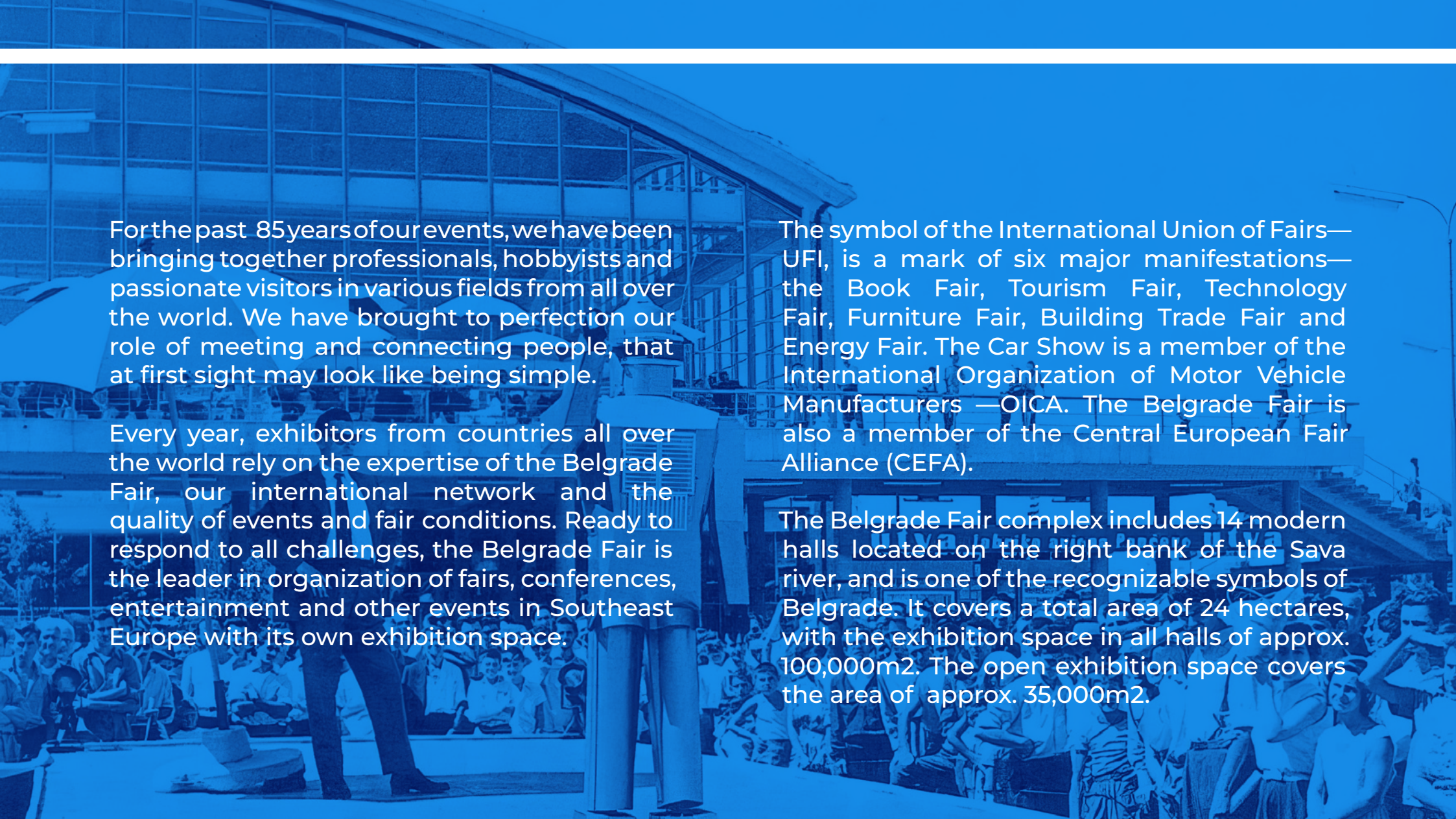






WHO ARE WE?





