



 **NOVI SAD FAIR**

3 - 8/10/2017

50th INTERNATIONAL FAIRS LORIST

· HUNTING, FISHING AND SPORT · HORTICULTURE · ECO-WORLD

5 - 7/10/2017

50th INTERNATIONAL FAIR OF TOURISM

· SPORTS EXPO ·

5 - 8/10/2017

8th INTERNATIONAL

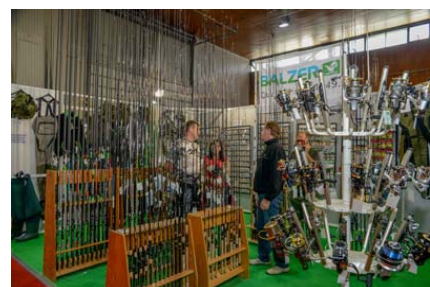
FAIR OF HORSE BREEDING AND EQUIPMENT

450 EXHIBITORS AT 2017 LORIST SAW THIRTY PER CENT INCREASE IN VISITORS COMPARED TO THE PREVIOUS YEAR

With more than 30,000 visitors passing through the gates at 2017 LORIST, Tourism Fair, Fair of Horticulture, Horsebreeding and the Eco World Show, Novi Sad Fair once again geared up to experience visitor numbers exceeding those of 2016 by bringing about a 30-percent increase in exhibitors who converged from ten countries. Over 452 exhibitors presented their latest products and technical information inside the exhibition halls. From 3-8 October along with the rich, diverse exhibitors' displays, there were expositions, conferences, speeches and competitions.

50th ANNUAL INTERNATIONAL HUNTING AND FISHING FAIR BREAKDOWN

- **The new concept** - Novi Sad Fair revealed a new concept design for its 2017 LORIST Fairs dedicated to become the hotspot for industry professionals, outdoor enthusiasts and everyone else who appreciate the nature, are committed to leading healthy lifestyles, as well as all those "consumed by wanderlust".
- **Exhibitor List expanded significantly** - 2017 LORIST saw a 50-percent increase in registration numbers. The list included exhibitors from as many as ten countries: Austria, Bosnia and Herzegovina, Montenegro, Croatia, Hungary, Macedonia, Republic of Srpska, Romania, Slovenia and Serbia followed by the USA, Finland, France, Italy, Lithuania, Germany and Sweden whose products and services were introduced to wider audiences at the Fair.
- **International trade show meetings** - "Master" congress center hosted 20 experts' conferences and meetings while exhibitors' stands featured nearly a hundred of supporting events.
- **Accompanying activities** - Nearly 150 accompanying activities were featured at LORIST 2017. Some of them included "Green Arrow" Bow Hunting Competition, "LORIST Cup" Trap shooting; children workshops; 8th Annual International "Golden Horn" Championship of Deer Calling; the shooting and archery range where visitors to the show could practice using BB guns; venison and fish stew competitions and a game of chance.
- **Quality appraisal** - quality appraisal sessions were organized for various types of food, including fresh fruits and vegetable, table grapes, medicinal plants and herbs and hunting and fishing supply and equipment.



HUNTING AND FISHING TAKE CENTRAL STAGE

Entering the second half of its existence saw LORIST - Hunting, Fishing and Sports Fairs having a whole new platform, with the exhibitor list and exhibition space expanded by almost a half, compared to previous years. Last year, LORIST took the whole experience to the next level by organizing the biggest, never before seen, International Gamekeeping Trophy Exhibition in Europe.

World leading hunting and fishing equipment manufacturers and authorized dealers from Italy, Sweden, Lithuania, U.S., Germany, France and Austria all showcased their top-notch, best-selling pieces. Some of them include hunting weapon, sports guns, pistols, revolvers, carbines, BB guns, hunting knives, hunting ammunition of renowned foreign and domestic makers, binoculars and riflescopes.

The 50th Annual International Fair of Hunting, Fishing and Sport LORIST introduced all relevant state's wildlife agencies and stakeholder groups in the forest sector - "Srbijašume" state enterprise, "Vojvodinašume", state national parks (Kopaonik, Đerdap, Tara i Fruška gora), Hunters Alliance of Vojvodina, which marked the 95th Anniversary and the Republic of Srpska Hunters Association.

