

EXCLUSIVE HUNGARIAN B2B WORKSHOP AND BUSINESS COCKTAIL

One Event, Endless Possibilities

PLACE: Serbia, Belgrade, Hotel Moskva

DATE: October 20, 2026

TIME: 4 pm - 8 pm



B2B WORKSHOP AND TRAVEL & TRADE EVENT

Belgrade, October 20, 2026

The event will consist of a **working B2B session** and a **travel & trade part**, where Hungarian companies can meet Serbian and regional business partners.

Participants:

➤ *More than 50 travel partners from Serbia, including:*

- Tour operators
- Travel agencies
- Agencies specialized in MICE services
- Representatives of **YUTA** – the Association of Travel Agencies of Serbia and **ATIS** - Association of Tourism Industry 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



WHY PARTICIPATE?

Why join the B2B Workshop and Business Cocktail in Belgrade (October 20)

➤ ***Direct business contacts***

numerous meetings with tour operators, travel agencies, and unions from Serbia and the region.

➤ ***Networking in a relaxed atmosphere***

evening travel&trade event with representatives of tourism companies and business public.

➤ ***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 brings together around 100 carefully selected participants.

➤ ***Efficiency***

achieve in one day what would otherwise require multiple business trips.



PARTICIPATION COSTS - 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
- ✓ finger food and drinks during the travel & trade evening event
- ✓ promo video clip screened at the central TV at the lobby during the working part as well as during the travel and trade event
- ✓ full contact list of the participants

Promo material and power-point presentation should be supplied by **14th of October**. Please make sure you prepare special prices and packages for Serbian market.

Application deadline: 2nd of October, 2026

Payment deadline: 14th of October, 2026

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



AGENDA

October 29, Belgrade

15:45

Registration of buyers

16:10 – 18:30

Workshop: Business-to-business meetings & coffee break in the meeting hall

18:30 – 20:00

Travel & trade evening part

Note: Agenda is subject to change. We plan to invite representatives of the Embassy of Hungary in 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 **Travel & trade event** 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 TRAVEL & TRADE EVENT

Please check how this workshop looked
like few years ago

<https://www.youtube.com/watch?v=aazzpXBAH5rE>



A large crowd of people is gathered at what appears to be a conference or event. In the foreground, several individuals are seated, looking towards the left. In the background, more people are standing, some holding up their phones to take photos. The scene is dimly lit, with a warm, slightly brownish tint. A semi-transparent dark overlay covers the entire image, and a thin white horizontal line is positioned above the text.

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