

EXCLUSIVE
HUNGARIAN
B2B WORKSHOP AND
BUSINESS COCKTAIL

One Event, Endless Possibilities

PLACE: Serbia, Belgrade, Hotel Moskva

DATE: November 26, 2025

TIME: 4 pm - 9 pm



B2B Workshop and Brunch – Belgrade, November 26, 2025

The event will consist of a **working B2B session** and a **brunch/networking part**, where Hungarian companies can meet Serbian and regional business partners.

Participants:

➤ More than 60 travel partners from Serbia, including:

- Tour operators
- Travel agencies
- Agencies specialized in MICE (Meetings, Incentives, Conferences, and Events) services
- Representatives of YUTA – the Association of Travel Agencies of Serbia
- Representatives of unions – major state company unions with a large number of members, functioning as travel agencies by forwarding travel offers to their members, offering monthly payment options, and organizing groups, seminars, and team-building activities

➤ Regional partners

Tour operators and travel agencies from Croatia, Bosnia and Herzegovina, and North Macedonia will be invited too

➤ More than 20 corporate clients

Representatives of Serbian companies from sectors such as pharmaceuticals, IT, automotive, telecommunications, various Ministries, and union representatives of large state companies

➤ More than 10 journalists and influencers:

An opportunity to gain new media partners who will spread the word about your company



Why Participate

Why join the B2B Workshop and Business Cocktail in Belgrade (November 26)

- **Direct business contacts** – numerous meetings with tour operators, travel agencies, and unions from Serbia and the region.
- **Networking in a relaxed atmosphere** – evening business cocktail with representatives of tourism companies and media.
- **Regional approach** – in addition to the Serbian market, partners from Croatia, Bosnia and Herzegovina, and North Macedonia will also attend.
- **Exclusivity and focus** – the event gathers 100–150 carefully selected participants.
- **Efficiency** – achieve in one day what would otherwise require multiple business trips.
- **Synergy with Novi Sad Tourism Fair** – an ideal opportunity to start cooperation and meetings before the Tourism Fair begins (November 27).

MAĐARSKA



In Relation to the Novi Sad Tourism Fair (November 27)

If you are participating in the Novi Sad Tourism Fair:

- ✓ **Two events** – double the value of your trip.
- ✓ **Fair preparation** – meetings and first contacts one day earlier increase your visibility.
- ✓ **Exclusivity and focus** – the workshop and cocktail allow for calmer and more in-depth discussions.
- ✓ **Stronger positioning** – your offer will stand out even before the official opening of the Fair.
- ✓ **Belgrade is the center of the tourism business** - the largest travel agencies and the most important companies are located in Belgrade.

If you are not participating in the Tourism Fair:

- ✓ **Unique B2B opportunity** – gain access to key partners without the costs of exhibiting.
- ✓ **Networking in Belgrade** – meet tour operators, agencies, unions, and media in one place.
- ✓ **Regional dimension** – connect with partners from Croatia, Bosnia and Herzegovina, and North Macedonia.
- ✓ **Efficient use of time** – achieve results in one day instead of several trips.
- ✓ **Flexibility** – the next day you can easily travel to Novi Sad and visit the Tourism Fair as a guest.



PARTICIPATION COSTS ARE 650€

Payment: 100% in advance.

The price includes:

- ✓ a desk for B2B meetings
- ✓ the use of roll-ups
- ✓ coffee break during the working part of the day
- ✓ cocktail (food, drinks)
- ✓ promo video clip screened at the central TV at the lobby during the working part as well as during the cocktail
- ✓ full contact list of the participants

Promo material and power-point presentation should be supplied by 20th of November. Please make sure you prepare special prices and packages for Serbian market.

Application deadline: 21st of October, 2025

Payment deadline: 7th of November, 2025

Note: this offer is based on minimum 8 participants for the workshop. The Agency is entitled to cancellation of the workshop in case of insufficient number of participants.



Agenda – November 26, Belgrade

15:45 – Registration of buyers

16:10 – 18:30 – Workshop: Business-to-business meetings & coffee break in the meeting hall

18:30 – 20:30 – Business Cocktail (food & drinks)

***Note:** Agenda is subject to change. We plan to invite the Ambassador of Hungary to Serbia to address the participants during the event.*



Venue – Hotel Moskva, Belgrade

Historic and iconic location – Hotel Moskva, one of Belgrade’s most famous landmarks, offers a unique blend of history and elegance.

Architectural highlight – The hotel features a beautiful roof adorned with Zsolnay ceramic tiles, a symbol of Art Nouveau craftsmanship.

Convenient setup – Both the **B2B workshop** and the **business cocktail** can be held at the same venue, ensuring a seamless experience for participants.

Central location – Easily accessible in the heart of Belgrade, close to major transport hubs and city attractions.

HUNGARIAN WORKSHOP AND BUSINESS COCKTAIL

Please check how this workshop looked
like few years ago

https://www.youtube.com/watch?v=_azzpXBAH5rE





Present your travel offers to Serbian and regional tour operators, travel agencies, trade unions, business and trade partners, make a good deal and
WELCOME NEW GUESTS IN HUNGARY