IMPORTANT DATES

- Diplomacy Day, October 5th, 2017 (Novi Sad Fair hosted a major event dedicated to strengthening cooperation ties with 25 countries whose ambassadors and foreign heads of missions are currently residing in Serbia.) The participation list counted **Austria, Bulgaria, Bosnia and Herzegovina, Brazil, Cyprus, Croatia, Montenegro, Guinea, France, Iran, Italy, Japan, Qatar, Korea, Congo, Libya, Malesia, Morocco, Myanmar, Poland, Romania, Russia, Slovakia, Ukraine and Tunisia.**
- Annual Forester's Day, October 5, 2017
- Fishing Day, October 6, 2017
- Hunters' Day, October 7, 2017

2017 INTERNATIONAL GAMEKEEPING TROPHY EXHIBITION - THE BIGGEST IN EUROPE



State Hunters' Alliances and Associations partnered with "Vojvodinašume" to host National Gamekeeping Trophy Exhibition, the biggest exhibition of that kind in Europe in 2017. It began in 1967 and was held for twenty-nine consecutive years, until 1996. It was reinstated again and last year, it featured 500 most outstanding exhibits measured by the CIC system. The broad ranging conference program saw industry experts offering their insight about the industry's focus points to provide attendees with valuable information.

THE INTERNATIONAL FAIR OF ECOLOGY AND HORTICULTURE

The International Fair of Ecology and Horticulture Show exhibitors showcased at Novi Sad Fair Hall, which was turned into a huge park area. Featuring a series of educational workshops and seminars that helped attendees get their gardening season underway, "Eco World", which is another name for Fair of Ecology, celebrated its 25th Anniversary. Novi Sad City Administration for Environmental Protection representatives put up a great selection of educational workshops geared for children and gardening enthusiasts.

TOURISM FAIR IN NOVI SAD TOURISTS GET INVITES FOR DANUBE REGION

The major focus point of Tourism Fair was the Danube region with the Tourism Fair event organized around inbound tourism and exhibitors introducing different types of event experiences, followed by B2B gatherings of both local and foreign exhibitors and visitors to the Fair. It gathered everybody who worked in tourism and for it.

As many as 170 exhibitors from Bosnia and Herzegovina, Slovenia, Croatia, Hungary and Montenegro participated in the show, looking to generate leads, build their pipeline and share hands-on experience with tens of thousands of travel enthusiasts who were in the middle of planning their next vacation. By introducing a new business platform in 2017, exhibitors had a unique opportunity to introduce themselves to wider audiences in several separate sections: inbound and outbound tourism, health and wellness tourism, spas and health resorts, winter tourism and much more.

NEW EVENTS AT 2017 TOURISM FAIR

- "Roman Emperors Route" Exhibition
- "Gastro Challenge" - cooking competition for high school and university students of the region
- "Colors of Tourism" conference



Belgrade Archaeological Institute's exhibition called the "Roman Emperors Route" featured mainly cultural tourism and the archeological park "Viminacium", an ancient Roman city and legionary fort. A separate part of the tourism show was nautical tourism, while ecotourism and hunting tourism were the main features of "Vojvodinasume", the Environmentalist Association of Vojvodina, national parks of Montenegro and Bosnia and Herzegovina and the Secretariat for Urban planning and Environmental Protection and Secretariat for Economy.

On the Exhibitors List for 2017 Tourism Fair were various institutions and organizations engaged in tourism. Some of them included tourist agencies, Budapest airport, Serbian Chamber of Commerce along with Provincial government of Vojvodina - the Secretariat for Economy and Tourism, Urban Planning and Environmental Protection, Agriculture, Water management and Forestry and the Secretariat for Sports and Youth.

Tourist Organization of Vojvodina's program featured tourist organizations and institutions of Vojvodina representatives. Tourist Organization of Novi Sad's pavilion also had a crowd-pulling display, attracting numerous visitors to see their program. The 2017 Tourism Fair's program also presented the First Regional Conference for Entrepreneurship.

MONTENEGRO — 2017 TOURISAM FAIR PARTNER-COUNTRY

Montenegro was for the third consecutive year the Partner Country of 2017 Tourism Fair, having presented its most sought-after tourist destinations. Visitors to the show got a chance to taste some of the most exquisite Montenegrin wines, help themselves with traditional Montenegrin dishes and win free trips to Montenegro's best coast hotels.



In a mission to unleash the foodie in every expo attendee by taking them on a **"Danube Region Gastro Challenge"** adventure, Serbian food and beverage producers went to great lengths to unravel the best and latest food and beverage finds. Dubbed the **"Gastro Planet"**, the event gathered up a dozen of embassy officials who took part in making national specialties of their own country.

