

2nd Mountain Resort Summit Central Europe

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 **MoReSCE 2018**

Fostering Mountain Resort Sustainable Development

Business 2 Business, High End Knowledge Exchange and Networking

DRAFT PROGRAM

10–12 September, 2018.

Hotel Mona Zlatibor

Republic of Serbia



Republic of Serbia
Ministry of Trade, Tourism
and Telecommunications



СКИЈАЛИШТА СРБИЈЕ
SKI RESORTS OF SERBIA



NATIONAL TOURISM
ORGANISATION OF SERBIA



CENTER FOR TOURISM
research and studies



CHAMBER OF
COMMERCE AND
INDUSTRY OF SERBIA
1857





Welcome Note



Dear Friends and Colleagues,

It is a great pleasure and an honour to extend to you a warm invitation to attend the Mountain Resort Summit Central Europe MoReSCE, to be held September 10– 12, 2018 at the Mona Hotel, Zlatibor, Serbia.

The MoReSCE 2018 is jointly organized by the Ministry of Trade, Tourism and Telecommunications, Public Enterprise Ski Resorts of Serbia, the Central European Initiative and the Centre for Tourism Research and Studies.

The theme of the MoReSCE 2018: "Fostering Mountain Resort Development" will underpin the need for collaboration and cooperation of key stakeholders from a wide range of professional backgrounds in mountain resort planning, investments, marketing, branding and communications.

Mountain resort Kopaonik is an exceptional location for the Summit. It is renowned as one of the region's most outstanding mountain convention destinations, with amazing scenery providing a unique and spectacular setting. The MoReSCE 2018 will be held in the hotel Mona, Zlatibor Serbia, right in the heart of the mountain resort with wonderful space for knowledge exchange sessions and presentations, B2B meetings as well as commercial exhibition.

The social program highlighting Serbian cuisine, unique culture and arts, combined with the breathtaking natural beauty and pre- and post Summit meetings and tours will underscore the role of Zlatibor as

one of the region's most popular tourist destinations.

The MoReSCE 2018 will provide a wonderful forum for you to refresh your knowledge base and explore the innovations in mountain resort development, investment platforms as well as marketing and destination branding. MoReSCE 2018 will strive to offer plenty of networking opportunities, providing you with the opportunity to meet and interact with the key players and industry leaders, destination developers as well as partners and exhibitors.

We hope you will join us for a symphony of outstanding education, and take a little extra time to enjoy the spectacular and unique beauty of this region.

Wishing you another MoReSCE successful,

Dejan Ćika

Director General
at the PE "Skijalista Srbije"

1. Introduction

The Government of Serbia, Ministry of Trade, Tourism and Telecommunications, the Ski Resorts of Serbia and the Centre for Tourism Research and Studies will organize the 2nd Mountain Resort Summit Central Europe, in Zlatibor, Serbia 10-12 September, 2018. Under the theme "MoReSCE 2018: Fostering Mountain Resort Sustainable Development" and in B2B setting, decision makers from the region, investors and developers accompanied by international experts will discuss sustainable development of mountain resorts throughout Central Europe region, international success stories, PPP platforms as well as investment opportunities followed with innovative marketing and branding solutions.

MoReSCE 2018 is adding value to the previous edition of the Mountain Resort Summit Central Europe, "MoReSCE: Understanding Tools for the Future" held at the Mountain Resort Kopaonik in 2013 that was organized with the purpose to start dialogue among public and private stakeholders in order to built on the foundations to increase competitiveness of mountain resorts in the region.

This year, MoReSCE is addressing three major pillars essential for the sustainable development and future positioning of mountain resorts in the region:

PILLAR 01



**Sustainable development
and planning**

1

PILLAR 02



**Investments, incentives
and PPP**

2

PILLAR 03



**Marketing and mountain
resorts branding**

3



2. WHAT to EXPECT from MoReSCE 2018?



MoReSCE 2018, for the second time is identifying the opportunities to maximize the economic potential of the mountain resorts, benefits they provide for the nations and local communities followed with the current environmental, structural and market oriented challenges in mountain resort development. MoReSCE 2018 is:

- Creating a platform for mountain resort development in the region based on the sustainable planning and resort design,
- Fostering investments and PPP opportunities for future sustainable mountain resort development,
- Exploring innovative approaches and solutions in the areas of marketing and mountain resort branding,

WHICH TOPICS MoReSCE 2018 WILL COVER?

- The future of mountain resorts tourism (market trends, challenges, seasonality, sustainability issues: e.g. climate change), infrastructure and transport planning for mountain destinations,
- Investment policy planning issues, government incentive models and instruments to attract investors and entrepreneurs, PPP models,
- Innovative practices for marketing use of IT and smart devices, internet marketing for mountain resort development, resort branding,



WHO SHALL ATTEND?

- National Tourism Administrations/Organizations, Mountain destinations(DMOs), regional DMOs,
- Local authorities, municipalities and regional administrations in mountain areas,
- International and/ or regional associations/networks with focus on mountain development,
- Ski resort developers, investors and infrastructure providers,
- Associations and institutions related to snow tourism, adventure tourism,
- Spa and wellness tourism, outdoor sports activities, ecotourism,
- Academia.



