

3rd Mountain Resort Summit Central Europe

 **MoReSCE 2023**

# Investments and innovations in mountain centers

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

**28.03.-30.03.2023.**

Kopaonik Mountain Center  
Republic of Serbia

**VICEROY**  
KOPAONIK • SERBIA





# 1. Introduction

It is our pleasure to inform you that the PE "SkiResortsofSerbia" and the Centre for Tourism Research and Studies are organizing the third Mountain Resort Summit Central Europe (MoReSCE) on Kopaonik (28.03.-30.03.2023.). Within the topic: "Investments and innovations in mountain centres", MoReSCE 2023

addresses platform for business cooperation between decision makers in 25 mountain resorts across 12 countries and providers of equipment, products and services for year-round development of tourism in the mountain resorts. MoReSCE 2023 continues its mission as the only event in the region

to create conditions for improving the competitiveness of destinations as well as connection of key stakeholders. This year's focus is on investments and innovations, in mountain resorts in the region especially in the aftermath of the COVID-19 virus pandemic.

**MoReSCE 2023 will bring together participants and partners in the following areas:**





## 2. MoReSCE in numbers

### MoReSCE 2013

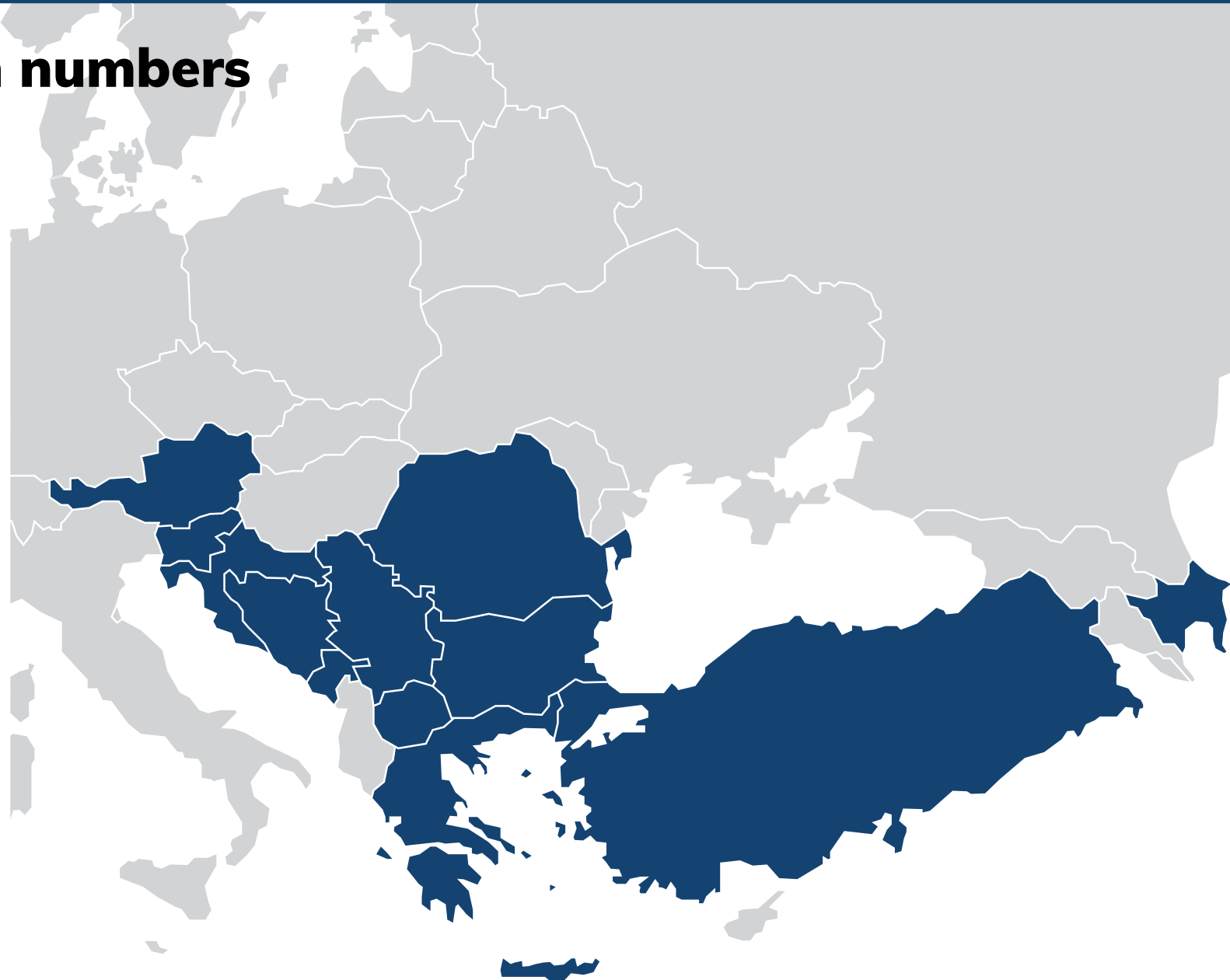
- 136 participants
- 5 countries
- 9 mountain resorts
- 7 service providers and equipment manufacturers

### MoReSCE 2018

- 117 participants
- 7 countries
- 11 mountain resorts
- 8 service providers and equipment manufacturers

### MoReSCE 2023

- 85 participants
- 12 countries
- 25 mountain resorts
- 9 service providers and equipment manufacturers





### 3. MoReSCE 2023 Program Overview

Day 1	
	Arrival of participants at the Kopaonik Mountain Center and registration at the Viceroy Hotel
	Evening welcome cocktail and opening of MoReSCE 2023
Day 2	
	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 in the mountain resorts
	Party at the top: Master Class of Viceroy Executive Chef
Day 3	
	Study tour and skiing
	Traditional farewell brunch





## 4. Where will MoReSCE 2023 take place?

### Hotel Viceroy Kopaonik

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







# MoReSCE 2023

More information about MoReSCE 2023  
you can find at [www.moresce.rs](http://www.moresce.rs)

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