

NOVI SAD VOJVODINA SERBIA NOVI SAD VOJVODINA SERBIA

NOVI SAD

Vojvodina

MEETINGS, CONVENTIONS, INCENTIVES

OUR FIRST WILD CARD

*Addressing the Challenge*



**MS. GORDANA PLAMENAC  
CEO, TOURISM ORGANIZATION OF SERBIA**

"Welcome to Serbia and the hospitable, historical city of Novi Sad -- and welcome to the Wild Card Pavilion at IMEX. Novi Sad has always attracted the interest of individuals from all over the world - conquerors and people of good will, architects and artists, gastronomy and wine lovers and above all, hard-working and generous people. Their interest in Novi Sad dates back to the Roman period when the Danube region marked the northern border of the empire. This interest continued through the Middle Ages when the Ottomans were defeated here in their attempts to conquer Europe and again in recent history when the area surrounding Novi Sad was the only neutral region between East and West. These varied influences have shaped Novi Sad, now the capital of Vojvodina, one of the most diverse regions in Europe in terms of ethnicity, architecture, lifestyle and culture.

Serbia's second largest city enjoys an excellent location; Novi Sad is accessible via a short flight from every city in Europe. With the renowned EXIT summer music festival, Novi Sad is becoming an increasingly attractive destination. Once visitors have experienced the city's food, culture and vibrant night life, they return time and time again - and spread the good word about the place that Queen Maria Theresa of Austria liked to visit."

*This is an open and sincere invitation, and we look forward to welcoming you!*



**PROFESSOR ROB DAVIDSON  
UNIVERSITY OF WESTMINSTER, LONDON, UK**



"I have had the personal pleasure of visiting Novi Sad on two occasions in the past two years – once for pleasure, and once to attend a highly-successful Business Tourism conference on the theme of 'Education and Industry Advancing Together'. Anyone who is in any doubt whatsoever that Serbia is now open and ready to host international conferences needs to check out Novi Sad as a destination – now. As Serbia's second-largest city, it has all the advantages of a second-tier meetings destination: excellent value-for-money, a relaxed, outdoor café-culture, and a compactness that means that visiting delegates quickly feel comfortable and familiar with their beautiful surroundings. There is a rich supply of stunning hotels to choose from, as well as a great number of venues, large and small – including

the impressive Master Congress Centre of the Novi Sad Fair. But what makes this city work so well as a destination for conferences and other events is the sheer hard work of the Novi Sad meetings industry professionals, who are determined to make their city into one of Europe's leading locations for events. In my opinion, they will succeed 100% in their mission: they certainly deserve to do so."

# NOVI SAD

IN THE HEART OF EUROPE

Wherever you are, Novi Sad is easily accessible thanks to its convenient location. Novi Sad is 80 km northwest of Belgrade, approximately 300 km from Budapest, 424 km from Ljubljana, 309 km from Zagreb, 548 km from Podgorica, and 100 km from Subotica, on the border with Hungary.

## BY PLANE

The closest airport is Belgrade's Nikola Tesla International Airport, 70 km south of Novi Sad. The airport is approximately a one-hour drive north on highway E-75 to Novi Sad.

[www.airport-belgrade.co.yu](http://www.airport-belgrade.co.yu)

## BY TRAIN

Novi Sad has an international train station connecting it to Western, Central and Southern Europe. Daily trains run to and from Budapest, Vienna, Munich, Kiev and Moscow.

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

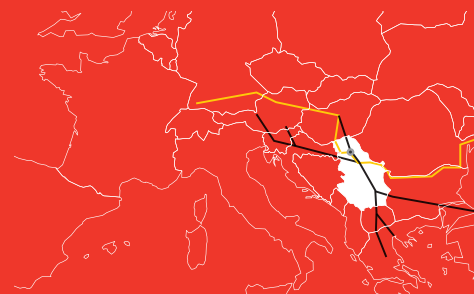
## BY CAR

Modern motorways connect Novi Sad to Serbian and European cities, including Serbia's capital Belgrade, less than a one-hour drive south.

## BY BOAT

Novi Sad has a commercial port, Port of Novi Said, on the banks of the Danube and the Danube-Tisa-Danube Canal. A tourist port near Varadin Bridge in the city center welcomes various river cruises from across Europe.

