

Dear Madam/Sir,

We are pleased to extend an invitation for you, as a professional visitor, to join the third international wine fair, "Wine Vision by Open Balkan," which will take place in Belgrade from November 22nd to 24th, 2024.

Previous edition of the fair gathered over 600 exhibitors from 29 countries, while professional buyers and exhibitors from over 40 countries in Europe and the world took part in the B2B meetings.

Please find attached and linked the following:

- Invitation letter;
- "Wine Vision by Open Balkan" presentation;
- The list of exhibitors and brands

Please register on the website winevision.biz by October 15, 2024, if you are interested in taking part in the Program for Professional Visitors of the "Wine Vision by Open Balkan" exhibition.

If you are selected by commission, the organizers will cover following costs for one representative:

- airline ticket, accommodation and fair tickets for professional visitors from the abroad,
- accommodation and fair tickets for professional visitors from the Region (maximum 4 nights) or
- fair tickets (for all days)

Your Faithfully,

PROFESSIONAL VISITORS & BUYERS INVITATION LETTER

**We have the honor to invite you to the third
Wine Vision by Open Balkan Fair in Belgrade, Serbia,
which will take place from November 22 to 24.**

Wine Vision is the largest and most impactful wine, food, and tourism fair in Southeast Europe, which brings together wine experts, judges bearing the title of Master of Wine, industry leaders, wine traders, and awarded chefs from New York to Tokyo, and from Oslo to Cape Town.

The fair's significance is underscored by the fact that it serves as a platform for professional buyers and visitors, who held more than 3.000 B2B meetings, in 2023. The previous Wine Vision brought together over 600 exhibitors, who, across an area exceeding one hectare, showcased thousands of wine labels, spirits, and local food. And the numbers keep growing year after year, showcasing the region's immense potential to deliver quality wines, spirits, and genuine gastronomic experience.

As both, a trade exhibition and a consumer fair, Wine Vision is divided into thematic zones showcasing authentic wines of the Western Balkan, Old and New World wines and renowned wine-growing regions, dedicated zones for wine equipment manufacturers, and food and gastronomy.

Qualified professional visitors must be from the relevant sector (trade, media, hospitality industry). Organizers will bear the travel costs only short-listed applicants. Professional visitors can count on custom-designed facilities for workshops, presentations and B2B meetings.

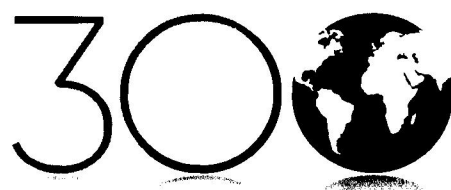
Applications for professional visitors & buyers are available **HERE** and are open until October 15.

More information about the fair can be obtained by e-mailing winevision@pks.rs or calling +381 63 81 64 365 and +381 66 87 51 161.

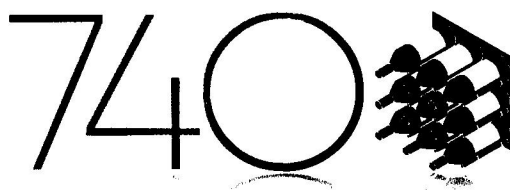
**WE LOOK FORWARD TO SEEING YOU IN BELGRADE
AND SHARING OUR WINE VISION TOGETHER!**



Judging wines based on a system and standards applied in major global wine competitions, Open Balkan Wine Trophy strives to give due recognition and acknowledgment to ever-growing standard, quality and wine-making mastery of wineries from Albania, North Macedonia, and Serbia.



INTERNATIONAL
JUDGES



WINE SAMPLES
EVALUATED



MASTER OF WINE
JUDGES