



WINE VISION

BY OPEN BALKAN

1ST - 4TH OF SEPTEMBER 2022

WINE PRODUCERS PROPOSAL

Welcome Wine Vision by Open Balkan

The organization of the largest, four-day wine fair in Belgrade takes place at a time when the most important economic and social initiative of comprehensive connection of the countries of the Western Balkans - Open Balkan - is beginning to generate the first tangible results.

Serbia, North Macedonia and Albania are proud to welcome exhibitors and guests to this unique wine fair. During the days of this exhibition, most prominent wine producers coming from these countries, will have the opportunity to present themselves.

Countries that are leaders in the production and quality of wine, such as France, Italy and others, have also announced their participation.

Event Concept

The event concept is inspired by the inexplicable aesthetics of the landscape of sunny vineyards and endless green slopes and hills where vines have been grown since ancient times.

The main halls of the Belgrade Fair will conceptually evoke unforgettable ambiances in which the pleasure of fine wine is shared with a view of the luxurious wine estates where great masters and sommeliers create “divine” drinks made from fermented grapes.

During the fair, all visitors will have the opportunity to visit various theme-based halls. In addition to wine producers and wineries, visitors will be able to find out and learn everything they want to know about the history and origin of wine, the production process, types of wine, consumption and of course, to taste and buy some of the most beautiful wines of the Balkan region and further.

Day 1

THURSDAY

01.09.2022.
10 - 20h

**Official
Opening & B2B**

Day 2

FRIDAY

02.09.2022.
12 - 20h

**Public
Event**

Day 3

SATURDAY

03.09.2022.
12 - 20h

**Public
Event**

Day 4

SUNDAY

04.09.2022.
12 - 19h

**Public Event /
Closing**

An integral part of Wine Vision by Open Balkan

An integral part of the Open Balkan wine fair are the B2B (Business to business) meetings of wine exhibitors, representatives of leading retail chains and representatives of the HORECA industry

Their purpose is to enhance cooperation, bring together the regional wine and related industries, and strengthen business partnerships.

Special conditions are provided for exhibitors, which include the lease of exhibition premises at subsidized prices. In order for the potential customers to buy the exhibited products, the Fair will be business and sales-oriented.





Terroir

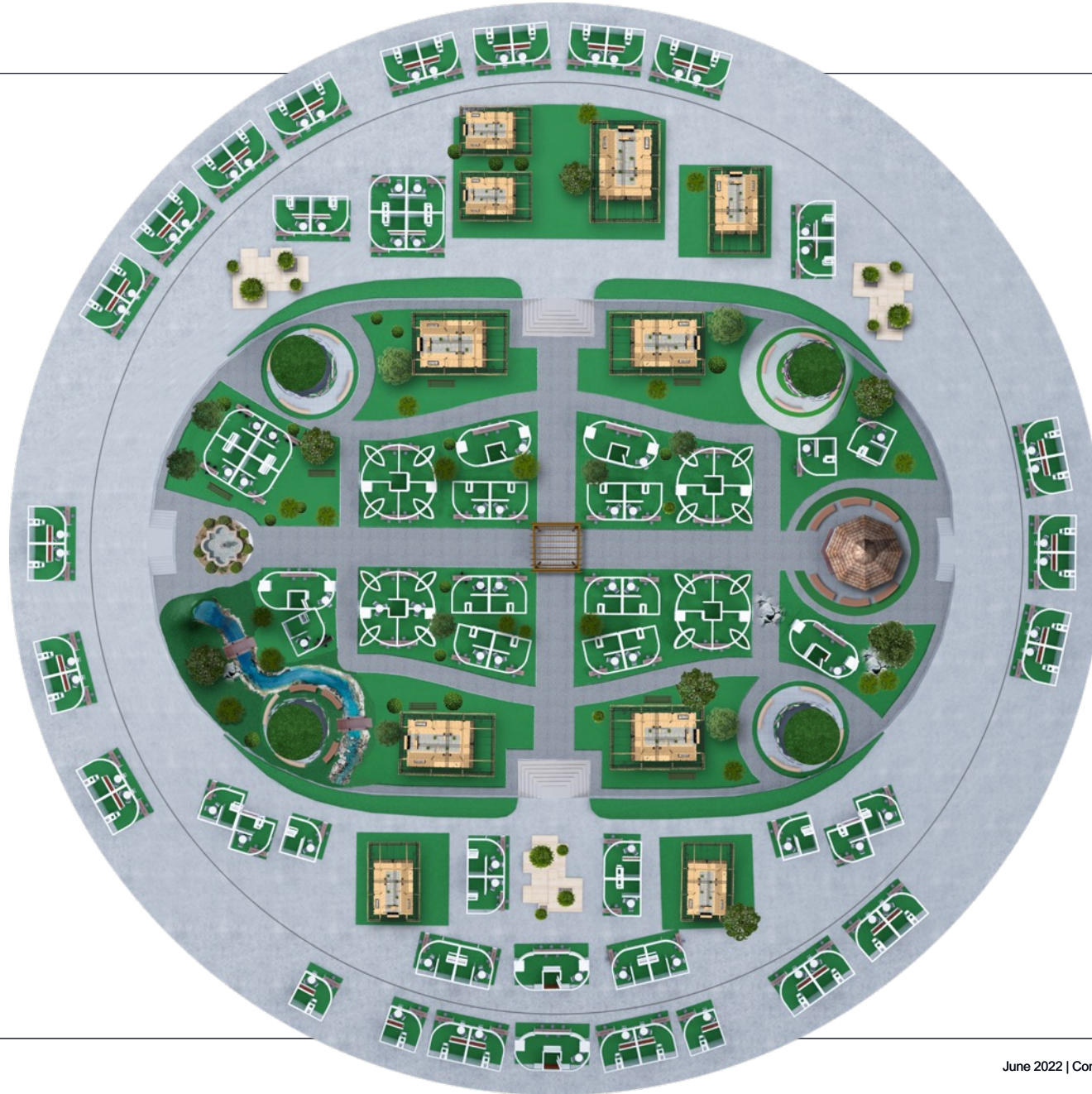
Hall 1 is divided into four parts that basically make the embodiment of the famous wine term “Terroir”.

