finansijska i osiguravajuća organizacija, Ciriš shvata da može imati i pozitivan i negativan uticaj na održivost tako da je odlučio da sprovede mere za smanjenje svakog negativnog uticaja na samom događaju. Međunarodni susret agenata – „Zajedno jači“ je iskorišćen kao praktična ilustracija sprovođenja BS 8901\*.



Glavni ciljevi Ciriškog međunarodnog susreta agenata 2010 jeste pružanje jedinstvene prilike za učenje kroz interakciju sa kolegama, čiji je konačni cilj usmeravanje pažnje celokupne organizacije na profitabilni rast u svetu koji

se stalno menja. Agenti iz celog sveta su se okupili kako bi razmenili najbolja iskustva preko radionica i plenarnih sednica da bi potom bili stavljeni pred izazov da reorganizuju postojeću praksu u svetlu ovog našeg sveta koji se stalno menja, tržišta i klijenata.

Kao globalno priznata finansijska i osiguravajuća organizacija, Ciriš shvata da može imati i pozitivan i negativan uticaj na održivost tako da je odlučio da sprovede mere za smanjenje sva-

kog negativnog uticaja na samom događaju.

Međunarodni susret agenata – „Zajedno jači“ je iskorišćen kao praktična ilustracija sprovođenja BS 8901\*.

Međunarodni susret agenata, „Zajedno jači“, održan je od 01. do 03. marta 2010. godine u švajcarskom Lucernu sa učesnicima koji su odseli u tri lokalna hotela, dok su konferencija i večera održane u lokalnom Kongresnom centru KKL u Lucernu.

Tema	Cilj	KPI i plan	Rezultat
Putovanje	Merenje kilometraže koju delegati pređu do lokacije događaja.	100% delegata putuje do mesta događanja kako bi bili obuhvaćeni online registracionim sistemom.	482.433 milje avionom 8.81 milja autom / taksijem 7.715 milja vozom
Otpad	Smanjenje otpada pružanjem održivih rešenja.	Više kanti za reciklažu na datoj lokaciji. Štandovi da se koriste više puta. Otpad nakon konferencije da se odvoji za reciklažu.	2 kontejnera za reciklažu delu gde se odvija događaj i 2 na otvorenom prostoru oko hotela i kongresnog centra. Svi pokretni i montažni štandovi su proizvedeni od održivih materijala i u formatu koji se može ponovo koristiti za buduće događaje.
			KKL Lucern vrši razdvajanje otpada sa konferencije za reciklažu. Dodatne mere uključuju: angažovanje internog proizvodnog tima kako bi se smanjila kilometraža.
Edukacija i svest	Komunikacija o ciljevima održivosti između zainteresovanih strana, osoblja i dobavljača.	Obuhvatiti detalje politike održivog razvoja za 100% učesnika.	Svi učesnici dobijaju paket za dobrodošlicu sa naznačenim održivim ciljevima događaja.
			Svi uključeni u ovaj događaj su bili angažovani pre, za vreme i posle događaja po pitanju ispunjenja održivih ciljeva.
Uključivanje društva	Identifikacija lokalnih dobrotvornih društava koja bi eventualno imala koristi od događaja.	Identifikovati 2 dobrotvorna društva ili organizacije.	Cvetni aranžmani sa gala-večere donirani su lokalnim staračkim domovima. Materijali sa bine donirani su projektu lokalne zajednice.
			Uključivanje kulturne inicijative; catering za svečanu večeru je obezbedio poznati švajcarski kuvar Filip Rošat, a za zabavni program je angažovana švajcarska muzičarka Elena Burki, koja svira alpski rog, kao i Simfonijski orkestar Lucerna.
Ekonomska korist	Prikazati ekonomsku korist sprovođenja održivosti.	Rad sa dobavljačima i timom za organizaciju događaja zarad pronalazaženja održivih a ekonomičnih alternativa.	Procenjenih 17% uštede budžeta zahvaljujući održivim rešenjima.



Događaju je prisustvovalo preko 250 učesnika iz deset različitih zemalja iz celog sveta. Program događaja je obuhvatio dobrodošlicu prve večeri, poslovne radionice, plenarne sednice i oproštajnu večeru.

### Identifikacija problematike

Cirih je razgovarao sa svojim internim osobljem i kanalom snabdevanja i konsultovao najbolju praksu u industriji

**\* BS 8901:2007 je britanski standard za sistem upravljanja održivim događajima sa smernicama o radu koji uzima u obzir ekološke, ekonomske i socijalne uticaje.**

**Njime su definisani zahtevi za planiranje i upravljanje održivim događajima svakog obima i tipa, uz dodatak smernica o načinu ispunjenja i prevazilaženja zahteva.**

**BS 8901 obuhvata celokupan spektar događaja od konferencija velikih razmera i jedinstvenih manifestacija kao što su Olimpijske i Paraolimpijske igre u Londonu 2012. godine do muzičkih festivala i aero-mitinga.**

Namenjen je:

- Organizatorima događaja
- Lokacijama
- Organizacijama i/ili pojedincima u lancu nabdevanja

**BS 8901 daje uputstva u vidu razumljivih praktičnih informacija kao pomoć korisniku u sprovođenju zahteva i članovima rukovodstva manifestacija u cilju upravljanja ekološkim, finansijskih i socijalnim rizicima i uticajima koji se odnose na sve aspekte upravljanja događajima.**

kako bi odredio ključna pitanja održivosti. Najvažnija pitanja koja je Cirih identifikovao su:

- Otpad
- Putovanje
- Edukacija i svest
- Uključivanje društva
- Ekonomska korist

### Angažovanje zainteresovanih strana

Jedan od suštinskih delova procesa BS 8901 jeste angažovanje svih zainteresovanih strana za pitanja održivosti. Rukovodstvo Ciriha je odlučilo da događaj treba organizovati na principima održivosti, tako da je kompanija Sustainable Events Ltd\*\* pozvana u tim kao pomoć u sprovođenju BS 8901 i radila je rame uz rame sa cirkškim timom za događaje, povezujući se sa dobavljačima i zainteresovanim stranama kako bi se obezbedilo da se rad kreće u pravcu održivih ciljeva.

Zainteresovane strane su uključene u ključnim fazama procesa preko različitih komunikacijskih sredstava kao što su sastanci licem u lice, konferencijski pozivi i i-mejlovi.

**„KKL Luzern ozbiljno shvata održivost i svesni smo da manifestacije proizvode dosta otpada tako da se mi uvek pobrinemo da razdvojimo**

**\*\* Sustainable Events Ltd pruža podršku sprovođenju i merenju održivosti u kongresnoj industriji.**

**Među klijentima se nalaze Manchester International Festival, Google, Reed Exhibitions i Old Trafford Manchester United Football Ground.**

**i recikliramo otpad. KKL Luzern je izgrađen vodeći se načelom održivosti, a delovi stare zgrade su prenamenjani u deo nove zgrade.**

**Nalazimo se i u procesu ažuriranja naše audio-vizuelne opreme u smeru najnovijih energetski efikasnijih proizvoda. Kada je Cirih tražio sprovođenje izvesnih održivih mera, bilo nam je više nego drago da izađemo u susret.”**

Daniel Buchmüller  
direktor Marketinga i komunikacija

### Sprovođenje

Faza sprovođenja znači da je vreme da se preduzmu koraci za obezbeđenje ispunjenja ranije postavljenih ciljeva. Primeri koraka koje je preuzeo Cirih za postizanje sopstvenih ciljeva su sledeći:

- \* Redovni punktovi za reciklažu u delu za učesnike, tim i ekipu
- U mogućim slučajevima, korišćenje recikliranih materijala i svih materijala





\*\*\* FSC etiketa je uvedena od strane Forest Stewardship Council, koji je postavio međunarodni standard za odgovorno upravljanje šumom podrazumevajući ekološke, ali takođe socijalno-ekonomske kriterijume.

FSC etiketa garantuje da sirovi materijal na bazi drveta potiče od odgovornog upravljenja šumom prema FSC standardima ili ispunjava kriterijume FSC Chain of Custody standarda.

[www.fsc.org](http://www.fsc.org)

- Štampanih na FSC\*\*\* materijalima
- Ponovno korišćenje funkcionalnih tepiha za buduće ciriške događaje
- Lokalni i sezonski poljoprivredni proizvodi korišćeni za catering uključujući i ribu iz lokalnog jezera
- Prevoz mini-busevima od aerodroma do hotela i nazad, evidentirana kilometraža po učesnicima

- \* Generički maketiški materijali proizvedeni u Švajcarskoj
- Skladištenje izložbenih materijala u Švajcarskoj za buduće događaje

- Elektronski sistem registracije umesto štampanih kartica
- Uniforme za timove od lokalnih proizvođača/krojača
- Štedljive LED sijalice u kongresnom centru
- Nameštaj za konferenciju unajmljen od lokalnih dobavljača
- Bez „poklon-paketa“ za učesnike.

### Preispitivanje rukovodstva

„U proteklih nekoliko godina naš tim je identifikovao važnost iznalaženja

**održivih rešenja u okviru planiranja događaja.**

**Sprovođenje BS 8901 nije doprinelo samo našim budžetima u ovom periodu ekonomske nestabilnosti, povećanju motivacije zaposlenih i obukama, već nam je dalo i jasan pravac za ubuduće.“**

Jacqui Matthew-Davies  
direktor Manifestacija

M. Š.



Case study on sustainability

# ZURICH INTERNATIONAL AGENT EVENT 2010

As a globally recognised financial and insurance organisation, Zurich understands that it can have both positive and negative impacts on sustainability and so decided to implement measures to reduce any negative impacts at the event. The International Agent Event – “Together Strong” was used as a practical illustration for the implementation of BS 8901.