[www.danubeports.info](http://www.danubeports.info)



## FACTS AND FIGURES OF NOVI SAD CONGRESS DESTINATION

**2.749** rooms

**1** airport

Belgrade's International Nikola Tesla Airport; 80 km from Novi Sad city center

**90** km from the Lake Palic resort and **50** km from Carska bara, one of Serbia's major nature reserves

**12** km from the historic city of Sremski Karlovci, a cornerstone of Serbian spirituality

**7** conference centres with **34** meeting rooms, 6 with a capacity of over 350 seats

**1** exhibition centre

**1** Sports and Business centre Vojvodina (SPENS) available for events and conferences

**1** Petrovaradin Fortress

**1** beautiful and blue Danube

**30** picture galleries

**5** theatres

**13** museums

**200** restaurants offering regional, national and ethnic food

**9** wineries close to the city centre

Vojvodina  
NOVI SAD

# NOVI SAD AND VOJVODINA

## A LAND RICH IN HISTORY AND CULTURAL BEAUTY

Often described as “the crossroad between East and West” due to its turbulent history, Serbia is quickly becoming an emerging destination in Europe. Novi Sad and the Danube River have a distinct history. The region marked the spot where the Ottomans were defeated in their attempt to conquer Europe.

Novi Sad is Serbia’s second largest city. Though its charm, culture and nightlife easily compare to those of Belgrade, Novi Sad appeals to visitors interested in enjoying the city’s offerings on a smaller, more intimate scale. For visitors who appreciate art, music, food and fun, but prefer a laid back city less hectic than Belgrade, Novi Sad is the perfect combination of urban sophistication and bohemian allure. Novi Sad offers a plethora of aweinspiring experiences to discover and explore. The Serbian National Theater in Novi Sad offers quality shows and performances. The city’s vibrant bars and clubs offer entertainment from dusk to dawn.



## WELCOME TO SERBIA'S CULTURE CAPITAL

At one time, the Danube River served as the border between the warring Austro-Hungarian and Ottoman Empires. According to a legend, the Austro-Hungarian Queen Maria Theresa was often served Bernet, the famous dessert wine produced in Sremski Karlovci, Vojvodina at the Royal Palace in Budapest which was the monarchy capital at that time. One day, the Royal Palace ran out of Bernet. When Maria Theresa demanded why this was the case, she was told that the men from Sremski Karlovci who produced the wine were fighting in the war. She immediately ordered them to stop fighting and to resume the production of Bernet especially for her.



**EAT LIKE A KING:  
VOJVODINA'S HEALTHY AND  
ORGANIC CUISINE**

Goulash, stew, ham, bacon, pie and strudel are just a few of Vojvodina's typical dishes.

The diverse people who have lived in Vojvodina over the centuries developed the region's delectable cuisine. There is a wealth of culinary expertise in Vojvodina. With Serbian, Hungarian, Romanian, Slovak and even German, Russian and Asian influences, the region is brimming with flavor.



*Vojvodina*

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# MASTER CENTRE

## WHERE SUCCESS HAPPENS

Novi Sad recently invested 27 million euros in the state of the art MASTER Conference Centre. The centre has infused the destination development and meetings industry with a new spirit. MASTER has quickly become one of the most prestigious venues in the Balkans and the Novi Sad Fair regularly organizes professional conferences, congresses, symposia, seminars, promotions, presentations, corporate events, fashion shows and other events.

The centre features one large and six small congress halls outfitted with state-of-the-art equipment which total 2,700 square meters. The space converts to one large hall for large-scale events. The Congress Centre also features an entrance hall, whose modern architecture and design facilitate the organization of larger events.



*"The building of the "Master" Congress Centre at the Novi Sad Fair is a masterpiece in its own right. The congress facility was designed in accordance with international standards and with the most updated equipment available for the congress industry."*

*– Mr. Gary Grimmer, international consultant for the USAID Competitiveness Project and former General Manager at the Convention Bureau of Melbourne*

*"Thanks to its ideal geographic position, remarkably flexible premises and high quality of services, the "Master" Congress Centre has all the qualities to become one of the leaders of the congress industry in the region".*