It represents miraculous synthesis of climate, soil, knowledge and experience of producers of the best wines in the world:



Hall 1 of the Belgrade Fair will be more than just the fair.

In the course of the entire event, and through a diverse program and numerous workshops, it will be a place where guests and visitors will have the opportunity to learn.



Rakija Producers Zone

Human Square

Custom Stand

Fountain

Large Stand

River & Bridge

Soil Square

Medium Stand

Community Zone

Terrain Square

Piazza / Main Square

Climate Square

Small Stand

Tourist Organizations Zone









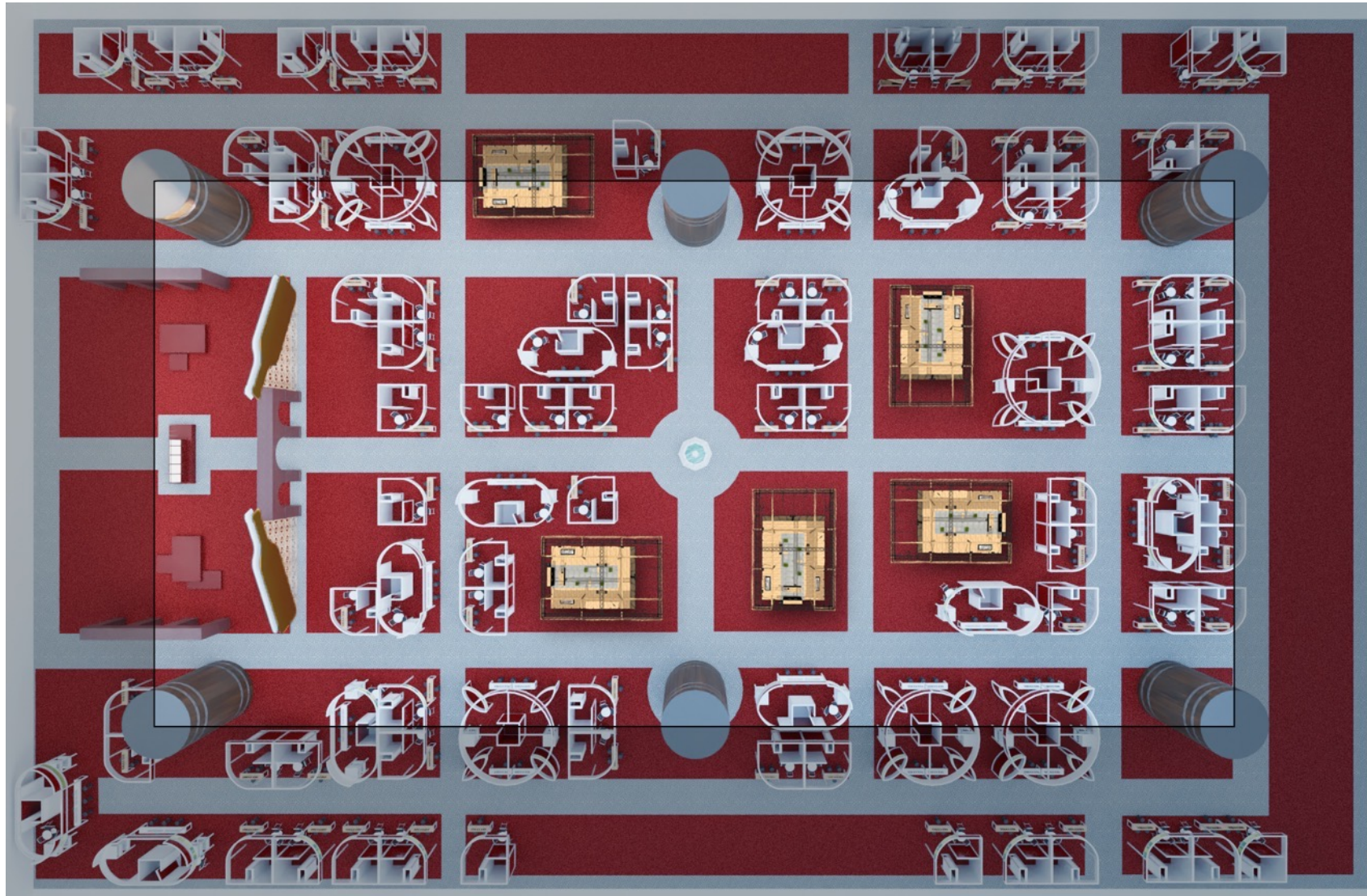
winery

A Place where Traditional & Modern Winery meet

The venue would be conceptually inspired by the striking convergence of traditional and modern wineries.

Visually, it is a blend that, on the one hand, offers traditional, wooden accents that are coated with detail similar to antique wine barrels. On the other hand, there are elements that emphasize the innovative viticultural or oenological methods of wine production.

In this hall, guests can experience the entire process of wine production. At the key points that represent the stages in the production process, they will be hosted by experts who will bring them closer to all the secrets of wine production, in an interesting and innovative way.







The stands were made according to the specific needs of the exhibitors for the wine fair and were incorporated into the scenography of the event. The stands are equipped with all the components needed to display wineries and their products, such as a bar tasting table, glass cabinets for decorative arrangements of wine bottle samples, sample shelves. Also, branding areas are provided, such as a vertical tower for the company name visible from a distance, large wall surfaces and friezes that aesthetically and functionally define the space of a typical stand on a scenography designed background.