The main event objectives of the Zurich International Agent Event 2010, was to provide a unique learning opportunity through peer to peer interaction, with the ultimate aim to align the attention of the entire organisation on profitable growth in the midst of a changing world. Agents from around the globe were brought together to share their best practices through workshops and

plenary sessions and then were challenged to re-think these practices in light of our changing world, markets and customers. As a globally recognised financial and insurance organisation, Zurich understands that it can have both positive and negative impacts on sustainability and so decided to implement measures to reduce any negative impacts at the event. The International



Issue	Objective	KPI and Plan	Outcome
<b>Travel</b>	Measure delegate mileage to event location.	100% of delegates travel to event to be captured through online registration system.	482,433 Air Miles 8,81 Car / Taxi Miles 7,715 Train Miles
<b>Waste</b>	Reduce waste by providing sustainable solutions.	Number of recycling bins onsite. Number of exhibition stands to be reused. Conference waste to be segregated for recycling.	2 recycling bins in event production areas and 2 bins in open areas around hotels and conference centre. All pop up stands and shell schemes produced on sustainable materials and in a format that can be reused for future events.
			KKL Luzern venue segregates conference waste for recycling. Further measures included: In house production team hired which reduces mileage.
			All documents printed double sided.
<b>Education and Awareness</b>	Communicate sustainability objectives with stakeholders, staff and suppliers.	Include Sustainable Development policy details within to 100% of delegates.	All delegates received a Welcome pack with the events sustainable objectives outlined.
			All suppliers were engaged pre event, onsite and post event with regards to meeting sustainable objectives.
<b>Social Inclusion</b>	Identify local charities or organisations that could benefit from the event.	2 charities or organisations to be identified.	Floral arrangements from gala dinner donated to local residential homes for the elderly. Materials from staging donated to local community project.
			Inclusion of cultural initiatives; Catering for the Farewell Dinner was provided by Swiss Chef Philippe Rochat and entertainment included music by Swiss Alpborn Musician Eliana Burki and the Lucerne Symphony Orchestra.
<b>Economic benefit</b>	Show economic benefit of implementing sustainability.	Work with suppliers and event team to find sustainable alternatives that are cost effective.	Estimated 17% of budget saved due to sustainable solutions.



**\*\* Sustainable Events Ltd provides support for the implementation and measurement of sustainability within the event industry. Clients include Manchester International Festival, Google, Reed Exhibitions and Old Trafford Manchester United Football Ground.**

Welcome Reception on the first evening, business workshops, plenary sessions and a Farewell Evening Dinner.

### Identifying Issues

Zurich communicated with their internal staff, supply chain and consulted industry best practice to determine their key sustainability issues. The largest issues identified by Zurich were:

- Waste
- Travel
- Education and awareness
- Social inclusion
- Economic benefit

### Stakeholder Engagement

A vital part of the BS 8901 process is to engage all stakeholders with sustainability issues.

It was decided by Zurich management that the event should be organised in a sustainable way, Sustaina-

**\* BS 8901:2007 is the British standard Specification for a sustainable event management system with guidance which is a way of working that considers environmental, economical, and social impacts. It sets out the requirements for planning and managing sustainable events of all sizes and types, supplemented by guidance on how to meet, and surpass, these requirements.**

**BS 8901 encompasses the entire range of events ranging from large scale conferences and unique events such as the London 2012 Olympic and Paralympic games to music festival and air shows.**

It is aimed at:

- **Event organisers**
- **Venues**
- **Organisations and/or individuals in the supply chain**

**BS 8901 provides guidance in the form of easy to understand practical information designed to assist the user to implement the requirements and those in event management to manage their environmental, financial and social risks and impacts spanning all aspects of event management.**

Agent Event – “Together Strong” was used as a practical illustration for the implementation of BS 8901\*.

The International Agent Event “Together Strong” took place from 1<sup>st</sup> to 3<sup>rd</sup> March 2010 in Lucerne, Switzerland with delegates staying in three local hotels and the main conference and dinner at the local KKL Convention Centre, Luzern. The event was attended by over 250 delegates from ten different countries from across the world. The event program included a



# SUSTAINABILITY

www.sustainableeventsltd.com

ble Events Ltd\*\* were brought on board to help with the implementation of BS 8901 and worked along side the Zurich events team, liaising with suppliers and stakeholders to ensure their sustainable objectives were worked towards.

Engagement took place with stakeholders at key stages of the process through varied communication mediums such as face-to-face meetings, conference calls and emails.

***"KKL Luzern takes sustainability seriously, we realise that events produce a lot of waste and so we ensure that our waste is segregated and recycled, the KKL Luzern was built with sustainability in mind and parts of the old building have been repurposed as part of the new building. We are also in the process of updating our audio/visual equipment to the latest more energy efficient products. When Zurich asked for certain sustainable measures to implemented, we were only too happy to help."***

Daniel Buchmüller  
Director of Marketing and  
Communications

## Implementation

The implementation stage is where steps must be taken to ensure the objectives set earlier in the process are met.



Examples of steps taken by Zurich to achieve their objectives included:

- \* Regular recycling stations including delegate, team and crew areas
- Where possible, materials recycled and all print collateral printed on FSC\*\*\* materials
- Function carpets reused for future Zurich events
- Local and seasonal produce used for catering including fish served from the local lake
- Shuttle coach transportation to and from airport to hotels, mileage recorded for attendees
- \* Generic marketing materials produced in Switzerland
- Exhibition materials stored in Switzerland for future events
- Electronic registration system used instead of printed invites
- Fairtrade event team uniforms
- Low energy LED lighting used in conference centre
- Conference furniture hired from local suppliers
- No delegate 'goodie' bags.

\*\*\* FSC label was introduced by the Forest Stewardship Council, which set international standards for responsible forest management by assuming ecological but also socio-economic criteria.

FSC label guarantees the raw material based on wood comes from a responsible forests managing according to FSC standards or meet the criteria of FSC Chain of Custody standards.

[www.fsc.org](http://www.fsc.org)

## Management Review

***"Over the last few years our team identified that we feel it is important to start looking at more sustainable solutions within our event planning. By implementing BS 8901, this has not only benefited our budgets in this rocky economic time, increased staff motivation and training but also given us a clear way forward for the future."***

Jacqui Matthew-Davies  
Head of Events

M. Š.



Ekološka rešenja

## STRAWBERRY DRVO - JAVNI SOLARNI PUNJAČ MOBILNIH TELEFONA

**Strawberry Drvo**, javni solarni punjač mobilnih telefona, koji je samostalno osmislila i napravila grupa studenata sa Beogradskog Univerziteta, po prvi put je predstavljen oktobra 2010. godine kada je instaliran na Gradskom trgu u centru Obrenovca. Ovaj tehnološki div koji svakodnevno dopunjuje baterije prolaznika, i to čistom, ekološkom energijom koja je dobijena od Sunca, predstavlja svojevrsnu tehnološku inovaciju, koja je već za ovo kratko vreme više puta nagrađivana na domaćim i stranim konkursima.



Strawberry  
energy

baterija ispraznila a trenutno nemaju drugu mogućnost da je dopune. Time ih, najefikasnije moguće, upozna je sa prednostima čistih izvora energije, njihovim pogodnostima i otklanja zabludu da je njihovo korišćenje i dalje suviše apstraktno za prosečnog čoveka i da on ne može imati neku direktnu korist od njih.“ – ističe Bojana Borković, član Tima Strawberry Energy. [www.senergy.rs](http://www.senergy.rs)

S. G.

Kako živimo u digitalno povezanom svetu svestrane i neprestane komunikacije, broj mobilnih telefona i ostalih multimedijalnih prenosivih uređaja svakim danom raste. Svi ti uređaji zahtevaju energiju za rad, a prazna baterija je neprijatna i česta pojava.

„Naša ideja, Strawberry Drvo, na jedinstven način, korišćenjem obnovljivih izvora energije, nudi neposrednu i konkretnu pomoć ljudima. „Oživljava“ njihov mobilni telefon baš onda kada im je to važno, jer im se

**Javni solarni punjač mobilnih telefona** za upotrebu na prometnim javnim mestima (ulice, parkovi, trgovi) ima za cilj da korišćenjem energije dobijene od Sunca građanima ponudi besplatno dopunjavanje baterije mobilnih telefona onda kada im je to najpotrebnije - kada su van kuća a baterija im se ispraznila.

**Tim Strawberry Energy** je u potpunosti samostalno osmislio, projektovao, razvio i praktično realizovao javni solarni punjač, i potom ga instalirao u Obrenovcu, a zatim i u Beogradu i Novom Sadu.



Ecological solutions

# STRAWBERRY TREE - SOLAR CHARGER FOR MOBILE PHONES

**The Strawberry Tree** is the public solar charger for mobile phones invented by a group of students from the University of Belgrade. The invention was for the first time represented to Serbia and to the world in the October of 2010 when it was installed in The City Square in the centre of Obrenovac, Serbia. This technological giant, that regularly charges mobile phone batteries with clean and ecological energy produced from sun, represents the unique technological innovation. It is important to mention that for the short period of time it is already awarded in our country as well as abroad.