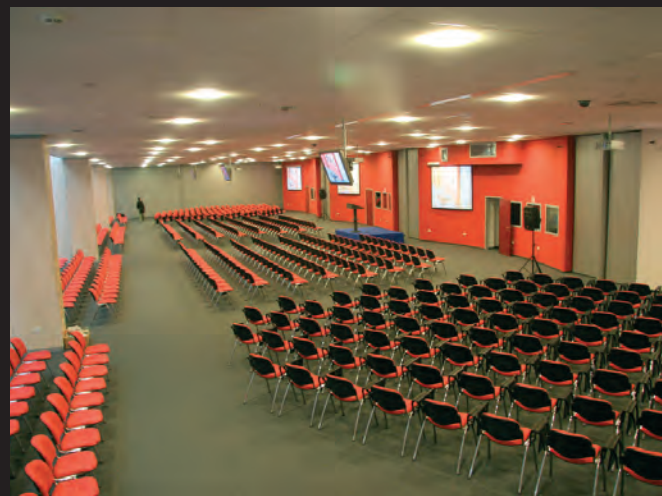
*– Professor Rob Davidson, University of Westminster, London*

*"With state of the art equipment that meets all international standards, the "Master" Congress Centre is the leading Convention Centre in the region. It can easily facilitate conferences and other events which require comprehensive technical support."*

*– Mr Dejan Cvetkovic, President of the American-Serbian Chamber of Commerce in Belgrade*



*Vojvodina*  
NOVI SAD



# SPENS

## SPORT AND BUSINESS CENTRE VOJVODINA

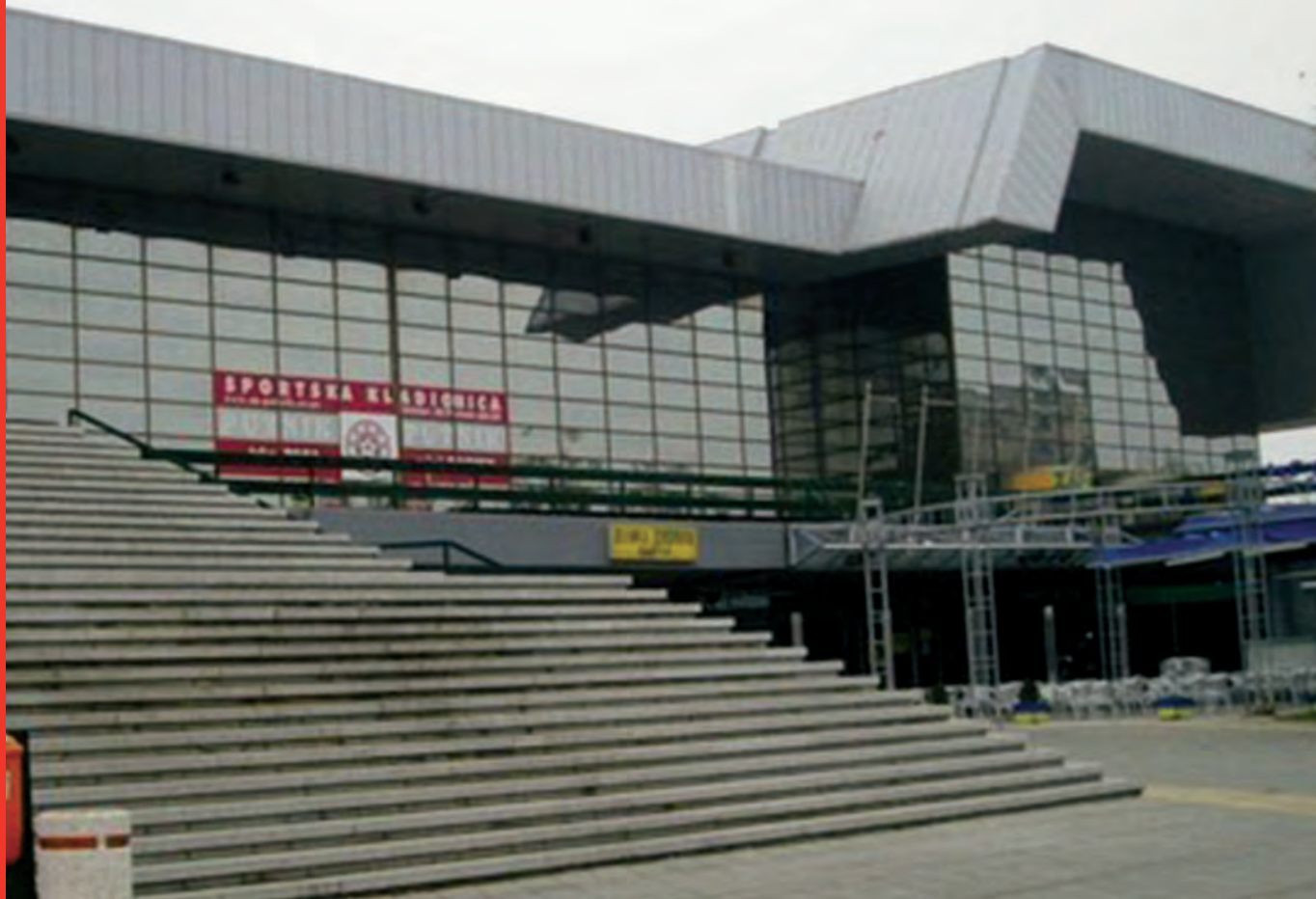
The Vojvodina Sport and Business Centre (SPENS) opened its doors to the public in Novi Sad, Serbia and all of Europe in the 1980's. Designed by a famous Novi Sad architect, SPENS was originally built to host the European Table Tennis Championship. Over the years, SPENS has hosted a wide range of events, including an exhibition tennis match between Arancha Sanchez and Monika Seles, the European Basketball Championship, the World Table Tennis Championship and a slew of high profile business meetings.