For the past 85 years of our events, we have been bringing together professionals, hobbyists and passionate visitors in various fields from all over the world. We have brought to perfection our role of meeting and connecting people, that at first sight may look like being simple.

Every year, exhibitors from countries all over the world rely on the expertise of the Belgrade Fair, our international network and the quality of events and fair conditions. Ready to respond to all challenges, the Belgrade Fair is the leader in organization of fairs, conferences, entertainment and other events in Southeast Europe with its own exhibition space.

The symbol of the International Union of Fairs—UFI, is a mark of six major manifestations—the Book Fair, Tourism Fair, Technology Fair, Furniture Fair, Building Trade Fair and Energy Fair. The Car Show is a member of the International Organization of Motor Vehicle Manufacturers—OICA. The Belgrade Fair is also a member of the Central European Fair Alliance (CEFA).


The Belgrade Fair complex includes 14 modern halls located on the right bank of the Sava river, and is one of the recognizable symbols of Belgrade. It covers a total area of 24 hectares, with the exhibition space in all halls of approx. 100,000m<sup>2</sup>. The open exhibition space covers the area of approx. 35,000m<sup>2</sup>.





# TRADITION AND MISSION





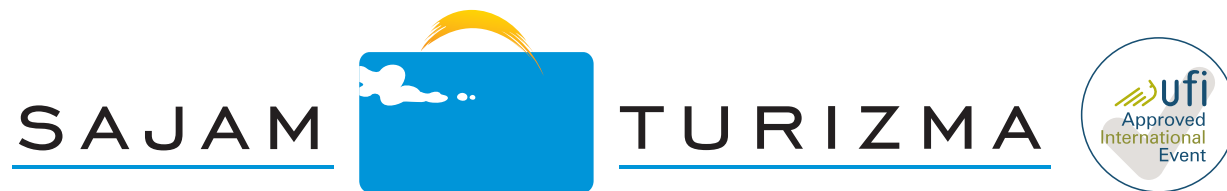
Thanks to the spirit of modern era and determination to always be in the center of economic events, Belgrade Fair deserves to have its place on the world map ever since the first fair event opened on 11 September 1937.

Commitment to improvement and modernization of exhibition halls, and also to communication and building partnership relations with exhibitors and visitors, is the Belgrade Fair's permanent business orientation. Successful business is made by people, and its foundations are built of professional cooperation and trust, the values Belgrade Fair supports from the very beginning.

We connect people and markets. Tradition and innovation. Ideas and technologies. Trends and industries. We are open for new business models, projects and cooperation.

We create.  
We connect.  
We build.

The Belgrade Fair is not only halls and exhibition space. The Belgrade Fair are also the services we offer and the events we have been successfully organizing for 85 years now.



INTERNATIONAL FAIR OF TOURISM





25  
COUNTRIES

400  
EXHIBITORS

32.115  
VISITORS

# INTERNATIONAL FAIR OF TOURISM



When something lasts for more than forty years, then it is difficult to say something enchanting, something refreshing, something new about it. Maybe it is enough to say... here we are once again and we are moving on, we are here for you, to make your business and private plans, dreams that are often the first step towards a journey, come true.






# INTERNATIONAL FAIR OF TOURISM

International Fair of Tourism, one of the traditional business pillars of the Belgrade Fair and the entire Serbian tourism industry, hosted more than 400 exhibitors from 25 countries, 32,115 visitors and 700 accredited journalists from twenty countries at the last tourist gathering.