Living in the digitally connected world of constant communication the number of mobile phones and other portable multimedia devices is growing constantly.

All those devices require a certain amount of energy to work and when the battery is empty it leads to an unpleasant situation. The solution to that problem is the **Solar Charger**



**for Mobile Phones** used in public busy places such as streets, parks and squares, when it is necessary.

The invention like this can offer the citizens charge for their mobile devices when they need it most – they are far from home and stuck with a dead battery.

**The team called Strawberry Energy** invented, designed, and developed the project, and then constructed and installed the Solar Charger completely on their own in Obrenovac, Belgrade and Novi Sad.

“Our idea, is to help people in a concrete and unique way using renewable sources of energy. If there are no other solutions, our invention can be used easily and directly for breathing life into mobile devices. In that way you can introduce efficiently to people the advantages of clean sources of energy, their good sides and explain people that using such a kind of technology isn’t abstract anymore. At the same time the Solar Sharger could have the educative role in the promotion of renewable sources of energy, ecology and energy efficiency.” – said Bojana Borković, tim member of Strawberry Energy. [www.senergy.rs](http://www.senergy.rs)



S. G.

Dejvid Benitez, menadžer prodaje portfolija IBTM, Reed Travel Exhibitions

## VIŠE POSLA ZA IZLAGAČE IZ REGIONA JUGOISTOČNE EVROPE



Dejvid Benitez  
menadžer prodaje  
portfolija IBTM

### 1. Šta je to EIBTM i zbog čega je bitan za tržište?

EIBTM je vodeći globalni sajam kongresne industrije koji se održava svake godine u živopisnoj destinaciji poslovnog turizma - Barceloni.

Ovaj trodnevni sajam okuplja preko 15.300 učesnika iz kongresne industrije iz celog sveta koji imaju mogućnost umrežavanja, profesionalnog usavršavanja i sklapanja poslova.

U centru ovog uspešnog događaja se nalazi i Program za specijalne kupce („Hosted Buyer Programme“), kojim se, na sastancima jedan-na-jedan, povezuju kupci višeg nivoa sa dobavljačima i to u toku samog događaja.

Godine 2011. preko 64.950 sastanaka je unapred ugovoreno za sve vreme trajanja programa.

Evropska tržišta u razvoju se obično nalaze u zemljama istočne Evrope kao što je trenutno slučaj sa Rusijom, Hrvatskom, Poljskom, Letonijom i Rumunijom koje pokazuju povećanu potražnju za kongresnim i motivacionim putovanjima.

Kao posledica toga, velika potražnja na EIBTM dolazi od izlagača iz srednje i istočne Evrope pošto su destinacije kao što su Hrvatska i Slovenija već potvrdile učešće na EIBTM 2012.

### 2. Zbog čega je EIBTM važan za izlagače iz srednje i jugoistočne Evrope?

EIBTM 2011 je ugostio 3.904 kupca (brojke pre revizije) iz celog sveta u tri dana prvoklasnih poslovnih prilika, najnaprednije edukacije i umrežavanja. Analiza posle EIBTM pokazuje da 64,9% specijalnih kupaca koji su učestvovali na događaju namerava da započne poslovanje u regionu jugoistočne Evrope.

Sa 66% svih specijalnih prisutnih kupaca sa godišnjim budžetom od preko 500.000 dolara, EIBTM zaista potvrđuje da je savršena poslovna platforma da kongresne destinacije u razvoju povećaju rasprostranjenost i plasman svojih proizvoda inostranim klijentima.

### 3. Da li ima dodatnih mogućnosti za izlagače iz jugoistočne Evrope u okviru šire ponude sajмова?

Ponuda IBTM obuhvata 5 kontinenta uz EIBTM koji je svetski događaj, a svaka druga manifestacija se usre-





**Što se tiče ponude IBTM, uvek se vrše istraživanja u korist celokupne industrije pošto smatramo da je u cilju pozitivnog kretanja kongresne industrije od suštinskog značaja da svojim interesnim stranama pružamo informacije koje su im potrebne kako bi obezbedili donošenje osnovanih poslovnih odluka.**

dsređuje na pojedinačni region kako bi se omogućio pristup izlagača organizatorima događaja kako iz tog regiona, tako i iz inostranstva.

Samo to okruženje je veoma posvećeno i pruža izuzetnu ponudu dobavljača, proizvoda i usluga, koja omogućava regionalnim kupcima da nađu rešenja za planiranje sopstvenih kongresa i događaja.

Ponuda trenutno obuhvata Kinu (paciifičko-azijski region), SAD, Australiju, Bliski istok i Evropu. Ne postoji nijedan drugi organizator u kongresnoj industriji koji nudi tako dinamičnu mogućnost u sticanju šire perspektive o svetu za samo tri dana u Pekingu, Abu Dabiju, Barseloni, Melburnu i Baitimoru. U zbiru, 5 događaja daje pri-

stup prema 5.000 dobavljača iz 100 zemalja, 17.000 kongresnih planera i preko 100.000 unapred ugovorenih sastanaka svake godine.

**4. Šta EIBTM radi po pitanju edukacije ljudi o značaju kongresa u jugoistočnoj Evropi?**

Vrednost istraživanja nikada nije bila od većeg značaja nego sad.

Sa novim zemljama i regionima koji ubrzano postaju veliki igrači na kongresnom tržištu, od ključne je važnosti da pratimo ove trendove i koristimo informacije kao pomoć za naše izlagače u IBTM u pravcu formiranja odluke koja će imati najveći uticaj pri definisanju marketinških strategija i raspodeli budžeta.

Što se tiče ponude IBTM, uvek se vrše istraživanja u korist celokupne industrije pošto smatramo da je u cilju pozitivnog kretanja kongresne industrije od suštinskog značaja da svojim interesnim stranama pružamo informacije koje su im potrebne kako bi obezbedili donošenje osnovanih poslovnih odluka.

**5. Šta EIBTM radi da bi događaj sledeće godine bio još bolji?**

Inovacije su ključ uspeha i naši sajamski timovi se stalno usavršavaju tako

što kreiraju nove događaje i sadržaje koje imaju realnu vrednost za kupce i izlagače.

Svake godine sprovodimo kompletnu anketu sa događaja kako bismo bili sigurni da smo na pravom putu da ispunimo zahteve interesnih strana. EIBTM 2012 će biti dinamičniji nego ikada pre sa izrazitim akcentom na tehnologiji koja napreduje velikom brzinom u kongresnom sektoru.

U ponudu uvodimo i poslovna putovanja u saradnji sa udruženjem ACTE - udruženje rukovodilaca korporativnih putovanja (ACTE - Association of Corporate Travel Executives).

**6. Na koji način firme mogu saznati više o nastupu na EIBTM sledeće godine?**

Firme zainteresovane za nastup na EIBTM 2012 mogu da mi se obrate putem e-maila na:

**David.benitez@reedexpo.co.uk**

ili na broj telefona: 020 8910 7870.

Mogu mi poslati i poruku preko tvitera: *Twitter @dbenitezRAFFA*.

Za detaljnije informacije o EIBTM 2012 (27. - 29. novembra), posetite:

**www.eibtm.com.**

M. Š.

David Benitez, Sales Manager IBTM Portfolio, Reed Travel Exhibitions

## MORE BUSINESS FOR SOUTH EAST EUROPEAN EXHIBITORS



The Global Meetings & Events Exhibition

### 1. What is EIBTM and why is it important to the market?

EIBTM is the leading global meetings and events exhibition, taking place annually in the vibrant business tourism destination of Barcelona.

The show brings together over 15,300 meetings industry professionals from across the globe for 3 days of networking, professional education and business. Pivotal to the success of the event is the Hosted Buyer Programme, which matches senior level buyers with suppliers for one to one appointments at the event. In 2011 over 64,950 appointments were pre-

scheduled through the programme. The emerging markets in Europe are predominately Eastern European countries at the moment such as Russia, Croatia, Poland, Latvia and Romania which are all showing an increasing demand for meetings and incentive travel.

As a result the demand has been high from Central and Eastern European Exhibitors at EIBTM as destinations such as Croatia and Slovenia have already confirmed their participation in EIBTM 2012.

### 2. Why is EIBTM important to the Central and South Eastern European exhibitor?

EIBTM 2011 hosted 3,904 buyers (pre-audit figures) from across the globe for three days of world-class business opportunities, cutting edge education and networking.

The post-show analysis following EIBTM has revealed that 64.9% of Hosted Buyers who attended the show



intended to place business in SE European sector. With 66% of all Hosted Buyers attending with annual budgets of over \$500,000, it really confirms the fact that EIBTM is the perfect business platform for emerging MICE destinations to extend their product reach to an international audience.

### 3. Are there further opportunities for SE European Exhibitors within the wider portfolio of shows?

The IBTM portfolio spans 5 continents, with EIBTM as the global event and each of the other events focusing on a region to provides exhibitors





**EIBTM Portfolio has always undertaken research for the benefit of the industry – we believe that in order to assist in driving the meetings industry forward it is vital that we provide our stakeholders with the information they need in order to ensure they make informed business decisions.**

with access to meeting planners from that region as well as internationally. It's a really dedicated environment that provides a unique showcase of suppliers, products and services that enables the regional buyers to find

solutions to their meetings and event planning. The portfolio currently spans across China (Asia, Pacific), USA, Australia, the Middle East and Europe.

