



WINE VISION
BY OPEN BALKAN

Greetings,

We are pleased to inform you that the first international wine fair, **Wine Vision by Open Balkan**, will be held in **Belgrade** from **September 1 to 4, 2022**.

The fair will provide an opportunity to intertwine the Balkan wine routes in a unique way and gather the best wine producers in the region. The fair will be organized under the auspices of the governments of Serbia, North Macedonia and Albania within the Open Balkan initiative.

The aim of the fair is to celebrate the crafts of masters in the production of the best wines and promote a unique combination of flavors and aromas that represent the spirit of the Balkans, its geography and abundance of varieties, as well as the mindset of those who enjoy the wines coming from this and other regions.

With the aim of hosting as many wineries as possible, that will take part in the Wine Vision by Open Balkan 2022, we have designed a rich program that include the Open Balkan Wine Trophy 2022, professional gatherings of various formats, master classes, talks on the potential of the wine industry in the Balkans, possibilities for enhanced participation in global markets, as well as B2B meetings where you will be given the opportunity to expand your business, establish new and strengthen existing contacts.

Special attention will be given to the terms for exhibitors, with an emphasis on renting exhibition space at subsidized prices. The fair will include sales options, not just exhibition content, and visitors and connoisseurs will have the opportunity to buy selected wines and meet the wineries owners.

As the capital of the best wines, during this fair, Belgrade will bring together the most eminent winemakers, winegrowers, cellar masters, oenologists, sommeliers and wine merchants, as well as exhibitors from the most famous European and world wineries. Distributors and wine merchants from all over the world will also take part in the fair.

The First International Wine Fair, Wine Vision by Open Balkan, is a perfect opportunity to present your product range to the numerous domestic and foreign visitors and ensure your presence in new markets.

The deadline for exhibitor applications is July 11th 2022. To apply please send your application to:
ob-winefair@sajam.rs

For more information about the Fair and conditions for exhibitors, please call:
+381 11 / 26 55 239 • +381 11 / 26 55 866
+381 11 / 26 55 464

Looking forward to seeing you there!