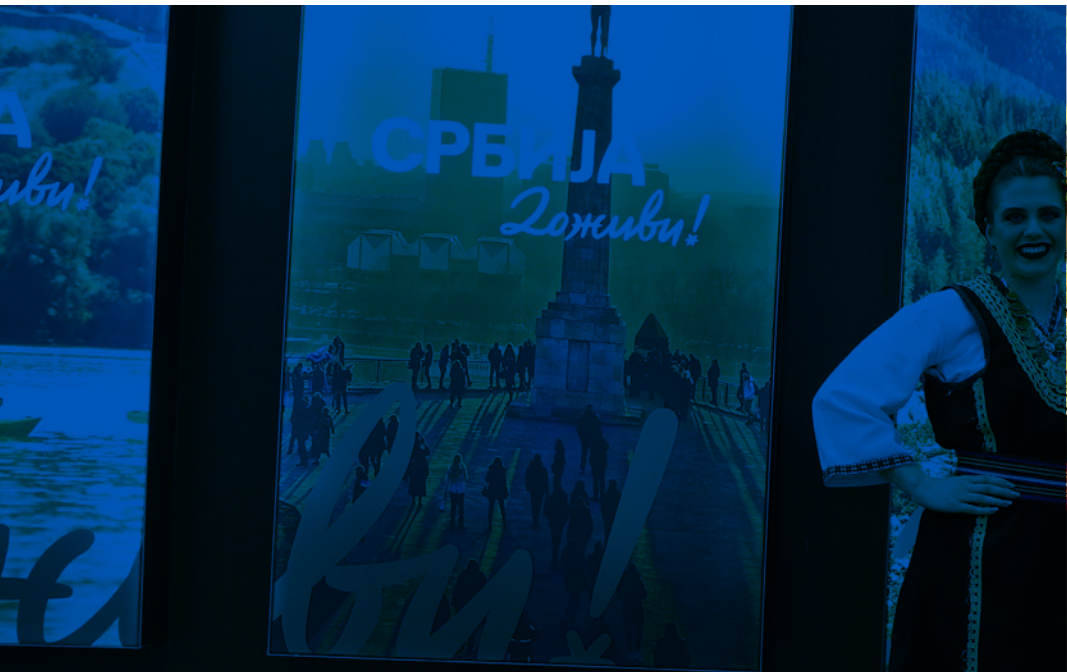






Tourism is back on the scene, as the UNWTO data shows that the international tourist arrivals nearly tripled in period January - July 2022 (+172%) compared to the same period in 2021. An estimated 474 million people traveled abroad.





We also contributed to this, together with our exhibitors and dear visitors who could choose “Between the mountains and the sea”, foreign and domestic destinations of our beautiful Serbia. We are sure that this will also be the case at the next 44th International Fair of Tourism in Belgrade.



# B2B

This most visited Tourism Fair in the region and beyond, with a large number of business guests and B2B activities (more than 350 scheduled meetings held), constitutes a significant market of several tens of millions of potential tourists.