There is no other meetings industry exhibition organiser that offers this dynamic opportunity to help planners gain a wider perspective on the world in just three days in Beijing, Abu Dhabi, Barcelona, Melbourne and Baltimore.

In total the 5 events provide access to 5,000 suppliers from 100 countries, 17,000 meetings planners and over 100,000 pre-scheduled appointments generated every year.

#### **4. What is EIBTM doing to educate people about the importance of meetings in SE Europe?**

The value of research has never been more vital. With new countries and regions rapidly becoming major players in the meetings market it is of critical importance that we monitor these trends and use this information to assist our IBTM exhibitors towards making the most impactful decision when formulating their marketing strategies and assigning budgets.

IBTM Portfolio has always undertaken research for the benefit of the industry – we believe that in order to assist in driving the meetings industry forward it is vital that we provide our stakeholders with the information they need in order to ensure they make informed business decisions.

#### **5. What is EIBTM doing to enhance the show for next year?**

Innovation is key and our show teams are continually charged with creating new events and features that add real value for the buyers and exhibitors. Each year we conduct a full post show survey so that we can ensure we move the shows in the direction of our stakeholders requirements.

EIBTM 2012 will be more dynamic than ever before with a strong focus on technology which is progressing at a rapid rate within the meetings sector.

We are also introducing business travel to the portfolio, working in conjunction with ACTE (Association of Corporate Travel Executives).

#### **6. How do companies find out more about exhibiting at EIBTM next year?**

Companies interested in exhibiting at EIBTM 2012 should contact me by e-mail:

**David.benitez@reedexpo.co.uk**  
or call: 020 8910 7870.

You can also send me a message via: *Twitter @dbenitezRAFFA.*

For more information on EIBTM 2012 (27<sup>th</sup> – 29<sup>th</sup> November), visit:

**[www.eibtm.com](http://www.eibtm.com)**.

M. Š.

Rastući trend među zimskim sportovima

## SNOWBOARDING

**Snubording** (engl. snowboarding) ili **smučanje na dasci** je zimska sportska disciplina, planinski sport, koji uključuje spuštavanje niz snežnu padinu na dasci koja je privezana za noge čoveka. Daska je dugačka u proseku 155 cm, široka oko 28 cm, i otprilike 1 cm debljine. Stručno se naziva **snoubord** (engl. snowboard) ili daska za smučanje, dok je najkorišćeniji naziv jednostavno **daska**.

Daska je u osnovi sastavljena od drveta, najčešće od bukve ili topole, a ponekad i od brezovine. Podlogu daske čini polietilen, po pravilu obrađen voskom, što omogućava glatko klizanje po snegu. Ivice daske čine metalna ojačanja čija oštrina dozvoljava kretanje po ledu kao i hvatanje oštrih krivina. Ovaj sport predstavlja savršen izvor adrenalina i velike zabave na dubokom snegu.

Snowboarding je kao zimska razonda po snegu nastao 1960-ih godina u Sjedinjenim Američkim Državama, a postao je zvanični sport na Zimskim olimpijskim igrama 1998. godine u Naganu.

Najzaslužniji za razvoj snowboardinga bili su inženjer Šerman Popen iz Mičigena, ljubitelj surfovanja Mitar Milović poreklom iz Kuča, crnogorskog plemena u Zetskoj regiji, skejter Tom Sims iz Nju Džerzija (po kome su poznate **Sims daske** za snowboard), i proslavljeni Džejk Burton Karpenter po kome su daske za snowboarding dobile naziv - **Burton daske**.

Snowboarding je dakle nastao kao spoj *surfovanja, skejtinga i skijanja*.

Može se reći da je ovaj sport u blagoprednosti u odnosu na skijanje, zbog lakšeg kretanja po dubokom snegu, lakšeg savladavanja tehnike i bolje zabave.

Neke od značajnijih razlika između snowboardinga i skijanja su sledeće:

- Snowboarder stoji sa obe noge na jednoj dasci, dok skijaš stoji na dve odvojene daske (skije);
- Snowboarder ne nosi štapove, dok skijaš po pravilu treba da ih ima;
- Snowboarderu su oba kuka kolinearna sa putanjom kretanja, dok kod skijaša to nije slučaj – njemu noge stoje paralelno;
- Snowboarder nosi posebno skrojenu odeću za snowboarding vrećastog oblika, dok skijaš nosi tesnije skijaško odelo.

Poznata takmičenja u smučanju na dasci pored Olimpijade su: Air & Style, X-Trail Jam, Burton Global Open, Shakedown i X games. Najproslavljeniji snowboarder je Amerikanac Šon Vajt,



olimpijski šampion, poznat po nadimku leteći paradajz (flying tomato).

### Najbolje planine i snežni parkovi za snowboarding

Što se sezona snowboardinga više približava to i snowboarderi brišu prašinu za svojih dasaka, zatežu kaiševe i spremaju se za još jednu odličnu sezonu. „Leteći momci“, „leteće devojke“, „vozači slobodnog stila“, „karveri“ – svi oni traže samo jedno – najbolje mesto za snowboard.

Ima planina koje su poznate po najboljem snegu, najboljim stazama i najboljim zabavama u Evropi:

**1. Sent Anton, Austrija** – Osećaj velike arene ispred pejzaža koji oduzima dah u kombinaciji sa najinovativnijim dizajnom parka – nekada insajderska tajna, *Stanton park* se afirmisao kao pravi centar slobodnog stila već u prve dve sezone. U sastav parka ulaze tri „zloglasna“ sektora, koja garantuju slobodni stil za sve nivoe tehnika.

**2. Verbijer, Švajcarska** – Jedno od najvećih odmarališta i skijališta u švajcarskim Alpima priznato je i kao jedna od prvih lokacija „off-piste“ u svetu.

### Zanimljivosti o snowboardingu

- 2000. godine snowboard je bio najbrže rastući sport u SAD;
- I danas, uprkos velikoj popularizaciji ovog sporta, postoje skijališta u SAD gde nije dozvoljen snowboarding;
- Snowboard takmičenja traju već 20 godina i uključuju discipline poput halpipe-a, boardercross-a, slopestyle-a i parallel slaloma;
- U snowboardingu dominiraju tri glavna stila\*: *freeride, freestyle i freecarve*. Svaki stil zahteva malo drugačiji set opreme.



Veliki broj vrhunskih skijaša se nastanio u delu Verbijera, kako bi iskoristili prednosti strmih padina, razolikih uslova i kako bi pribegli kulturi ovog mesta.

**3. Sas Fe, Švajcarska** – Leti i početkom sezone, ogroman broj profesionalnih bordera i skijaša se okuplja ovde kako bi trenirali na glečeru. Odmaralište je dozvolilo trenerima jednog britanskog snowboarding tima da uradi dizajn parka za snowboarding. Na Sas Feu se nalazi i bar „Kokice“, bar koji poznaju i vole svi snowboarderi.

**4. Ser Ševalije, Francuska** – Sa 250 km obeleženih staza, skijalište Ser Ševalije je jedno od najvećih u Evropi. Ovo ogromno skijalište ima veliki broj raznovrsnih terena: uzanog,



za spust kroz drvorede, ekstremne padine za aktiviranje adrenalina, velika ulegnuća, nebrojene obale i vododerine, super-brze ravne padine za vetar u kosi, prepreke, kao i veliki prirodni zabavni park – a svi se nalaze pored skromnih i tradicionalnih francuskih sela.

**5. Davos, Švajcarska** – Davos nije samo veliko skijalište za bordere, već i veoma veliki grad koji ima dosta toga u ponudi: tone dubokog snega, veliki broj drveća, velike prirodne prepreke, polu-cevi (*half-pipes*), zabavne parkove, *boardercross* teren i noćnu vožnju.

Sve to na 320 km fantastičnog terena za snowboard, na padinama na kojima se dugo zadržava sneg. Postoji šest velikih regiona za zimske sportove: Jakobshorn, Parsenn/Gotschna i pogodna za porodice Pischha, Madrisa, Rinerhorn i Schatzalp/Strela.

**Snow park** kakav danas poznajemo, nije uvek izgledao tako moderno i sređeno. Parkovi su se razvijali poslednjih 20-ak godina, od prvog *cornera* do *halfpipe*-a kakvog danas poznajemo. Puno elemenata je preuzeto iz drugih sportova, ali snow park u suštini imitira prirodni teren. Svako skijalište ima određenu konfiguraciju tla i prirode i nijedno skijalište nije isto, tako da i zabava na bordovanju zavisi od konfiguracije terena, odnosno raznovrsnih prepreka, koje se mogu

preskakati ili se na njima klizati i sl. Snow parkovi su u suštini preslikana priroda sa određenim poboljšanjima, samom izradom elemenata, rasporeda, itd. To znači da na jednom mestu postoji imitacija prirodnog terena i dodatnih elemenata, a sve u cilju da bi se borderi mogli zabavljati na jednom mestu.

Iz ove priče nastali su snežni parkovi u kojima je moguće satima se zabavljati i vežbati varijacije svih trikova na raznim elementima koji su napravljeni i za početnike i za napredne, a tako i za profesionalce koji svakodnevno vežbaju nove trikove.

