



We are pleased to invite you to present your country at the forthcoming 42<sup>nd</sup> International Tourism Fair, which will be held between 20 and 23 February 2020, at Belgrade Fair. The country partner of Tourism Fair 2020 will be the Arab Republic of Egypt.

Tourism fair is by far the largest tourism event across the whole of Serbia and Southeast Europe. It has been meeting the global business standards for almost 40 years now by creating partnerships with exhibitors, for which reason it has been attracting more and more visitors every year.

This year, the 41<sup>st</sup> International Belgrade Tourism Fair has proved to be the most successful and largest tourism event in the region for all participants and visitors alike.

In addition to: the 10<sup>th</sup> International BeoWine Fair, 15<sup>th</sup> International Fair of the Hotel and Catering Equipment HORECA-EQUIPMENT and 15<sup>th</sup> Souvenir Fair "Visit Serbia", the event itself has provided the best possible insight into the current situation in the field of tourism, hospitality industry and catering, and thus opened new perspectives in terms of tourism industry development. On that occasion, more than 650 direct exhibitors and co-exhibitors from 38 countries presented their tourism offer, accommodation capacities, culture, customs, wine and specialties under the slogan "The Summer is Closer Than You May Think". Altogether 40 countries took part in the event together with their business guests. To sum up, over all 900 exhibitors and 64,619 visitors participated at all four events.

Numerous awards and accolades show that this is by far the most successful tourism event across the whole of Serbia and Southeast Europe.

The event has been made part of the European Tourism Trade Fairs Association (ETTFA) since 2003. The quality of the event itself has "made this event a member of" another prestigious organization - the International Tourism Trade Fairs Association - ITTFA.

The Catering Equipment Fair - HORECA has been organized every year since 2005 under the auspices of the Tourism Fair, thereby we would like to announce the International Wine Fair - BEOWINE that will be hosted between 20 and 23 February, 2020.

#### ORGANIZER:

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