# Meeting



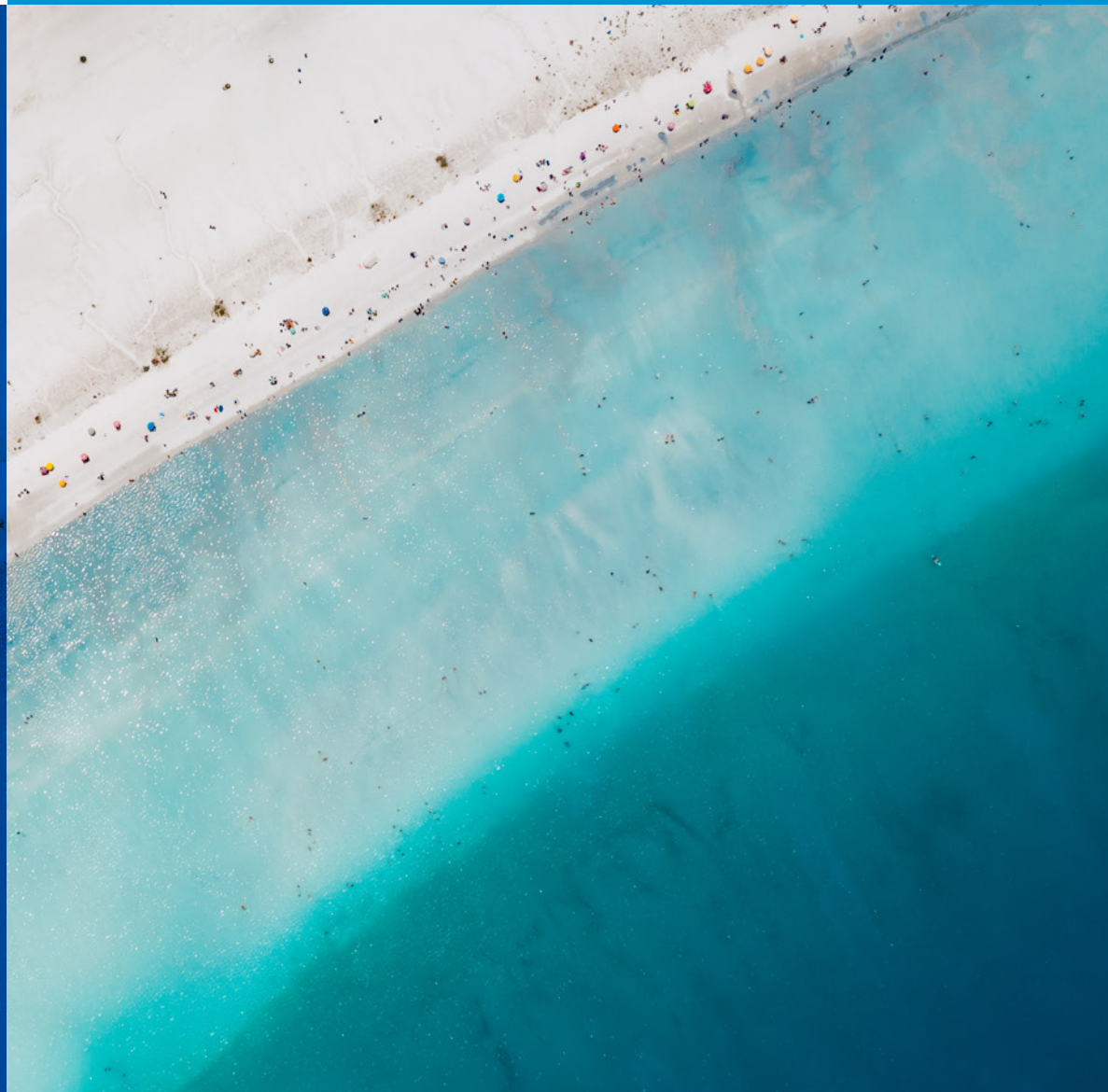


A “Hosted buyer” concept has become a usual practice at the Tourism Fair and every year specially selected international and local travel agencies schedule meetings with exhibitors and buy group arrangements. The meetings are held at the special „B2B Meetings“ area (Hall 1) and are easily scheduled using the unique **B2B platform** especially created for the needs of the event. The fair is also visited by a large number of other business visitors, who have the possibility of buying a **business pass** which allows them to have various benefits and reduction of costs. The business pass also allows entry to the Business Lounge zone, the Gallery in Hall 1, a gathering place for VIP guests and professionals from the field of tourism and other industries as well.





Tourist destinations with their attractions, accommodation and hospitality facilities and other contents have the opportunity to present their offer not only to tourists from Serbia, but from the entire region, which is becoming an increasingly emitting market.