3. MoReSCE 2018 Program at Glance

MONA Hotel - Zlatibor, Republic of Serbia

Day 1:	
10.00h – 19.00h	Participants and Speakers registration
19.00h – 19.30h	Welcome Note <ul style="list-style-type: none">• Mr. Dejan Cika, Director General at the PE "Ski Resorts of Serbia", Serbia,• Mr. Dimitrije Lazarovski, Director of World Para Snow Sports International Paralympics Committee (IPC), Germany.
19.30h – 20.30h	Opening Plenary Panel: "The Rise of Central Europe Mountain Resorts" <ul style="list-style-type: none">• Mr. Miroslav Knezevic, State Secretary at the Ministry of Trade, Tourism and Telecommunications, Serbia,• Mr. Damir Davidovic, State Secretary at the Ministry of Sustainable Development and Tourism, Montenegro,• Ms. Cristina Tarteata, Deputy Minister at the Ministry for Tourism, Romania,• Ms. Eva Strafs Podlogar, Deputy Minister for Tourism at the Ministry of Economic Development and Technology, Slovenia. Moderator: Sinisa Topalovic , Partner at Horwath HTL Zagreb, Croatia.
20.30h – 23.00h	Welcome cocktail by Mona Hotel Management





Day 2:

10.00h – 10.45h	<p>"Mountain Resort Planning and Design: Creating Sustainable Platform for the Future and Showcasing Success Stories"</p> <ul style="list-style-type: none"> • Mr. Pascal Reux, President and CEO at the MDP Consulting and Engineering, France, • Mr. Michael Bitterl, Former authorized representative and director for the CEE market at Doppelmayr, Austria.
10.45 – 11.15h	<p>"EU Development projects in Mountain Resorts: Is there a Pot for such initiatives in Brussels"</p> <p>Mr. Francesco Comotti, Founder and CEO, Evolution Tourist Marketing, Italy.</p>
11.15h – 12.00h	Good morning by Bean and Leaf Belgrade
12.00h – 13.00h	<p>"The Big Picture of Mountain Resort Development and Region Competitiveness"</p> <ul style="list-style-type: none"> • Mr. Ernest Kovac, President of the Association of Ropeways Slovenia, • Mr. Igor Ziljak, Director at the Ski Slopes Sljeme Zagreb, Croatia, • Mr. Vuk Popovic, Director at the Ski Center Javorovaca, Montenegro, • Mr. Tomislav Momirovic, Chairman of the Board at the Mona Hotel Management Serbia. <p>Moderator: Mr. Damjan Pintar, Former Vice-President at the Association of European Ski Centres FIANET and Expert at Sport Tourism Slovenia.</p>
13.00h – 14.00h	Lunch Break
14.00h – 14.45h	<p>"Financing Projects in Mountain Resorts: Investment Opportunities and Challenges"</p> <ul style="list-style-type: none"> • Ms. Tatjana Vukic, CMO at Direktna Banka Belgrade, Serbia, • Mr. Lazar Sestovic, Senior Country Economist, Serbia, Europe and Central Asia Region at the World Bank, • Mr. Aleksandar Bucic, Director at KPMG Belgrade, Serbia, • Mr. Miroljub Aleksic, President of Alco Group, Serbia. <p>Moderator: Mr. Vladimir Pavlovic, Partner at WM Equity Partners Belgrade, Serbia.</p>
14.45h – 15.45h	<p>"Innovative Marketing and Branding Solutions for Mountain Resorts: Way Forward for Cutting Edge Platforms"</p> <ul style="list-style-type: none"> • Mr. Gorazd Cad, CEO at Toleranca Marketing, Slovenia, • Mr. Ljupco Janevski, Director at the Agency for Tourism Promotion and Support of Macedonia, • Mr. Danijel Koletic, CEO at Apriori World Zagreb, Croatia.
16.30h – 18.30h	B2B Speed Meetings (Registration available upon request) over Bean and Leaf and Royal Spring
20.30h – 24.00h	Roof Top MoReSCE 2018 Dinner and Party



Day 3:	
09.30h – 10.30h	Shepherds breakfast: Panel Hosted by the Chamber of Commerce and Industry of Serbia on the topic of joint regional cooperation in tourism
10.30h - 11.00h	MoReSCE energizer by the British Motors Serbia: Your Active Holiday Partner
11.00h – 11.45h	"365 days in Mountain Resorts: Innovative Platforms for All Year Round Tourism" <ul style="list-style-type: none">• Mr. Andrej Zigon, CEO at Alliance, Slovenia,• Mr. Stephan Penz, Partner at Deutcher SportAusweis, Germany.
11.45h – 12.00h	"The Case of International Ski Patrol" <ul style="list-style-type: none">• Mr. Luca Sardelli, Board Member at the International Ski Patrol, Italy.
12.00h – 13.00h	Au Revoir MoReSCE 2018 Brunch
13.00h	Departures

MoReSCE 2018 Partner Support





4. MoReSCE 2018 Venue and Accommodation

Mona Hotel Zlatibor



Mountain Resort Summit Central Europe MoReSCE will be organised at MONA hotel at the mountain resort Zlatibor.

Knowledge exchange sessions as well as B2B meetings will be organised at MONA hotel.

Delegates can use single and double occupancy rooms. In addition hotel provides high end spa and wellness.





MoReSCE 2018

More information on MoReSCE 2018 you can find on www.moresce.rs or:

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