Understanding the needs of the international meetings market, SPENS has upgraded its capacities to accommodate different associations and the corporate market. SPENS specializes in events of up to 100 delegates, offering comprehensive technical equipment and audiovisual support.

*"Having had opportunity to be part of events organized at SPENS all I can say that the great team is what makes this place exceptional. I was amazed with enthusiasm and hard work dedicated to each detail of event and I wish them all luck in the future"*

*– Sasa Igic, City of Novi Sad Deputy Mayor*





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*"Being part of the events mostly focused on sport, management of SPENS realized potential conventions and meetings bring and in the short period managed to adjust to the most demanding needs of the market. I always encourage initiatives like this one and know they will represent Novi Sad as future meetings and conventions destination in the best possible light"*

*- Marko Narancic, City of Novi Sad Secretary for Commerce and Tourism*

# A TOUR OF VOJVODINA'S WINERIES

## IRIG MUNICIPALITY PRISTINE NATURE AT ITS BEST

Since the middle Ages when feuding families of the Austro-Hungarian Empire built summer homes and chateaus here, this part of Vojvodina has provided an exceptional setting for some of the most important events in history. Over the years, a few of these residences have been transformed into the famous wine cellars in Vojvodina.

Vojvodina boasts two famous wineries that are situated in Irig, one of 45 municipalities of Vojvodina: Kovačević and Mačkov podrum (The Cat's cellar).

In 2008, the Kovačević winery's Chardonnay won the Belgrade Wine Challenge Cup. Since then, the Chardonnay has been served the Royal Palace, home of HRH Crown Prince Alexander II. The winery's Rajnski rizling won the silver medal at the 2009 Vinales Internationales in France. Though the area is famous for its wine, Vojvodina also offers delectable traditional food prepared by locals.

Though Vojvodina's natural beauty is well known throughout Serbia, our plan is to introduce the region to the international market as an example of pristine nature at its best.





## VOJVODINA'S PROTECTED AREAS IN NUMBERS

- 1** National park: Fruška Gora
- 1 1** Special Nature Reserves
- 1 0** Nature Reserves
- 9** Nature Parks
- 85** Nature Monuments
- 2** Special Characteristic Regions

*Visitors can appreciate Vojvodina's scenic landscapes by enjoying a host of outdoor activities. Hunting and fishing, bird-watching, wine tours, cycling, walking and kayaking are sure to make a trip to the region fun and exciting.*

## MT. FRUŠKA GORA'S FERTILE HILLS

The Srem region of Vojvodina is one of the oldest viticultural areas in Europe. Grapewines have sprouted on Mt. Fruška Gora's fertile hills for over 1,700 years, since first planted by the Roman Emperor Probus.