Današnji parkovi izrađeni su od najkvalitetnijih materijala, pridaje se značaj sigurnosnom aspektu, osvetljenje za noćne treninge, tereni se uređuju svakodnevno kako bi se borderi i skijaši što bolje i bezbednije zabavili na skijalištu. Ski odredišta se jako trude da imaju najveće i najbolje parkove, jer upravo oni privlače bordere na njihova odmarališta.



Dok u Evropi navedena i mnoga druga atraktivna skijališta sa parkovima za snowboardere svake godine broje sve veći broj ljubitelja ovog sporta, za region Jugoistočne Evrope se može reći da generalno ima veliki broj atraktivnih skijališta, ali veoma mali broj snowboard parkova. Ako uzmemo u obzir da je region pokriven sa prirodnim bogatstvima u vidu planinskih vrhova, dobro pitanje bi bilo zbog čega nije uloženo u izgradnju ovih par-



kova ili zašto prirodna bogatstva nisu iskorišćena onoliko koliko bi mogla? Ipak, možemo izdvojiti snowboarding parkove u Srbiji, Bugarskoj, Rumuniji i u Hrvatskoj.

Borderi i skijaši, ljubitelji freestyle-a dobijaju svoj zaseban deo skijališta na **Kopaoniku u Srbiji**. Radovi na izgradnji snow parka su u završnoj fazi. Park će se nalaziti uz sam turistički centar, na delu staze koju pokriva četvorosed žičara - Krst.

U celoj istočnoj Evropi se nalaze izvanredne destinacije za snowboarding u predelima visokih planina.

**Bugarska** prednjači u privlačenju zapadnjaka svojim zimskim gostoprimstvom u skijalištima koja nude dobru,

a i dosta jeftinu alternativu mnogim skijalištima u zapadnoj Evropi. Tu su **Momčilovci** koji nude potpuno novu stazu za bordere u srcu Rodopskih planina. Poznati su kao snowboard park - mesto gde zabava ne prestaje.

Park je atraktivan jer je potpuno nov i još uvek nije iskomercijalizovan. Malu stazu uređuju dva mini-vozila.

**Snežni park Sinaja**, na najpoznatijem zimskom turističkom odredištu u **Rumuniji**, je poznat kao „Biser Karpata“. Sinaja se nalazi u Prahovskoj dolini, u Bučegi planinama. Ovaj snežni park se nalazi na desnoj strani padine Skandurar na nadmorskoj visini od 2.000m. Sadrži *kikere, rejlove i boksove*. Gradi se i prvi privatni snow park u **Hrvatskoj**, tačnije u Samoborskom gorju. Ovo je vest koja će zasigurno iznenaditi mnoge snowboardere u Hrvatskoj.

Park će sadržati dva *kickera\** od 3 i 6 metara, poseban „eurogap“ kicker i dva *jib\** elementa, što je za početak rada parka više nego dovoljno. Planira se i implementacija „wall“-a na kra-

ju staze, te još dva jib elementa. Postavljena je i jedna žičara uzduž cele staze. Za sada investitori imaju, osim gore navedenih planova, u planu i uvođenje snow-flex podloga, kao i Big Air bag jump, s kojima bi se park mogao staviti u celogodišnju funkciju.

Snowboard kao i većina sportova na otvorenom može biti opasan isto onoliko koliko i zabavan. Zapravo, veoma je važno proći kroz kvalitetnu praksu, po mogućstvu sa stručnim licem - instruktorom pored sebe, i biti disciplinovan. Svakako je važno poznavati svoje granice! Koliko god da je zabava i otkrivanje novih stvari privlačno za svakog ekstremnijeg sportistu, toliko je važno voditi računa o drugima na stazi. Bilo da snowboard predstavlja zabavu ili takmičenje, najvažnija stvar je biti siguran u svakom trenutku!

Kada sve ove stvari budete imali na umu i kada steknete dovoljnu praksu za ovaj vid zabave – onda možete da počnete sa uživanjem na snežnim padinama!

S. J.

\* Više o glavnim stilovima u snowboardingu možete pročitati na [www.SEEbtm.com](http://www.SEEbtm.com)

\* **kicker (kiker)** – Naziv dat strmoj prepri

\* **Jib (džib)** je i imenica i glagol, čije se značenje menja zavisno od konteksta.

Kao imenica: „jib“ je predmet ili prepreka koju koristi snowboarder da skoči preko nje ili na nju.

„Jib“ može biti sačinjen gotovo od svega, može biti prirodan ili napravljen ljudskom rukom: drveće, debla, panjevi, gelenderi, burad, gume, vozila, zidovi, ljudi (NE preporučuje se, ali je zaista moguće).

Kao glagol: „to jib“ čin poskoka na ili skakanja preko predmeta ili prepreke na snoubordu.

Snoubord koji se konkretno koristi za poskoke se često naziva „jibstik“ (džibstik).



Growing trend in winter sports

## SNOWBOARDING

**Snowboarding** is a winter sport discipline, mountain sport, that involves descending a slope that is covered with snow on a snowboard tied to a rider's feet. On average, the board is 155 cm long, around 28 cm wide and about 1 cm thick. The technical term is **snowboard**, while the term most often used is simply the **board**.

The board is basically made of wood, normally beech or poplar, and sometimes birch. The bottom of the board is made of polyethylene, usually treated with wax, which allows a smooth sliding on the snow. The board edges have metal reinforcements whose sharpness allows moving on ice and sharp turns. This sport is the perfect adrenalin booster and great fun in deep snow.

Snowboarding as a winter snow recreation began in 1960s in the United States of America, and became an official sport in the 1998 Winter Olympic Games in Nagan.

The most deserving people for the development of snowboarding were Sherman Poppen, an engineer from Michigan, Mitar Milović, a surfing enthusiast, originally from the Montenegrin tribe of Kuč, the region of the Zeta, followed by Tom Sims, a skateboarder from New Jersey (lending his name to the famous **Sims boards**), and the famous Jake Burton Carpenter lending his name to the **Burton boards**. So, snowboarding is a mix of *surfing, skateboarding and skiing*.

One can say that this sport has a slight advantage in regard to skiing owing to easier moving in deep snow, easier mastering the technique and more fun.

Some relevant differences between snowboarding and skiing are:



- A snowboarder stands with both feet on one board, while a skier stands on two separate boards (skis);
- A snowboarder does not have poles, while a skier should have them by rule;
- Both snowboarder's hips are collinear against the line movement, while it is not the case with a skier – their feet are parallel;
- A snowboarder wears tailor-made snowboarding baggy clothing, while a skier wears tighter ski suit.

The renowned snowboarding competitions apart from the Olympics are: Air & Style, X-Trail Jam, Burton Glo-

bal Open, Shakedown and X Games. The most famous snowboarder is an American Shaun White, Olympic champion, known for its nickname *The Flying Tomato*.

### The Best Snowboarding Mountains and Snow Parks

With the winter season ahead snowboarders are dusting off their boards, tightening their bindings and getting ready for another great season.

Flyboys, flygirls, freestylers, freeriders, carvers, they are all seeking one thing – the best place to snowboard.

#### Interesting about snowboarding:

- In 2000, snowboarding was the fastest growing sport in the USA;
- Even today, despite the high popularity of this sport, there are some US ski resorts forbidding snowboarding;
- Snowboarding competitions have lasted for 20 years and include disciplines such as half-pipe, boarder-cross, slopestyle and parallel slalom;
- Snowboarding is dominated by three major styles\*: *freeride, freestyle and freecarve*. Each style requires somewhat different equipment kit.

There are some mountains that are known for the best snow, best rides and best parties in the Europe:

**1. St Anton, Austria** - The feeling of a big arena in front of breath-taking scenery coupled with a most innovative park design - once a true insiders' tip, the *Stanton Park* has established itself as true freestyle highlight as early as in its two first seasons. The park area includes three infamous sectors, guaranteeing freestyle for all skill levels.

**2. Verbier, Switzerland** - It is one of the largest holiday resort and ski areas in the Swiss Alps, is recognized as one of the premiere "off-piste" locations in the world. Many top skiers have settled in the Verbier area in order to take advantage of the steep slopes, varied conditions and resort culture.

**3. Saas Fee, Switzerland** - In the summer and early in the season, loads of professional boarders and skiers head here to train on the glacier. The resort has allowed one of the British snowboarding team's coaches to design the board park. Here is the "Popcorn" bar that all snowboarders know and love.

**4. Serre Chevalier, France** - With 250 km of marked runs, the Serre Chevalier ski area is one of the largest in Europe. This great resort has heaps of major terrain: tight, open trees to weave, extreme drop-offs to get



the adrenaline going, big bowls, countless banks and gullies, super-fast flats to push the hair back, hits everywhere, and a giant, natural funpark - all located next to a few unassuming, old-fashioned French villages.

**5. Davos, Switzerland** - Davos is not just a major snowboard resort, it's also a massive town that offers a lot: tons of deep snow, loads of trees, big natural hits, half-pipes, fun parks, a boardercross circuit and night riding. All this on 320 km of fantastic snowboard terrain, on slopes that hold the snow well. There are six great snow sport regions: Jakobshorn, Parsenn/Gotschna and family-friendly Pisch, Madrisa, Rinerhorn and Schatzalp/Strela.