Small
16m²



Medium
32m²

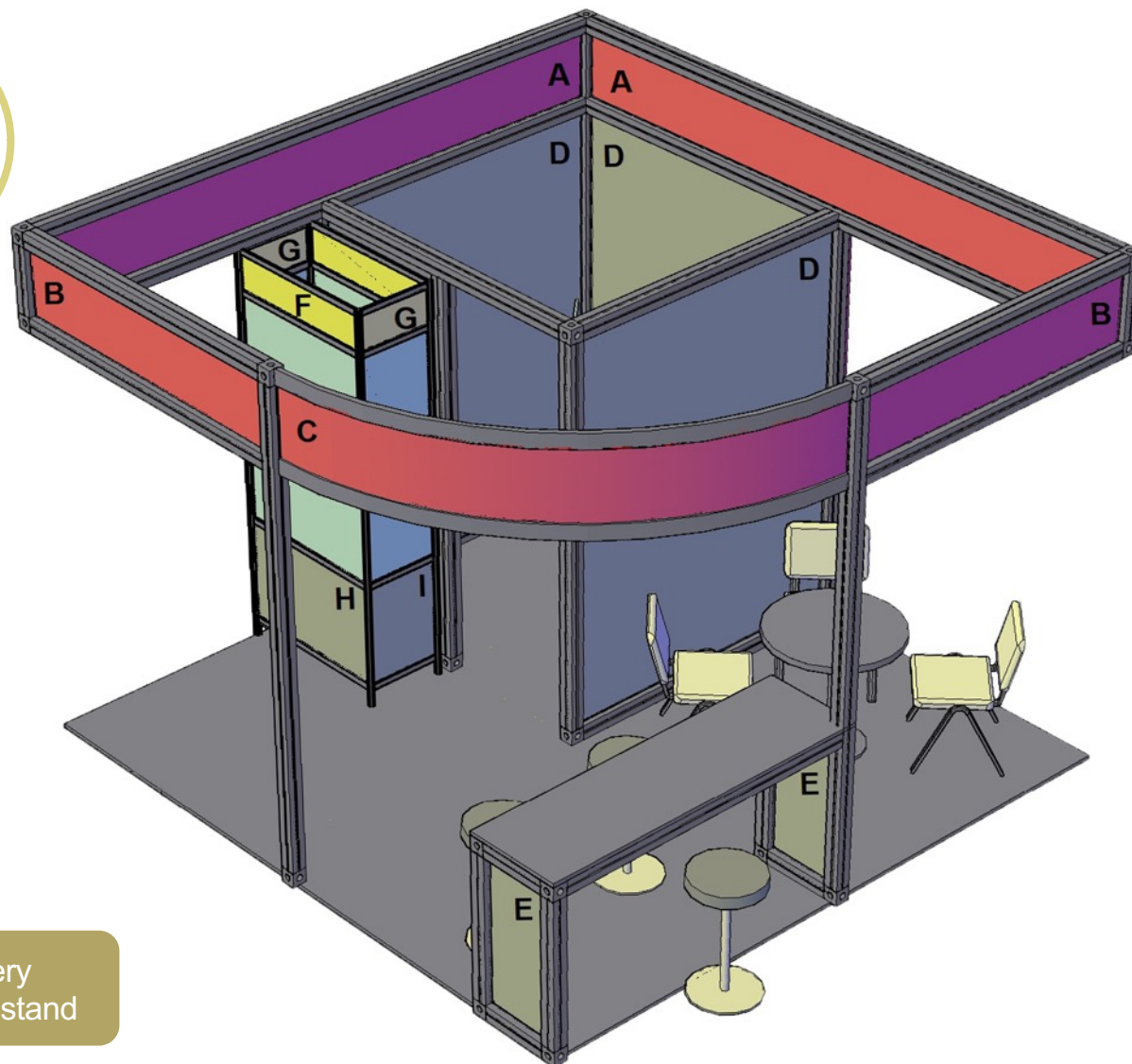


Large
64m²

At the request of the exhibitor, we also offer a workshop stand of 100m².

* Apart from the size, the stands also differ in the amount of equipment and branding areas.

16m²



Maximum of one winery
can be presented on the stand

- 1 Table
- 3 Chairs
- 3 Bar Stools
- 1 Bar Counter
- 1 Vertical Display Case 1x0.5m
- 1 Storage Room (With Doors) 1x0.5m