Though Srem's viticulture nearly vanished with the arrival of Ottoman Turks, it eventually flourished during Austro-Hungarian rule. Bermet, the region's authentic wine, was exported to the United States 150 years ago. According to some historical documents, Bermet was included in the Titanic's wine list. Similar to Italian Vermouth, Bermet is an exceptional liqueur wine, which is produced by macerating 20 different herbs and spices. Today, Mt. Fruška Gora is famous for its wines, which visitors can sample in one of 60 privately owned wine cellars in the area.

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## ABOUT US

### THE CENTRE FOR TOURISM RESEARCH STUDIES (CTRS)

We are a multifaceted organization providing communications solutions to associations, corporations and agencies in tourism, hospitality and meetings management.

CTRS is focused on developing effective programs to support student development within the industry and to provide intermediary services to key industry stakeholders and academic institutions.

### CTRS WAS FOUNDED IN 2008 WITH A MISSION TO:

- Enable and strengthen cooperation among students, faculty and industry
- Increase professional standards in the tourism and hospitality industries of Serbia and the Balkans
- Synchronize activities related to the academic development of students and the institutions they represent
- Enhance sustainable development and practice management
- Enhance corporate responsibility within the tourism and hospitality industries in Serbia and the Balkans



# EIAT 2009

Education and Industry Advancing Together

The Centre for Tourism Research and Studies IS PROUD TO ANNOUNCE

2nd International Tourism Conference

## What?

### Official conference topics

- destination management
- business tourism
- hotel management
- PR and communication
- IT
- sustainability and eco tourism
- tourist agencies and PCO's

*EIAT 2009 will be held under the Patronage of HRH Crown Prince Alexander II*



## EIAT "The Thrill of the Challenge"

BELGRADE 25 - 27 SEPTEMBER 2009

## Why?

The only stand alone event in the region of Balkans focusing on student development in the tourism, hotel and meetings industry through tailor made Cross training programs.

## When and Where?

Date:

25 - 27 September 2009

Place: Belgrade



## Who?

### Key Note Speakers

- **Professor Jafar Jafari**, University of Wisconsin, US
- **Professor Kaye Chon**, University of Hong Kong, China
- **Ray Bloom**, Chairman of IMEX, Frankfurt, Germany
- **Professor Rob Davidson**, University of Westminster, London, UK
- **Alison Cryer**, Chair of the Tourism Society, UK
- **Professor Helmut Schwägermann**, University of Osnabruck

CTRS in partnership with IMEX and MPI presents **Balkan Creative Challenge:**

## Future Leaders Forum



Please visit our webpage for more information about EIAT 2009 at [www.eiat-conference.org](http://www.eiat-conference.org)

## CTRS

CENTRE FOR TOURISM RESEARCH AND STUDIES  
CENTAR ZA ISTRAŽIVANJE I STUDIJE TURIZMA

[www.ctrs-balkans.org](http://www.ctrs-balkans.org)

# VOJVODINA INVESTMENT PROMOTION – VIP



Vojvodina Investment Promotion - VIP

VIP was founded by the Parliament of the Autonomous Province of Vojvodina, as an official regional investment promotion agency (IPA) with a mandate to provide support to foreign investors and facilitate their business in Vojvodina.

The specific goal of the VIP is to facilitate FDI inflow into the region of Vojvodina through activities such as location marketing, investment climate benchmarking, provision of assistance to potential and existing investors with concrete investment projects and co-operation with institutions specialized in the FDI promotion world-wide.

Vojvodina is offering a wide range of investment opportunities in main sectors such as agribusiness, automotive components, ICT, logistics, shared business services and tourism.

VIP services to potential and existing investors are free of charge.

Vojvodina Investment Promotion - VIP has a an extensive base of locations ready for Greenfield and Brownfield investments, with special focus on nautical, spa, transit, rural and congress tourism.

## JUST AN INSPIRATION...

### MASTER PLAN FOR TOURISM DEVELOPMENT ON LAKE PALIC

Palic Lake is situated on the north part of Vojvodina, near city of Subotica, only 10 km away from the state border with Hungary. Subotica is a town of many historical sites and important cultural institutions, with the Palic Lake as one of the most beautiful tourist locations in Serbia. Master plan encloses 6 Zones (A – F) with different capacities for Congress industry, Sports, SPA & Wellness etc.