**Snow park** as we know it did not always look so contemporary and organized. The parks have developed for

the past 20 years, from the first corner to the half-pipe as we know it today. Lots of elements have been taken from other sports, but snow park basically mimics the natural terrain. Every ski resort has certain soil and natural configuration so that you cannot find two of the kind ski resorts, therefore, the boarding fun also depends on the terrain configuration or various hits that may be jumped or boarded over, etc. Snow parks are basically a nature copied with some improvements by execution of the elements or arrangement, etc. It means that there is an imitation in a single place of the natural terrain and additional elements, all of which are aimed at boarders having fun at one place.

This story brought about the creation of snow parks where you can spend hours having fun and practicing variations of all tricks on different elements made for beginners and for the advanced boarders, as well as for professionals practicing the new tricks every day.

The parks today are built of the top-quality materials, with a focus on safety, lighting for night trainings, and the terrains are arranged daily to make the boarders and skiers have as great and safe fun as possible. Ski destinations try hard to have the biggest and the best parks as it is these parks that attract boarders to their resorts.

While in Europe, the mentioned as well as many other attractive ski-resorts with snow parks, have more and more snowboarding fans, the SEE



region generally has a large number of attractive ski-resorts, but very few snowboard parks. If we take into account that this region is brimming with natural wealth such as mountain tops, the question is why hasn't there been investments in building these parks or why hasn't the natural wealth been used as much as it could be? Still, we can mention snowboarding parks in Serbia, Bulgaria, Romania and Croatia.

Boarders and skiers, and freestylers are getting their own area of the ski-resort in **Kopaonik mountain in Serbia**. The works on building the Snow Park are at the final stage. It will be located right next to the tourist centre, on the part of the course covered by the four-seat ski-lift - Krst.

Throughout Eastern Europe there are loads of amazing snowboard destinations located in high mountain areas. **Bulgaria** is ahead in attracting westerners to sample its winter hospitality with a number of resorts which provide a good and a far cheaper alternative to many of the resorts in the Western Europe. There is **Momcilo** that offers a brand new piste for snowboarders in the heart of the Rodepe Mountain. It is known as the snowboard park - a place for never ending party. The park is attractive

\* Read more on the major snowboarding styles at [www.SEEbtm.com](http://www.SEEbtm.com)

\* **kicker** - The name given to a steep jump

\* **Jib** is both a noun and a verb, with the definition changing depending on usage.

As a noun: a **jib** is an object or obstacle used by a snowboarder to jump upon or over. The jib can be made from almost anything, natural or man-made: trees, logs, stumps, handrails, barrels, tires, vehicles, walls, people (NOT recommended, but certainly possible). As a verb: to **jib** is the act of jibbing, or jumping upon or over an object or obstacle on a snowboard.

A snowboard that is specifically used for jibbing is often referred to as a jibstick.



because it is brand new and still not commercialized. The small piste is serviced by two mini-vehicles.

**Snow park Sinaia**, at the most popular winter tourist destination in **Romania – Sinaia**, is known as "The Pearl of the Carpathians". Sinaia is located on Prahova Valley, in Bucegi Mountains. The Snow park is located on the right side of the Scandurar slope situated at 2,000 m altitude. The park contains kickers, rails and boxes.

The first private snow park is being built in **Croatia**, more precisely in *Sa-moborsko gorje*. This is news that will certainly come as a surprise for numerous snowboarders in Croatia.

The park will include two *kickers*\* of 3 and 6 meters, a special 'eurogap' kicker and two *jib*\* elements, which is more than enough for the launch of the park. The plan is also to implement the wall at the end of the run, and two more jibs. There is also a ski-lift set up along the entire run.

For now, the investors have, apart from the above, the plans to introduce snow-flex platforms, as well as a Big Air bag jump, sufficient to have the park in operation throughout the year. Snowboarding as well as other open-air sports can be as dangerous as they are fun. Actually, it is very important to go through the top-quality practice possibly with an expert – instructor at one's side and be disciplined. Certainly, it is important to know one's limits! As much as fun and discovering new things is attractive for any extreme sport athlete it is as much important to take care of other people in the run. Whether snowboarding is fun or competition, the most important thing is to be safe at any time! When you keep all these things in mind and when you acquire sufficient practice for thus type of fun – then you can start enjoying the snow-covered slopes!

S. J.



## UDRUŽENJE

**Udruženje** je dobrovoljna asocijacija osoba koje su povezane istim idejama i ciljevima. U savremenom društvu sloboda udruživanja je fundamentalno ljudsko pravo koje omogućava zadovoljenje interesa, od sportskih, kulturnih, zabavnih, rekreativnih do političkih. Povezivanje različitih udruženja ostvaruje se na lokalnom, regionalnom, nacionalnom i internacionalnom planu. Kao sinonimi koriste se i reči društvo i organizacija.

## SNOWBOARDING

**Snobording** (engl. **snowboarding**) je nastao kao spoj surfovanja, skejtinga i skijanja. Snowboarding je kao zimska razonoda po snegu nastao 1960-ih godina u SAD. To je zimska sportska disciplina, planinski sport, koji uključuje spuštanje niz snežnu padinu na dasci koja je privezana za noge čoveka.

## ODRŽIVI RAZVOJ

Pojam **održivog razvoja** dovodi se, najčešće, u vezu sa zaštitom životne sredine, planiranjem društvenog razvoja, ekološkim, ekonomskim i političkim pitanjima. Koncept održivog razvoja predstavlja novu razvojnu paradigmu, novu strategiju i filozofiju društvenog razvoja. Održivi razvoj spaja ujedno brigu za živi svet na planeti Zemlji i za očuvanje kapaciteta prirodnih sistema (prirodnih resursa) sa društvenim i ekološkim izazovima koji stoje pred svakim društvom, državom i čovečanstvom kao celinom.

Održivi razvoj jeste razvoj koji zadovoljava potrebe sadašnjice, a da ne dovodi u pitanje sposobnost budućih generacija da zadovolje vlastite potrebe.

## SPELEOLOŠKI TURIZAM

**Speleološki turizam** predstavlja specifičan vid turizma, tačnije avanturu koja se sastoji i od speleoloških istraživanja. Ova grana turizma ima takve motive koji su neponovljivi, jedinstveni, ali u većini slučajeva dostupni malom broju ljudi. Unutrašnjost speleoloških objekata (jama i pećina) oduvek je bila jak motiv za istraživanje, ali je dugo bila dostupna malom broju ljudi koji su imali hrabrosti da zakorače u zemljinu unutrašnjost i upuste se u osvajanje nepoznatog. Napretkom ljudskog društva došlo je do pozitivnog pomaka i u ovoj vrsti turizma, a samim tim i do obezbeđenja uslova za upoznavanje većeg broja ljudi sa ovim prirodnim vrednostima.

## ASSOCIATION

**Association** is a voluntary union of persons connected by the same ideas and goals. In a modern society the freedom of association is a fundamental human right facilitating fulfillment of interests which can range from sports, cultural, entertainment or recreational to political ones. Connections between various associations is realized at local, regional, national, and international levels. Words like society and organization are used as synonyms.

## SNOWBOARDING

**Snowboarding** originated as a combination of surfing, skating, and skiing. Snowboarding appeared in USA as a winter pastime on snow in the 1960's. It is a winter sport discipline, mountaineering sport, involving descent down the snowy slope on a board tied to the athlete's legs.

## SUSTAINABLE DEVELOPMENT

The term **sustainable development** is most often linked to the preservation of natural environment, planning of social development, ecological, economic and political issues. The notion of sustainable development is a novel developmental paradigm, a new strategy and philosophy of social development. Sustainable development couples the care for the living world on the planet Earth and for the conservation of natural systems and their capacities (natural resources) with social and ecological challenges confronting any society, state, and the humanity in general.

Sustainable development is a development which satisfies the present needs without endangering the ability of future generations to satisfy their own needs.

## SPELEOLOGICAL TOURISM

**Speleological tourism** is a particular form of tourism, more precisely an adventure which involves speleological research as well. This branch of tourism includes unique motives which cannot be repeated, but which are in most cases accessible to few people. Interiors of speleological sites (caves and pits) has always been a strong motive for research, but was for a long time accessible only to a chosen few who had the courage to tread into the earth's inner space and engage in the conquest of the unknown. With the advancement of human society there was also a positive trend in this form of tourism, and therefore conditions were secured to acquaint a larger number of people with those natural riches.



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## PRVI AKVAPARK U BEOGRADU VREDAN PREKO 20 MILIONA EVRA



Završetak izgradnje prvog akvaparka u Beogradu, u opštini Zemun planira se za 2013. godinu. Ova investicija, vredna više od 20 miliona evra, prostiraće se na površini od 120.000 kvadrata, a biće izgrađena u blizini Dunava, dva važna evropska koridora, autoputa E-70 i E-75 i aerodroma, što bi omogućilo dobru posećenost Srbiji i pristupačnost ovom jedinstvenom kompleksu. Zabavni vodeni kompleks u Beogradu će biti četiri puta veći u odnosu na akvapark u Jagodini, a prostiraće se na preseku Novog novosadskog i Starog batajničkog puta u Batajnici. Akvapark u Zemunu će biti građen po najvišim evropskim standardima, ali tako da premaši već poznate vodene komplekse u Solunu i Budimpešti.

Osim otvorenih bazena i vodenih tobogana, koji se podrazumevaju, park će imati i specijalizovane restorane, bungalove, wellness centar i otvorene i zatvorene terene za rekreaciju i sport, a planira se i izgradnja dva hotela sa ukupno 400 ležajeva.