RENTAL PRICE: **150€**

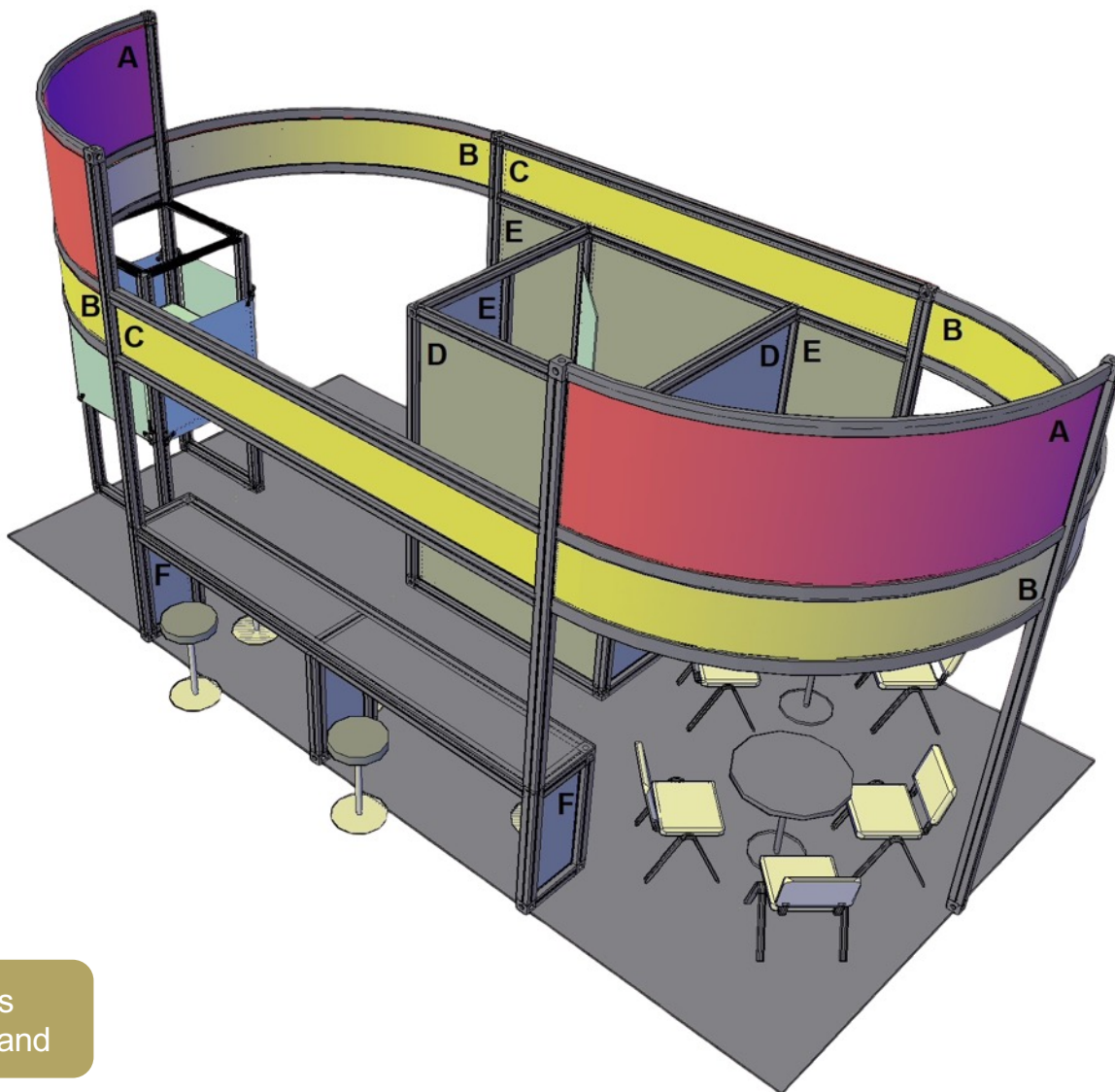
Branding Surfaces / Print on Self-Adhesive Foil

Position	Width (cm)	Height (cm)	Amount
A	391	41	2
B	191	41	2
C	307	41	1
F	96	22	1
G	46	22	2
H	96	67	1
I	46	67	2

Small Stand (16m²)



32m²



- 2 Tables
- 6 Chairs
- 5 Bar Stools
- 2 Bar Counters
- 1 Vertical Showcases 1x1m
- 1 Storage Room (With Key Door) 2x2m