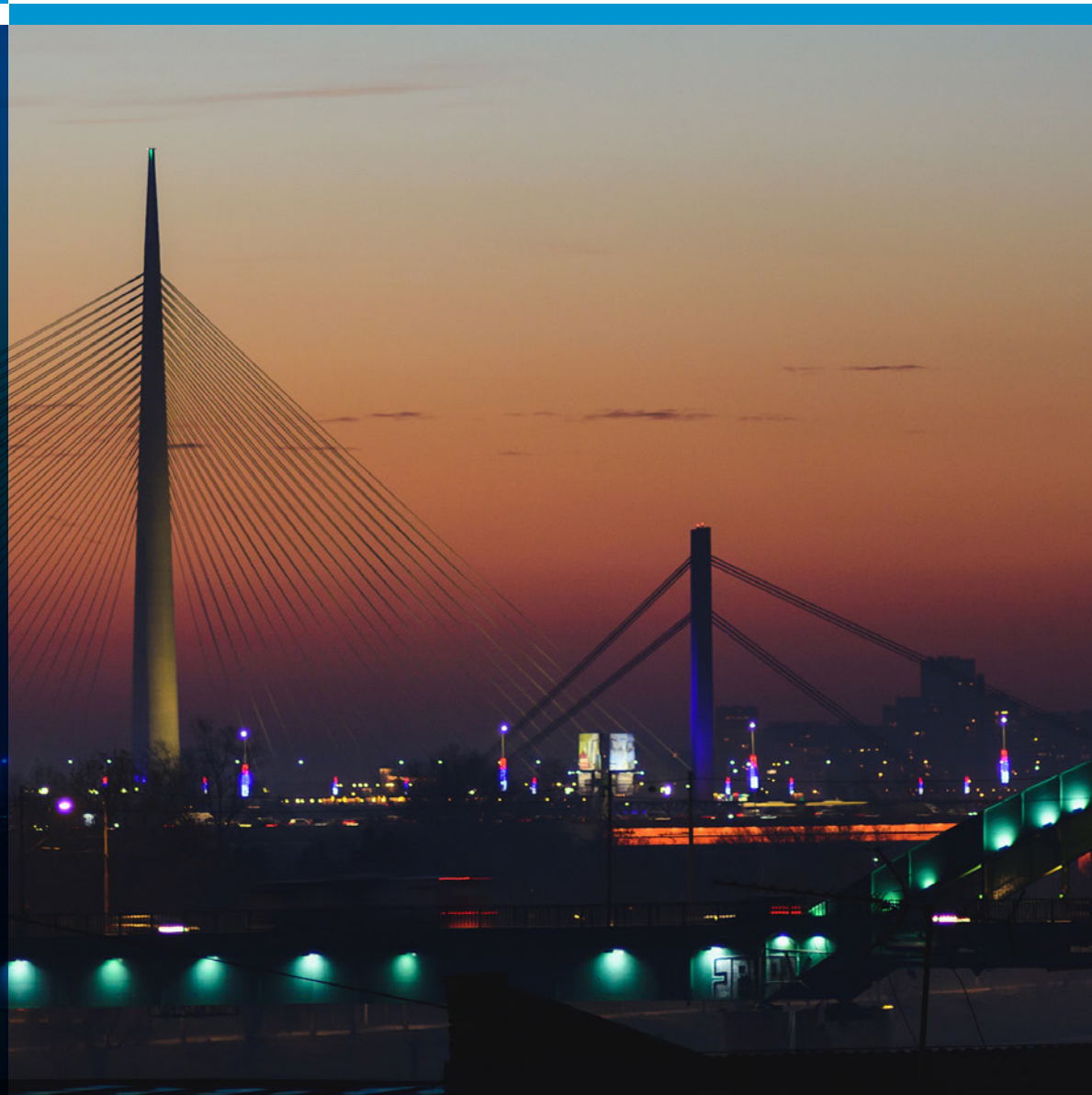


The accompanying HORECA equipment exhibition brings together the most important companies involved in the manufacture and distribution of the most modern products and product ranges for equipping catering facilities, restaurants, and hotels, as well as those involved in service activities, new business trends, supply and functioning of catering facilities.





And finally, don't expect a "sterile" atmosphere at the fair, because the Balkan soul is hard to tame, it demands music and rhythm from stands and stages. The Belgrade Tourism Fair offers a special atmosphere in a city whose heart beats 24 hours a day, day and night, night and day. After a successful business day, when the hustle and bustle of the fair dies down, don't expect that you can call it a day, because Belgrade, the capital of Serbia, has a special atmosphere. That atmosphere is made up of interesting people, the people you will meet, and will talk to them about music, film, fashion, gastronomy – and, of course, about work, because that's all tourism.





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www.belgradetourismfair.com

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[Watch the video](#)





## MEDIA PARTNERS



## BUSINESS PARTNERS



## HOTEL PARTNERS





**THANK YOU FOR  
YOUR ATTENTION!**