## GRAD OD STAKLA - LETEĆI TANJIR ILI SVEMIRSKI BROD?

Kompanija „Apple“ je odlučila da u kalifornijskom gradiću Kupertino sagradi projekat „Apple kampus 2“. Vlasti Kupertina su objavile najnovije nacрте projekta, ali pre odobrenja moraju da razmotre ekološki uticaj koji će ovaj projekat imati.

Zvaničan naziv projekta jeste „Apple kampus 2“, ali zbog svojih već najavljenih razmera, kao i karakterističnog izgleda, u javnosti je već kršten imenima „Leteći tanjir“ i „Svemirski brod“.

Projekat kompanije „Apple“ dobija sedište veće od Pentagona, a predstavljaće i pravi grad od stakla! Ovaj „stakleni grad“, koji bi trebalo da bude sagrađen do 2015. godine, prostiraće se na više od 700.000 kvadratnih metara, od čega će više od 260.000 kvadrata biti poslovni prostor. Auditorijum za promocije kompanije „Apple“ moći će da ugosti 1.000 ljudi, a ovo celo mesto će biti dom za 12.000 zaposlenih. U ovom malom gradu će se nalaziti i Istraživački centar, koji

će se prostirati na 28.000 kvadratnih metara. I sve to u gradu koji ima samo 58.000 stanovnika! Na „Svemirskom brodu“ će pored svih neverovatnih pogodnosti postojati i fitness centar za zaposlene, podzemni parking i vlastita elektrana za napajanje električnom energijom, s obzirom da Kupertino nema dovoljno „snage“ i ništa u njemu nije dovoljno veliko da snabde energijom ovaj kampus kompanije „Apple“.



## NI KNOBARI NISU VIŠE ŠTO SU NEKAD BILI



U kineskoj pokrajini Šandong nedavno je otvoren restoran koji je poslednji primer napredne tehnologije. Naime, novo otvoreni restoran „Dalu Robot“ je prvi u kome goste poslužuju konobari roboti. U restoranu je „zaposleno“ više od 10 robota koji rade kao konobari, zabavljači i recepcioneri. U restoranu je dočarana atmosfera futurističke sredine, sa prigušenim svetlima uz treptanje neonske rasvete. Prednost robota kao uslužnog osoblja je svakako ta što oni nikada ne gube strpljenje, ne uzimaju bakšiš, a jela služe „uz osmeh“! Svaki robot ima ugrađen senzor koji mu signalizira kada treba da stane da bi gost mogao da uzme jelo koje želi.

Stolovi u restoranu su pažljivo poredani u kružnu formaciju, kako bi „konobarima“ bilo olakšano kretanje oko gostiju i posluživanje. Tokom obroka, goste zabavljaju roboti koji plešu i pričaju. Pri dolasku u restoran, goste dočeka „ženski robot“, koji im elektronskim glasom poželi dobrodošlicu.

Automatizovano osoblje je takođe odgovorno za primanje pritužbi gostiju, a da li će ovaj korak označiti i početak novog trenda u ugostiteljstvu, verovatno će se saznati već kroz nekoliko meseci. Vlasnik restorana u narednim mesecima želi da nabavi 30 robota, a svaki košta po 6.000 dolara. Takođe u planu ima da razvije robote sa više ljudskih karakteristika, koji će moći čak da idu uz i niz stepenice.

## KUĆA SA 6 NOGU

Kako je tehnologija danas nezaobilazna u svakom segmentu života, tako ljudi pokušavaju da je iskoriste u najvećoj mogućoj meri. Novom tehnologijom ljudi žele da priušte sebi svakakve neobične stvari, ali takođe i da je iskoriste na najbolji mogući način za spašavanje od prirodnih nepogoda. Tako su danski naučnici rešili da jednoj kući daju noge!

Od tada, ovo nije samo pokretna kuća, kao što je recimo kamp prikolica, već ima prave noge i to njih 6! Osnovna ideja ovog, naizgled čudnog projekta, jeste upravo spasavanje od nadolazećih poplava. Razvojni tim ovog projekta je izjavio da bi to trebalo da bude savršeno rešenje za sklanjanje od poplava, jer kuća može jednostavno da odšeta. Kuća je visoka 3 metra, napaja se sunčevom energijom i vetrom, a zbog toga što ima „noge“, u stanju je da se kreće po bilo kom terenu. Kao i svaka druga kuća, i ova je opremljena osnovnim stvarima za život. U njoj se nalazi dnevna soba, kupatilo, kuhinja, spavaća soba, propratni nameštaj, pa čak i peć na drva. Još jedna značajna funkcija ove skalamerije je jeftino stanovanje. Prototip košta oko 30.000 funti, ali prema rečima dizajnera, ukoliko bi došlo do komercijalne proizvodnje, cena bi bila znatno niža.



## KUPOVINA UZ IGRU



U toku velike ekonomske krize svako tržište se bori za svoje kupce pokušavajući da im olakšaju kupovinu i učine je zabavnom! Tako je i umeće trgovine u Americi podignuto na viši nivo.

U Njujorku je predstavljena nova tehnologija koja omogućava kupcima da samo dodirom na ekran oblikuju proizvod po svojoj želji i meri, a tek onda da ga naruče.

Nije čak potrebno ni da kupci ulaze u prodavnicu gde se pravi gužva, već je sve ovo moguće učiniti u samom izlogu prodavnice. Tako stanovnici Njujorka mogu da se šetaju ulicom, pomisle kako im se jede pica, stanu pored prvog reklamnog video-zida kompanije za naručivanje hrane od kuće i dovoljno je da prstima prevuku slike maslina, šampinjona i drugih sastojaka koje žele, na sliku testa i poruče da im taj proizvod stigne kući.

Tako je takođe moguće i virtuelno, preko ekrana isprobati nove patike, bez potrebe da se ulazi u prodavnice i isprobavaju. Iz kompanije „HSN digital“ kažu da je cilj da se kupci dobro zabavljaju i zavole novi sistem.

## NAJBOGATIJA NOVOGODIŠNJA JELKA NA SVETU

U hotelu „Emirates Palace“ u Abu Dabiju, Ujedinjenim Arapskim Emiratima, nalazi se najverovatnije najskuplja novogodišnja jelka ikada okićena.

Drvo visoko 12 metara koje se nalazi u holu hotela, dekorisano je sa 181 najdragocenijim ukrasom vrednim oko milion dolara.

Za ukrase su korišćeni dijamanti, perle, smaragd, safir i drugo drago kamenje, srebrne i zlatne mašne, zlatne lampice, svećice, ali i vredan nakit poput ogrlica, minđuša i brojnog drugog nakita koji ima visoku vrednost.

Ovo drvo, koje košta oko 10 miliona dolara, sa nakitom od oko milion dolara, okružuju ukrasi od zlatnog lišća, kojima je okićen hol u hotelu.

Upravnik hotela Palace u Emiratima je izjavio da će se prijaviti za Ginisovu knjigu rekorda, kako bi saznao da li je njegova novogodišnja jelka zaista najskuplje drvo koje je ikada postojalo?



## „NEME ŽURKE“ SVE POPULARNIJE U SVETU!



„Neme žurke“ postaju sve veći trend među ljubiteljima većih okupljanja uz glasnu muziku. Organizovanje žurki, posebno u zgradama, oduvek je bilo problematično i postaje zabranjeno posle 22h u većini gradova u svetu.

Upravo zbog ovakvih prepreka bilo je neophodno pronaći izlazno rešenje. Tako je i glavni grad Francuske počeo da se pretvara u centar „nemih“ žurki! Svi gosti imaju slušalice na ušima, pa je tako buka koja se pravi potpuno prihvatljiva.

Prema rečima Parižana, ove žurke su sjajne, atmosfera je drugačija, a žurku je moguće napraviti bilo gde – pored reke, na trgovima, čak i kod kuće.

Iz kompanije Silent Events kažu da organizuju privatne žurke svaki vikend. Ako neko želi da organizuje rođendansku žurku, oni dođu i obezbede sve potrebne slušalice.

Cena ovakve vrste uživanja uz glasnu muziku koja ne remeti ničiji mir košta 5 evra po slušalicama. Moguće je obezbediti i DJ-a. Parižanima nije trebalo mnogo da kreativno primene izum. Recimo na sredini bulevara koji ide kroz parisku četvrt crvenih fenjera Pigal, grupa sa slušalicama na ušima pratila je nastup jedne pevačice na drugom spratu.

Zapravo, prema njenim rečima, nastupala je u ženskom toaletu. Na binu su postavili TV, a nju su snimali, tako da je izgledalo kao direktan prenos. Ovo je samo način da se u svetu, sve manje tolerantnom na buku, ljudi izbore za svoje pravo na žurku.

## PRVI ZLATNI AUTOMOBIL NAPRAVLJEN U INDIJI

U Indiji je sredinom 2011. godine napravljen prvi automobil od zlata! U izradi ovog zaista jedinstvenog, zanimljivog, zlatnog automobila učestvovalo je 30 zlatara.

Indijski zlatari su ovaj „dragulj“ napravili kako bi obeležili 5.000 godina tradicije izrađivanja nakita u Indiji.

