



3rd Mountain Resort Summit Central Europe

 **MoReSCE 2022**

Investments and innovations in mountain centers

*Business 2 Business,
High End Knowledge Exchange,
Networking.*

30.03.-01.04.2022.

Kopaonik Mountain Center
Republic of Serbia

VICEROY
KOPAONIK • SERBIA





1. Introduction

We are especially pleased to inform you that the PE “Ski Resorts of Serbia” and the Center for Tourism Research and Studies are organizing the third Summit of Central European Mountain Centers on Kopaonik (30.03.-01.04.2022.). Within the topic: “Investments and innovations in mountain centers”, MoReSCE 2022 is a platform

for business cooperation of decision makers in the field of development of mountain centers and providers of equipment and infrastructure for year-round development of tourism in the mountains.

MoReSCE 2022 continues its mission as the only event in the region in order to create conditions for improving the

competitiveness of mountain centers, networking of actors and connecting decision makers. This year's focus is on investment and innovation, especially in the aftermath of the SARS-CoV-2 virus pandemic, in light of the announced investment cycles in the development of mountain offerings in the region.

MoReSCE 2022 will bring together participants and partners in the following areas:





2. MoReSCE 2022. Program Overview

Day 1: 30.03.2022.	
	Arrival of participants at the Kopaonik Mountain Center and registration at the Viceroy Hotel
	Evening welcome cocktail and opening of MoReSCE 2022
Day 2: 31.03.2022.	
	Panel 1: New investment cycle in the mountain centers of the region: Raising competitiveness as a priority
	Panel 2: Financing major projects: How far have we progressed since the last cycle?
	Panel 3: Innovation and digitalization of mountain centers
	Party at the top: Master class of chef Andrew Jones
Day 3: 01.04.2022.	
	Study tour and skiing
	Traditional farewell brunch





3. Where will MoReSCE 2022 take place?

Hotel Viceroy Kopanik

Viceroy is the most modern and newest hotel built in June 2021. In addition to Kopanik, this prestigious brand is located in some other world famous destinations (Los Angeles, Chicago, Mexico, Panama, St. Lucia, Portugal...).





MoReSCE 2022

More information about MoReSCE 2022
you can find at www.moresce.rs

Ski resorts of Serbia

Milutina Milankovića 9
11070 Belgrade
Republic of Serbia

Contact person:

Ms. Ana Jovanovic, Marketing Manager
ana.jovanovic@skijalistasrbije.rs

For registrations, participation and partnership you
can contact:

Center for Tourism Research and Studies

Zitni trg 9
21000 Novi Sad
Republic of Serbia

Contact person:

Ms. Jelisaveta Puric Samardzija, Executive Director
jelisaveta.puric@ctr-s-balkans.org