RENTAL PRICE: 350€

Branding Surfaces / Print on Self-Adhesive Foil

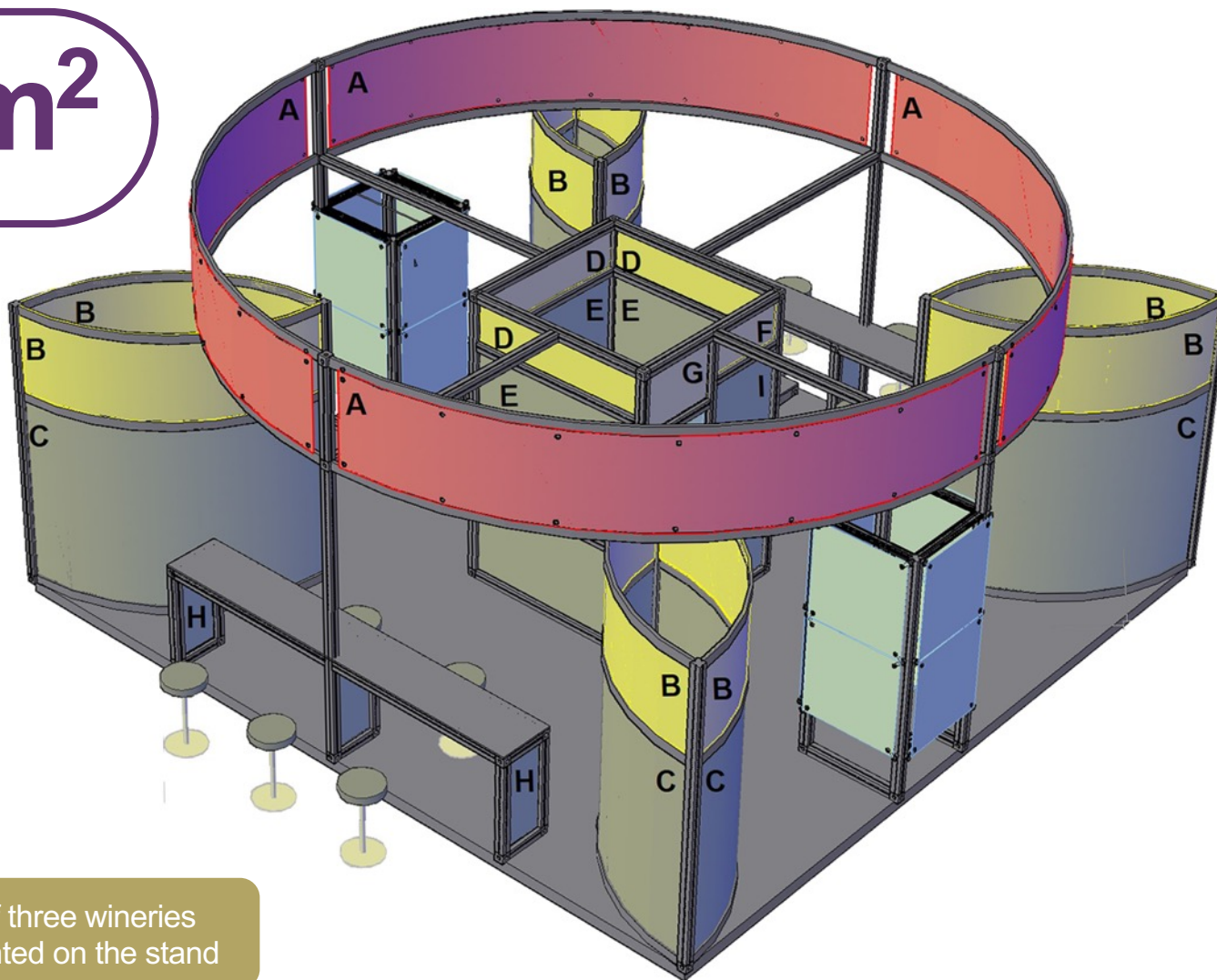
Position	Width (cm)	Height (cm)	Amount
A	307	91	2
B	307	41	4
C	391	41	2
G	409	309	1

Maximum of two wineries
can be presented on the stand

Medium Stand (32m²)



64m²



Maximum of three wineries
can be presented on the stand

-  2 Tables
-  8 Chairs
-  8 Bar Stools
-  4 Bar Counters
-  2 Vertical Showcases 1x1m
-  1 Storage Room (With Doors) 2x2m

 RENTAL PRICE: **1000€**

Branding Surfaces / Print on Self-Adhesive Foil

Position	Width (cm)	Height (cm)	Amount
A	600	91	4
B	307	91	8
C	307	191	8

Large Stand (64m²)



Learn the Craft from Balkan's Finest!

During the Wine Fair, a masterclasses will be organized in a form of series of wine workshops.

They will aim to introduce the broader and professional public to the skills of making top quality wine; to bring closer the historiographical aspects of wine production and prospects of this dynamic and propulsive industry. The masterclasses will be led by the most renowned experts and sommeliers from the region.

At this event, a wine evaluation will be organized - Open Balkan Wine Trophy, whereafter the best rated wines in different categories will be announced.

Potentially the Most Relevant Event in the Region

Wine Vision by Open Balkan, held in early September this year, is a gathering place for leading producers and lovers of good wine from Serbia, North Macedonia, Albania and other countries, which will have their stands in the halls of the Belgrade Fair.

The four-day wine festival is an event that demonstrates the high degree of cooperation and commitment of the common market, as well as the exceptional quality of wine products in our region.

Attendees will be able to learn more about the history and new trends in winemaking, while producers will have the opportunity to make new business contacts.



WINE VISION
BY OPEN BALKAN

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Thank You!



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