



Press Information

43rd International Tourism Fair (24th - 27th of March)

17th International Fair of Hotel and Catering Equipment HORECA-EQUIPMENT (24th - 27th of March)

12th International Wine Fair BEOWINE (25th - 26th of March)

**The most significant tourist event in the country and Southeastern European region
this year is eagerly expected.**

Before us is an unforgettable fair tourist experience.

The Tourism Fair in Belgrade is a unique event of the global tourist economy, a place of all-inclusive offer and direct meetings of people with common business and travel interests.

This year's event will be directed towards recovery and renewal of the tourist ambience, as well as the promotion of trends and innovations which will shape the future of the tourist industry. With the fair, a wave of new energy will start, and through establishing contacts and networking participants, the direction of achieving better business results will be traced.

Next to the traditionally popular sea destinations, summer tourism has for the last few years given way to mountain tourism as well, which with its offer of natural beauty, fresh air and numerous cultural, gastronomic and active tours draws the attention of tourists. The slogan of the Tourism Fair "**Between Mountains and Seas**" confirms this trend and invites lovers of travel into new adventures.

At the Tourism Fair in Halls 1 and 4 of Belgrade Fair tourist agencies, associations and organizations, hotels, tourist centers, international tour-operators will take part... Focusing on business contacts from the country, region, as well as traditional markets where our people travel and those from where the largest number of tourists come from, the Tourism Fair will create an environment in which offer and demand will merge.

Exclusive fair prices, first minute offers and packages with lots of benefits

The visitors will have an opportunity to choose destination in accordance with their affinities: family trips, travel for young people, far away destinations, which they can choose from the offer: **Greece, Turkey, Montenegro, Egypt, Bulgaria, Russia, North Macedonia, Tunisia, Romania, Slovakia, Hungary and other.**

Malaysia will perform at the fair for the first time with its rich tourist offer.

Tourism of Serbia.

Serbia has positioned itself, for many years now, as a favorite and unavoidable destination in this part of Europe, with its constant increase of overnight stays and arrivals. The various content for vacation, entertainment, health recovery, sport, recreation, adventure... with its far-famed hospitality, is the reason why guests from all over the world enjoy coming to Serbia, as well as the local tourists who are increasingly opting for a vacation in their country.

The Fair this year will be in the sign of the concept **Serbia creates** which highlights the importance of creative industries, science and economy founded on knowledge, artist and creators support is given to them to come out to the international scene and affirm the highest modern values – creativity, innovation, authenticity, knowledge and talent.

Thanks to the tourist vouchers of the Government of Serbia for staying in domestic tourist centers this year as well, domestic tourism development will be additionally encouraged.

Business activities at the Tourism Fair

In cooperation with the business partners of the Tourism Fair, Chamber of Commerce of Serbia and the European network of entrepreneurship, this year the work continues on the **B2B program**. In a special space "B2B Meetings" (Hall 1) thanks to the B2B business portal intended for registration for both exhibitors and business visitors, a large number of meetings will be held. It is expected that this segment be as attractive as it was in 2020, when during the first two business days, more than 300 meetings were held.

Belgrade Fair is at this years' event as well continued with the **program of organized bringing in of customers**.

The 17th International Fair of Hotel and Catering Equipment HORECA-EQUIPMENT (24th – 27th of March) in Halls 2A and 2C

Is a part of a large and successful event which unites and promotes all branched of the tourism industry.

HORECA gathers the most significant companies dealing with production and distribution of state of the art products and assortments for equipping catering objects, restaurants and hotels, as well as service activities, new trends of business, supply and functioning of service objects.

In the exhibition part the visitors can see equipment for kitchens, restaurants, bars, hotels, safety and reservation systems, bed sheets, cleaning supplies, baking and confectionery program, banquet equipment, uniforms, souvenirs, expert literature and publications. Special attention at the Fair of Hotel and Catering Equipment deserve the producers and importers of famous brands in the area of IT solutions, sound and lighting systems.

12th International Fair of Wine BEOWINE (25th-26th of March) in Halls 3 and 3A

A large wine event will gather leading producers, importers and lovers of the highest quality wines. **Next to Serbia, at the Wine Fair this year participate wine and wine equipment producers from Italy, Slovenia, Croatia, Hungary, Republic of Srpska, Montenegro, Ukraine, Austria, and confirmations from France, North Macedonia, Portugal and other are expected.**

At the many new exhibitors will introduce themselves, from **Slovenia (Puklavac), Croatia (Badel 1862, Kutjevo, Galic, Kolaric, Jakovac, Mediteranski zacini...), Hungary, and for the first time an exhibitors from Ukraine is coming to the fair.**

Secretariat for Economy and Tourism of AP Vojvodina will organize a performance of winemakers from Vojvodina at a large stand.

Through the introduction and evaluation of the current exhibition offer, education regarding new trends in regional and global winemaking, tasting of current vintages of a large number of producers, the visitors will have an opportunity to enjoy the synergy which BeoWine has established for years.

A large following program is planned with workshops, master-classes, panel discussions and other content without which large wine events are unimaginable.

The Tourism Fair along with the following events is an opportunity for meetings of business people in the tourism, hotel and catering business, for visitors a possibility for exclusive fair benefits for travel and vacation, but also for tasting the finest wines, rakias and gastronomic specialties from this area.

A whole day of happenings, presentations, promotions, tastings, with socializing and unforgettable meetings are a reason why the visitors love and expect this irreplaceable and extraordinary event.

Welcome to the Tourism Fair!

Working hours of the fair:

THU-SAT, 24th – 26th of March: 10:00 – 19:00

SUN, 27th of March: 10:00 – 18:00

Tickets: The price of a single ticket is 400 RSD, group tickets are 300 RSD, group ticket for students is 300RSD. Business ticket with the benefits package: 2000 RSD

Parking: 200 RSD per hour.

Journalist accreditation:

A request for a journalist accreditation send to the email press@sajam.rs

Media partners of the event: Rusian Travel Digest, Travel Daily News, Place2Go, Caffè Montenegro, Tourism-InSider, Turizmčinin gazetes, TU Magazin, Kongresni turizam, Turistički Svet, Srbija koju volim, Stylers, Adria Media Group, Color Press Group, Furaj.ba, Turistička prizma, TripinSrbija, Lutajući putnik, Events in Serbia, SAT Media Group, Turizam TV.

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