



**WINE** BY OPEN  
BALKAN  
**VISION**

**NOVEMBER  
16-19, 2023**

**BELGRADE FAIR  
SERBIA**

[fair.openbalkan.com](http://fair.openbalkan.com)

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**EXHIBITORS & PROFESSIONAL BUYERS OFFER**

A row of wine glasses is shown in perspective, receding into the distance. The glasses are filled with a liquid that is splashing out of the first glass on the left. The background is a vibrant gradient of colors, transitioning from yellow and orange on the left to purple and blue on the right. The overall aesthetic is modern and artistic.

**WINE VISION**

BY OPEN BALKAN

**LET'S  
SHARE  
BEAUTIFUL  
VISIONS.**



# WINE VISION BY OPEN BALKAN



# Welcome to the largest and most important wine fair in southeast Europe - Wine Vision by Open Balkan 2023.

This year again, from November 16 to 19, 2023, Belgrade will be the capital of the wine industry in this part of the world. Hundreds of exhibitors from all continents have already announced their participation.

This unique event, founded under the auspices of the Governments of Serbia, North Macedonia and Albania, offered visitors a completely new wine experience and the opportunity to discover the exciting world of authentic and autochthonous wines of the Western Balkans, as well as those whose geographical indication suggests they come from the best-known and famous wine regions.

Wine Vision by Open Balkan was organized with great success in September 2022, and the event was held in as many as six halls of the Belgrade Fair. The event promoted the entire region as an original and unique travel, cultural and geographical destination, which offers magnificent natural resources and diverse historical sights.

# What can we say about last year's event? Well, it was a true Wine rhapsody!

**20+**  
**COUNTRIES**

**350**  
**WINERIES**

**30K+**  
**VISITORS**

Last year, over 350 exhibitors from more than 20 countries participated in this unique event. Over 230 exhibitors from the countries of the Open Balkan initiative were present at the fair, as well as a large number of wineries from Montenegro, Bosnia and Herzegovina, Croatia, Slovenia, Italy, France, Argentina, Chile, South Africa... On that occasion, a wine competition was organized – “Open Balkan Wine Trophy”, followed by numerous professional gatherings and masterclasses.

Also, B2B meetings were held where exhibitors and professional buyers had the opportunity to expand their business. More than 30,000 people visited the event. The first international wine fair - Wine Vision by Open Balkan - was opened by the Serbian President, Aleksandar Vučić, Serbian Prime Minister Ana Brnabić and Prime Ministers of Albania, North Macedonia and Montenegro, Edi Rama, Dimitar Kovačevski and Dritan Abazović.

# Day 1

## Thursday

16/11/2023

12PM - 8PM

Official opening & B2B meetings

# Day 2

## Friday

17/11/2023

12PM - 8PM

Open to the public

# Day 3

## Saturday

18/11/2023

12PM - 8PM

Open to the public

# Day 4

## Sunday

19/11/2023

12PM - 6PM

Open to the public / official closing

- 3 Origins of Wine Culture
- 3A Origins of Wine Culture
- 2 Wonderful World of Wine / B2B
- 1A Wine Shop

- 1 Wonderful World of Wine
- 4 A Look into the Future
- 4T Digital Tunnel



## Venue Map

**B2B /  
Masterclasses /  
Workshops /  
Wine Competition**



# An integral part of Wine Vision by Open Balkan



The first day of the fair is reserved only for professional visitors, and all buyers and exhibitors have at their disposal comfortable and spacious rooms for B2B (Business to Business) meetings, presentations and workshops, in addition to complete logistics for undisturbed food and wine tasting.

That is why B2B meetings of wine exhibitors, representatives of leading retail chains, representatives of the HORECA industry and wine shops provide an opportunity to enhance cooperation, network regional wine and related industries and strengthen business partnerships. Special conditions are provided for exhibitors, which include the rental of exhibition space at subsidized prices. To provide potential consumers with the opportunity to buy the exhibited products, the fair will be organized as a trade exhibition.



# Improve your skills with the help of best experts and sommeliers!



Masterclass workshops will also be organized during the Wine Fair, the aim of which is to show the general and professional public the art of making top-quality wine, and to bring closer the historiographical aspects of wine production and the perspectives of this dynamic and propulsive industry. Lectures and workshops will be held by the most renowned experts, sommeliers and wine connoisseurs from the region and the world.

In addition to exquisite, authentic wines, the Balkan countries are also famous for its rich culinary heritage, which we owe to interweaving influences from the Mediterranean, the Orient and Central Europe. A part of the fair will be dedicated to gastronomy and food producers, with a special programme in which the best chefs and cooks of the region, including Michelin-star-awarded chefs, will participate. Wine judging and competition- the Open Balkan Wine Trophy, will be also organized after which the best-rated wines in different categories will be announced.

# We Invite You!

**It is our honor to invite you, as an exhibitor or a professional buyer, to the Second International Wine Fair “Wine Vision by Open Balkan”, which will be held in Belgrade from November 16 to 19, 2023, under the auspices of the Governments of Serbia, North Macedonia and Albania.**

The first “Wine Vision by Open Balkan” fair was held in September 2022 and gathered over 350 exhibitors from 20 countries, while professional buyers and exhibitors from over 40 countries in Europe and the world participated in the B2B meetings.

Please fill out the form and apply for participation in this year’s fair, and we will contact you and present our program intended for professional visitors. On November 16, the fair will be open to professional buyers and exhibitors only, so you will have plenty of time to enjoy wine and good conversation. See you in Belgrade!

# The stands were made according to the specific needs of the wine fair exhibitors and were incorporated into the wider setting of the event.

The stands are equipped with all the components necessary for the display of wineries and their products, such as wine tasting tables, wine glass display cabinets for decorative arrangement of wine bottles, wine tasting display racks. There are also areas intended for branding, such as vertical advertising pillars with a company name visible from a distance, large wall surfaces and friezes that aesthetically and functionally define the space of a typical stand on a scenographically designed background.



**Small**  
16m<sup>2</sup>  
**250€**

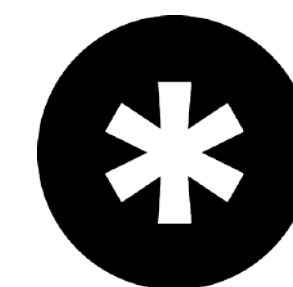


**Medium**  
32m<sup>2</sup>  
**600€**



**Large**  
64m<sup>2</sup>  
**2000€**

Apart from the size, the stands also differ in the amount of equipment and spaces provided for branding. For the stated price, you get a furnished stand.



At the exhibitor's request, we can offer a minimum workshop stand of 100m<sup>2</sup>.

# Exhibitors

Visit our Website  
**fair.openbalkan.com**

Download & fill out  
**Exhibitors  
Application Form**

Submit Your application at  
**ob-winefair@sajam.rs**

The exhibitor application  
**deadline is 19 June 2023,**  
and the application confirmation  
**deadline is 10 July 2023.**

# Professional Buyers

Visit our Website  
**winevision.biz**

Fill out & submit our  
**Professional Buyers  
Application Form**

For more information,  
**please scan the QR code**





## Address

**Bulevar vojvode Mišića 14  
11000 Beograd, Srbija**

If you need further assistance,  
please get in touch with us at the  
following phone numbers:

**+ 381 11 / 26 55 239**

**+ 381 11 / 26 55 866**

**+ 381 11 / 26 55 464**



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**Thank You!**