

W V O B
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NOVEMBER 22-24, 2024
BELGRADE FAIR, SERBIA

**WELCOME
TO THE
LARGEST
AND MOST
IMPORTANT
WINE FAIR IN
SOUTHEAST
EUROPE -
WINE VISION
BY OPEN
BALKAN
2024.**



After the exceptional success of the second edition of the Wine Vision by Open Balkan fair, we warmly welcome you to its third edition!

Wine Vision by Open Balkan, in just one year, has significantly grown in the number of wine exhibitors, spirits, and premium foods, as well as professional visitors from all over the world. Envisioned primarily as a fair where member countries of the Open Balkan initiative would have the opportunity to showcase the achievements and potentials of their wine, spirits, and authentic food industry, Wine Vision by Open Balkan has opened its doors to exhibitors from around the world. Famous names from the region of Southeast Europe, as well as from numerous wine regions of the Old and New World, were also among the exhibitors.

Last year, more than 600 exhibitors were presented to visitors in eight exhibition halls. Food Vision by Open Balkan, a part of the event dedicated to food, was held in two exhibition halls with entry free of charge for all visitors to the Wine Vision fair.

An important part of the Wine Vision by Open Balkan fair is the rich program of masterclasses and workshops, the Open Balkan Wine Trophy wine competition, and the IME culinary competition. The event primarily catered to professionals from the wine, hospitality, and trade industries. The first day of the fair was exclusively reserved for professional visitors, as an opportunity for additional networking through a specially developed B2B platform.

Among the guests of last year's fair were numerous wine experts, Masters of Wine, traders from all continents, market leaders, representatives of wine regions and wineries from around the world, famous chefs, and many journalists.

If you are looking for good business opportunities, authentic wines, premium spirits, and important winemakers gathered in one place, an opportunity to learn something new, or you are interested in the food industry and hospitality scene in the Balkans and Europe, there is no better place than Belgrade to spend four days from November 22 to 24, 2024.

Welcome to Wine Vision by Open Balkan, and welcome to Belgrade!

The First Wine Vision
in 2022 hosted over

350
Exhibitors

from the countries of the Open
Balkan initiative, as well as wineries
from the New and Old World, with
more than 30K visitors.

The 2023 Wine Vision
hosted more than

570

Exhibitors

Wineries, Distilleries, Distributors,
HORECA Chains & Institutes
Representatives

PROGRAM:

**OPEN BALKAN
WINE TROPHY 2023**

**OPEN BALKAN
FOOD VISION**

**B2B
SESSIONS**

**MASTERCLASS
WORKSHOPS**

**RAKIJA
BY WINE VISION**

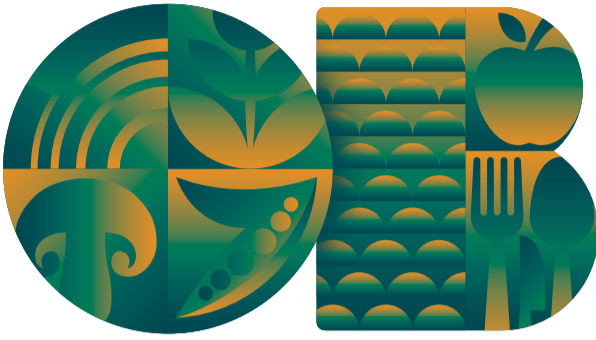


OPEN BALKAN WINE TROPHY 2023

Over 800 wines hailing from Serbia, Albania, and North Macedonia were set to participate in Open Balkan Wine Trophy 2023 Wine Competition.

The wines were categorized into seven groups, including white, red, rose, sparkling, sweet, orange, and fortified. The competition also awarded special trophies to wines made from Balkan's indigenous grape varieties. The jury panel comprised of esteemed experts, including five Masters of Wine. They were judging the wines based on the system and standards applied to major global wine competitions.

Caroline Gilby MW, a renowned expert on Balkan and Southeastern European wines, served as the president of the jury. With the credibility of the jury and the growing interest in this event, it is anticipated that the number of samples will increase with each passing year.



OPEN BALKAN FOOD VISION

The Food Vision event showcased and promoted the culinary treasure of the Balkan countries in a captivating and innovative manner, highlighting the region's diversity and the influence of contemporary trends. Attendees had the chance to witness the latest culinary advancements alongside existing trends in the Balkans. Over the course of four days, Food Vision provided a one-of-a-kind experience featuring competitions of skilled chefs, engaging presentations, captivating culinary demonstrations and tastings, masterclass sessions, and inspiring speeches from esteemed and up-and-coming chefs from the region.



B2B SESSIONS

Partnership and cooperation are the core of the Wine Vision by Open Balkan. In line with this, the first day of the fair is exclusively reserved for professional visitors. Business visitors are offered a comfortable space for B2B meetings, presentations, and workshops, as well as the chance to taste the food and wine of the Balkans. This provides representatives from retail chains, the HoReCa industry, importers and distributors, and managers and owners of specialized wine shops with an opportunity to strengthen cooperation and participate in networking activities within the regional wine and associated industries.



MASTERCLASS WORKSHOPS

The extensive masterclass program aims to introduce the art of premium winemaking and the historical art of wine production to both the general and professional public. The program also includes discussions on the dynamic and propulsive wine industry. Renowned experts, sommeliers, and wine connoisseurs from the region and around the world will conduct lectures and workshops. Apart from authentic and high-quality wines that set it apart on the world stage and give it the distinctive local flavor, the Balkan countries are also known for their rich culinary heritage, varied in styles and ingredients, and influenced by the Mediterranean, The Orient, and Central Europe. The fair has a dedicated segment for gastronomy and food producers, featuring some of the best regional chefs, including Michelin-starred ones.



RAKIJA BY WINE VISION

Rakija, Serbia's national brand, was showcased at Rakija by Wine Vision. Distillers from across the country presented their premium products, allowing attendees to savor artisanal spirits crafted from local fruit. This time-honored distillation process passed down from generation to generation, is an integral part of Serbia's cultural identity. As such, it was recently acknowledged by UNESCO as an intangible cultural heritage. Rakija by Wine Vision features the finest plum brandies, the best examples of this cherished tradition that is experiencing a revival across the country, especially in the premium sector.

WE INVITE YOU!

It is our honor to
invite you to the
**Third International
Wine Fair**
“Wine Vision by
Open Balkan”,
which will be held
in Belgrade from
November
22 to 24, 2024.

fair.openbalkan.com