### NAUTICAL TOURISM DEVELOPMENT PROGRAM (NTD)

Vojvodina has over 2,000 km navigable ways on the Danube, Tisza and Sava rivers, as well on the Canal Danube-Tisza-Danube. NTD Program enclosed 16 Municipalities and 56 potential marina locations along the river Danube. The long term profitability was one of the key criteria for identification of potential marina locations. Other criteria considered potential for tourism development (locations with high concentration of tourist attractions), large urban centers, waterway transportation routes, logistics hubs of international and national importance, etc.



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### ATTRACTIVE SPA & WELLNESS DEVELOPMENT PROJECTS

Vojvodina has 18 boreholes identified to have hydrothermal potential (25 - 75 °C and 0.1 – 4.0 MW thermal energy). This investment opportunity offers the possibility to bind together healthy lifestyle and new undiscovered destination as actual world tourism trends.

### URBAN REDEVELOPMENT OF COASTAL AREA – SREMSKI KARLOVCI

Sremski Karlovci is situated close to Novi Sad, on the slopes of Fruška Gora Mountain and on the river Danube. General plan encloses part, "New Centre" (hotel, business centre, cultural centre etc.) and sport and recreation area.

# USAID SERBIA COMPETITIVENESS PROJECT



**USAID**  
FROM THE AMERICAN PEOPLE

The USAID Serbia Competitiveness Project is a 4-year, \$14.7 million project to promote the most competitive Serbian sectors. The project began in September 2007 and early on identified tourism as a high potential sector, particularly the MICE industry where Serbia has significant competitive advantages in terms of facilities, location, experience in hosting major international events, expanding hotel capacity, and the buzz of a new destination.

To capitalize on these advantages, the Project is supporting MICE industry development by working with key partners in the National Tourism Organizations of Serbia and Belgrade, the Serbia and Belgrade Convention Bureaus, as well as PCOs and other private sector partners. This support has included several training initiatives on bidding, incentive product development, and sales strategies. We also work closely with the Serbian Convention Bureau in developing services within the Industry Partners Program that reinforce Serbia's appeal as a MICE destination. Finally, we work directly with a range of private sector partners to prepare for key events, such as IMEX and EIBTM, through supporting market research, client identification, and development of presentations and promotional materials.





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Given Serbia's strong potential as a MICE destination, we are pleased to work with CTRS in promoting the MICE industry in Vojvodina, which has unique character and flavor and reflects the diversity that Serbia represents. We worked with CTRS in organizing their first major conference in September 2008 to address needs in tourism education, which brought together international experts in tourism education, industry, students, and other stakeholders. The success of this initiative is demonstrated by the fact that it will produce over 130 structured internships in tourism by 2010. Our Project will continue to work in partnership with CTRS in the September 2009 conference that will be held in conjunction with the MPI Young Leaders Forum, as the initiatives carried out by CTRS contribute to making Serbia a regional leader in the MICE industry as well as MICE industry education.

**INCENTIVES, CONVENTIONS, TEAM BUILDING ACTIVITIES...**

**AN INSPIRATION:**



**VOJVODINA MEDIEVAL SPIRIT:**  
FEW DAYS IN VOJVODINA  
VISITING MONASTERIES FROM  
16 CENTURY

**NOVI SAD AND VOJVODINA  
FARM HOUSES:** OLD HOUSES  
THAT PREPARES TRADITIONAL  
FOOD AND DRINKS

**RESTAURANTS AND NIGHT LIFE YOU NEVER EXPERIENCED BEFORE**



**PATHS OF COMMANDANT TITO:** PLACES AND STORIES OF COMMUNIST  
REGIME THAT MARKED AN ERA OF FORMER YUGOSLAVIA

## USEFUL CONTACTS AND LINKS

### “MASTER” CONGRESS CENTRE

Hajduk Veljkova 11  
21000 Novi Sad  
Phone: +381 21 483 07 77  
congresscentre@novisadexpo.com  
www.congresscentre.novisadexpo.com

### SPORT AND BUSINESS CENTRE VOJVODINA – SPENS

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www.compete.rs



Majority photographs in this brochure were taken by Martin Candir who was born on 21. March in 1958 in Novi Sad. He graduated from the Centre for design in Novi Sad. Prior to his career as freelancer he worked in one of the Serbia biggest journals –Dnevnik, as photographer. He works from his studio in Petrovaradin Fortress and is one of the best ever photographers of Serbia. He is also editor in more than 15 national journals.

# *Addressing the Challenge*

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