Danube Business Forum hosted "Danube - new perspectives" conference, that saw over 350 attendees. Featuring a 15 speakers and industry professionals, both foreign and domestic, the conference list included business owners, state and local government officials and many more.

SIX EXPERTS' FEATURES

B2B meetings – Novi Sad Fair and Enterprise European Network hosted a meeting with all the major hospitality and tourism players looking to attract the next generation of skilled young professionals to the hotel and tourism industry. The event is created as a response to an ever-growing interest of young people, looking to get involved in this booming sector. The overview of the event: 52 participants pledged to participate (Bosnia and Herzegovina, Serbia, Croatia, Slovenia, Hungary, Macedonia, India, Nigeria and Mali), 48 sessions convened.

Hosted Buyer Program - 178 foreign tour operators held B2B meetings with relevant tourism and hospitality industry stakeholders. Environmentalists' Association of Vojvodina organized a tour of Sremski Karlovci.

Tourism Career Days - organized by Novi Sad Fair, the National Employment Service of Serbia and Education Center of Vojvodina the project was launched to help the unemployed in the hospitality and tourism industry learn successful proactive job search strategies.

"Danube - new perspective" - sponsored by Danube Competence Center, the conference was the main trade show business event, featuring 15 industry experts, both foreign and national.

"CET" Conference - supported by "Planetarium" Novi Sad, aimed at tourism, culture and economy issues regarding the upcoming "Novi Sad - 2021 European Culture Capital" celebration event.

2017 Tourism Fair registration numbers skyrocketed, which resulted in an increased number of both visitors to the show and features in the show's program.

Some of the business highlights of the show included **B2B meeting** that gave businesses and individuals opportunities to compare notes and make valuable contacts.

Products and services quality appraisal - the largest quality appraisal event included services, facilities, organizations and institutions in the tourism sector and 295 certificates were issued. Blu Tree Clinics, a health care, Dubai-based company from UAE won the Great Champions Cup and was declared the absolute champion at the 50th International Tourism Fair for extraordinary services and a wide range of medical services in tourism.

THE BIGGEST SPORTS EXPO

With much larger registration numbers and a continued growth in terms of exhibition space and program features, 2017 Sports Expo was far larger than ever before. Sponsored by City of Novi Sad, which was also publicizing school varsity sport, the Fair featured over one hundred local, city clubs, sports associations and societies, sports institutions and other local, provincial and state line departments engaged in operating national sport policies. All of them took the opportunity to introduce themselves and their activities to wider audiences in both halls and at the fairground, October 5 - 7, 2017. In addition to sporting equipment vendors, the expo featured edutainment sports, leisure and health activities, intended for young children, recreational sport enthusiasts and professional athletes.



SPORTS COMPETITIONS OVERVIEW

- The "Jovan Bogic – Pufika" Memorial Men's Greco-Roman Wrestling Tournament
- 50th International BarStrong Street Workout charity fundraising contest
- Armwrestling Tournament
- Mini football tournaments
- Basketball 3x3 tournaments
- Professional boxing matches in a real-life boxing ring and martial art shows
- Luta Livre (aka "freestyle fighting") presentation and competitions

The Sports Expo welcomed thousands of children along with visits from schools across the board and beyond.

BEST NATIONAL ATHLETES VISITED THE SPORTS EXPO

Mihail Dudas, Davor Stefanek, Milica Gardasevic, Borislava Peric - Rankovic, Vladimir Batez, and professional wrestler Branislav Simic, who won a golden medal at 1964 Tokyo Olympics and "Vojvodina NS seme" Men's Volleyball team.

INTERNATIONAL CONTESTS AT 2017 FAIR OF HORSEBREEDING



Exhibitors - Private horse breeders, horse farms and clubs from Bosnia and Herzegovina, Croatia, Hungary, Macedonia and Serbia presented at this year's Fair of Horsebreeding could be found in Halls 12 and 15.

It was the location of this festival that made it a "must-see" for equestrian enthusiasts. 20+ horse shows included show jumping, carriage driving and dressage.

Among 400 equine photographs that had entered into the "2017 Horsebreeding" Photo Contest and Exhibition, the award-winning ones got the chance to become part of the amazing horse photography exhibit staged in the Novi Sad Fair Entrance Hall.

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Montenegro

2017 Tourism Fair Partner Country



General sponsor of Sports Fair



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