

Wine Vision by Open Balkan Open Applications Announcement

Under the patronage of the governments of Serbia, North Macedonia, and Albania, and as part of the Open Balkan initiative, we are proud to announce the holding of the second international wine fair Wine Vision by Open Balkan, which will be held in Belgrade from November 16 to 19, 2023. This year, the fair will once again celebrate the best wines and wineries, as well as the culinary and tourist offer of the region.

As of today, applications are open for all interested exhibitors and business visitors. This year, we will again, in a unique way, gather the best wine producers in the region, in an even bigger and more successful format.

Last year's Wine Vision by Open Balkan was crowned with the triumph of more than 30,000 visitors, wine lovers, professional visitors, and guests from the business world. At the event at the Belgrade Fair, more than 350 exhibitors from 22 countries used the opportunity to promote the wine culture of the entire region and establish new business contacts that will help to quickly connect the wine industry.

With the desire to have as many wineries as possible participate in the Wine Vision by Open Balkans, a rich program has been designed that includes wine tasting, the fair competition "Wine Trophy by Open Balkan", expert meetings of various formats, masterclasses, discussions about the potential of the wine industry in the Balkan, opportunities for increased participation in world markets, as well as B2B meetings where exhibitors will be given the opportunity to expand their business. We will also present the gastronomy of our region with a team of top chefs who will prepare carefully selected specialties. This year, we will bring our rich tourist offer closer to visitors in a new way.

We invite you to enjoy together the superior skill of the masters in wine production and promote a unique combination of taste and aroma, which represents not only the spirit of the region but also its geography and wealth of varieties.

Last year's success is an incentive that during November, Belgrade, as the capital of the best wines during the Fair, gathers the most eminent winemakers, winegrowers, cellar masters, oenologists, sommeliers, and wine merchants, as well as exhibitors from the world's most famous wineries.