Prilikom izrade i ukrašavanja unikatnog vozila od zlata, srebra i dragog kamenja zlatari su utrošili 80 kilograma 22-karatnog zlata i 15 kilograma srebra, kao i skoro 10.000 komada dragog kamenja.

Zlatni automobil nije napravljen za prodaju, ali ukoliko bi se prodavao, njegova vrednost dostigla bi sumu od oko 4,6 miliona dolara.

Svrha izrade automobila od zlata i srebra je bila u tome, kako bi se svetu dokazale sposobnosti i znanje indijskih zlatara kao izrađivača nakita.



**THE FIRST AQUA PARK IN BELGRADE, WORTH OVER EUR 20 MILLION**

The completion of the first Aqua Park in Belgrade, the municipality of Zemun, is scheduled for 2013. This investment worth over EUR 20 million will cover 120,000 square meters and will be located near the Danube, and two major European corridors - motorway E-70 and E-75 - and the airport, allowing for a high visit rate to Serbia and the accessibility to this unique complex. The entertainment water park in Belgrade will be four times bigger than the water park in Jagodina, and cover the cross section between the new Novi Sad road and the old Batajnica road in Batajnica. The Zemun aqua park will be built according to the highest European standards, but also to exceed the renowned water parks in Thessaloniki and Budapest.



Except for the outdoor pools and water slides which are usual amenities, the park will include specialized restaurants, bungalows, a wellness centre and indoor and outdoor recreational and sports facilities. The plan is also to build two hotels with a total of 400 beds.

**GLASS CITY – FLYING SAUCER OR SPACESHIP?**



Apple Co. decided to realize the Apple Campus 2 Project in the town of Cupertino, California. Cupertino's authorities announced the latest blueprints, but prior to giving their approval they need to discuss the environmental impact of the project.

The official project title is Apple Campus 2, but due to its reported size and the specific shape it has already been publicly renamed as "Flying Saucer" and "Spaceship".

This Apple's project gets the headquarters bigger than Pentagon's, and it is going to be an actual glass city! This "glass city", to be completed until 2015, will cover more than 700,000 square meters, with 260,000 sqm thereof as business area.

Apple's promotion hall will house 1,000 people, and this entire place will be home to 12,000 employees. This small town will also accommodate the Research Centre covering 28,000

square meters. All that in a town with a population of only 58,000! The "Spaceship", in addition to all incredible benefits, will also have on board a gym for employees, underground car park and own power plant for electrical supply as Cupertino does not have enough "power" and nothing there is big enough to supply power to this Apple's campus.

**NOT EVEN WAITERS ARE WHAT THEY USED TO BE**

In the Chinese province of Shandong, a restaurant has opened recently posing as the latest example of advanced technology. Namely, the newly opened Dalu Robot restaurant is the first one where guests are waited on by robot-waiters. The restaurant "employs" more than 10 robots working as waiters, animators and hosts.



The interior features futuristic feel with dim lights and neon flashing. The advantage of robots as hospitality personnel is clearly reflected in their never losing patience or taking tips, while serving the meals "with a smile"! Each robot has a built-in sensor signalling when it should stop to allow a guest to take a meal they want. The tables are carefully arranged in a circle to make it easier for the "waiters" to move between their guests and serve them. In the course of a meal, the guests are entertained by robots dancing and talking.

On coming into the restaurant, the guests are welcomed by the "robot-hostesses" in her electronic voice. The automatic personnel is also responsible for collecting customer complaints, but whether this step means the launch of the new trend in hospitality industry remains to be seen in a few months. The restaurant owner wishes to provide another 30 robots in following months, each worth US\$ 6,000. Also, he plans to develop more human-like robots, going even up and down the stairs.

**SIX-LEGGED HOUSE**



As technology is an indispensable item in any segment of today's living, so people try to use it as much as possible. With new technology, people want to afford themselves various unusual things, but they also want to use it in the best possible way to save themselves from natural disasters. So, Danish scientists decided to give legs to a house! Ever since, this has not only been a mobile house such as the camper trailer, but it also has real legs – 6 of them no less!

The core idea of this seemingly strange project is no other than rescue from impending floods. This project's development team claims that it can be the perfect solution to flood rescue as the house can simply walk away.

The house is 3-meter high, supplied by sun and wind power, and due to its "legs" it can move in any terrain. Like any other house, this one is also equipped with necessities, containing a living-

room, bathroom, kitchen, bedroom, furniture and even a furnace. Another important feature of this contraption is cheap housing. The prototype costs around £30,000, but according to the designers if it would go commercial, the price will be considerably lower.

## SHOP 'N' PLAY

In the course of the economic crisis, all markets fight for their customers trying to make their shopping fun and easy!

That is why the trade craft in America has been lifted to such a high level. New York was a host to a new technology allowing the customers to merely touch the screen and shape a product at their desire and size, and then order it.

Customers do not even need go in a shop and stand in the crowd, but this is all possible to do at the very shop window. So, New Yorkers can walk down the street, wish for a pizza, stop at the first video-wall of a take-away and just slide their fingers over the image of olives, mushrooms or other ingredients they want, over the image of dough and order the product to be delivered to their homes. It is also possible to try sneakers virtually over the screen without going into a shop and putting them on. "HSN digital" company say that the aim is for the customers to have big fun and come to love the new system.



## THE RICHEST NEW YEAR'S TREE IN THE WORLD



Emirates Palace Hotel, Abu Dhabi, the UAE, is home to probably the most expensive New Year's tree ever decorated. The 12-meter high tree in the hotel lobby was decorated with 181 most valuable decorations valued at around one million dollars.

As tree decorations there are diamonds, pearls, emeralds, sapphires and other precious stones, silver and gold bows, gold lights, candles, but also highly valuable pieces of jewellery such as necklaces, earrings and others. This 10-million dollar tree with jewellery of around one million dollars is surrounded by gold leaves decorations in the hotel lobby. Hotel Manager said that he was going to apply for the Guinness Book of Records to find out whether his New Year's tree is really the most expensive tree ever?

## "SILENT PARTIES" INCREASINGLY POPULAR IN THE WORLD

"Silent Parties" are ever growing trend among the big and loud party goers. To organize a party, especially in buildings, has always been tricky and it is forbidden after 10 p.m. in most cities around the world. Because of these problems it was necessary to find a solution. So, the capital of France started to turn into the Silent Party Centre!

All guests have earphones making the noise totally acceptable. According to the Parisians, these parties are great, the feel is different and such party can be organized anywhere – at a river bank, square, or even at home. Silent Events Co. claim to organize private parties every weekend. If anyone wished to arrange a birthday party, they come and provide all earphones



required. The price for this pleasure of loud music which does not disturb anyone is 5 euro per earphones. It is also possible to hire a DJ. The Parisians did not take long to creatively apply this novelty. For instance, at the centre of the boulevard running through the Parisian Red Light District Pigalle, an earphoned group of people followed the performance of a singer, at the second floor. Actually, according to her, the performance was held in the Lady's Room. A TV was set on the stage, and she was filmed that it all seemed as live broadcast. This is just a way for the people, living in a world growingly intolerant of noise, to fight for their right to party.



## FIRST GOLD CAR MADE IN INDIA

In India in mid-2011, the first car was made of gold! Thirty goldsmiths took part in making this one of a kind and interesting gold car.

India's goldsmiths made this "jewel" in celebration of 5,000 years of traditional jewellery making in India.

In their making and decorating the unique car of gold, silver and precious stones, the goldsmiths used 80 kg of 22-carat gold and 15 kg of silver as well as 10,000 pieces of precious stones.

The gold car was not made for sale, but if sold, its value would reach some 4.6 million dollars. The purpose of making a car of gold and silver was to show the world the knowledge and skills of India's goldsmiths as jewellery makers.



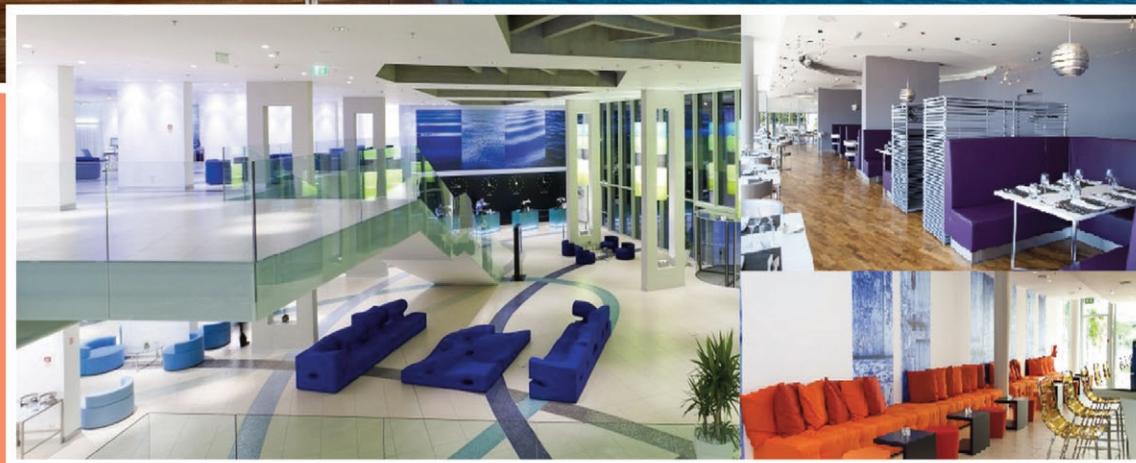
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