

## MoReSCE 2023

3rd Mountain Resort Summit Central Europe

# 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**  
КОПАОНИК • SERBIA



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# 1. Welcome note



Dear Friends and Colleagues,

It is a great pleasure and an honour to extend to you a warm invitation to attend the Mountain Resort Summit Central Europe MoReSCE, to be held March 28–30, 2023 at the Hotel Viceroy Kopaonik, Serbia. The MoReSCE 2023 is jointly organized by the Public Enterprise Ski Resorts of Serbia and Center for Tourism Research and Studies. Within the topic: “Investments and innovations in mountain centres”, MoReSCE 2023 is a platform for business cooperation of decision makers in the field of development of mountain centres and providers of equipment and infrastructure for year round development of tourism in the mountains. The social program highlighting Serbian cuisine, unique culture and arts, combined with the breathtaking natural beauty and pre- and post Summit meetings.

The MoReSCE 2023 will provide a wonderful forum for you to refresh your knowledge base and explore the innovations in mountain resort development, investment platforms as well as marketing and destination branding. MoReSCE 2023 will strive to offer plenty of networking opportunities, providing you with the opportunity to meet and interact with the key players and industry leaders, destination developers as well as partners and exhibitors. We hope you will join us for a symphony of outstanding education, and take a little extra time to enjoy the spectacular and unique beauty of this region.

Wishing you another successful MoReSCE,

**Mr. Dejan Cika**

General Director of the PE  
“Ski Resorts of Serbia”



## 2. Introduction

It is our pleasure to inform you that the Public Enterprise “Ski Resorts of Serbia” and Center 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 centers”, 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:**





### 3. 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







## 4. MoReSCE 2023 Program Overview

Day 1 / March 28th	
	Arrival to the Viceroy Hotel Kopaonik and registration
7.00 pm	Welcome reception by PE Ski Resorts of Serbia:  <ul style="list-style-type: none"><li>• <b>Mr. Uros Kandic</b>, Secretary of State, Ministry of Youth and Tourism, Government of Serbia</li><li>• <b>Mr. Dejan Cika</b>, General Director of the PE "Ski Resorts of Serbia"</li><li>• <b>Mr. Arindam Basu</b>, Director of Operations at the Viceroy Kopaonik</li></ul>
7.30 - 9.00 pm	Cocktail powered by  
9.00 - 11.30 pm	Night Skiing (optional)
Day 2 / March 29th	
10.30 am	New investment cycle in the mountain centers of the region: Raising competitiveness as a priority; Powered by <b>Yettel.</b> <ul style="list-style-type: none"><li>• <b>Mr. Zoran Ostojic</b>, Head of Infrastructure and Development at the Ministry of Tourism and Youth, Serbia</li><li>• <b>Mr. Johannes Michelotti</b>, Head of Export at Prinoth, Italy</li><li>• <b>Ms. Tanja Vukic</b>, Advisor for Investment Development, Ski Resorts of Montenegro, Podgorica, Montenegro</li><li>• <b>Mr. Thomas Schubert</b>, Export director at Leitner, Italy</li></ul>
11.30 am	Coffe and croissants; Powered by  <b>KAFETERIJA</b>
12.00 am	Financing major projects: How far have we progressed since the last cycle? Powered by <b>LEITNER</b> <ul style="list-style-type: none"><li>• <b>Ms. Maja Sahbaz</b>, Partner, Startegy and Transactions at Ernst Young, Serbia</li><li>• <b>Mr. Vladimir Pavlovic</b>, Managing partner at WM Equity Partners, Serbia</li><li>• <b>Mr. Damjan Pintar</b>, Director at Sportour Rogla, Slovenia</li><li>• <b>Mr. Mirco Demetz</b>, Export manager at Demaclenko, Italy</li></ul>
1.00 pm	Coffe and croissants; Powered by  <b>KAFETERIJA</b>



## Day 2 / March 29th

1.30 pm	<p>Innovation and digitalization in the mountain centers; Powered by <b>TECHNOALPIN</b></p> <ul style="list-style-type: none"> <li>• <b>Ms. Masa Kovacevic</b>, Head of Group for Central Information System at the Ministry of Tourism and Youth, Serbia</li> <li>• <b>Mr. Igor Jacimovic</b>, Senior Sales Engineer at the Team Axxess, Austria</li> <li>• <b>Mr. Adem Avziu</b>, CEO at Popova Sapka Mountain Resort, North Macedonia</li> <li>• <b>Mr. Zoran Vasiljev</b>, Founder and CEO at Forty.5 Ventures, Serbia</li> <li>• <b>Mr. Markus Pfeifer</b>, Head of R&amp;D Process Engineering at Technoalpin, Italy</li> </ul>
2.30 pm	<p>“Energizing presentations before lunch”</p> <ul style="list-style-type: none"> <li>• Sustainability in Snowmaking systems by <b>Paolo Bagozzi</b>, Product Manager at Technoalpin, Italy</li> <li>• E-commerce: future of online ticketing by <b>Igor Jacimovic</b>, Senior Sales Engineer at the Team Axxess, Austria</li> </ul>
3.10 pm	Lunch
4.00 pm	B2B meetings at the Library of Viceroy Hotel Kopaonik
7.00 pm	Dinner reception at La Pista restaurant, Gorski Hotel

## Day 3 / March 30th

9.00 am	Study Tour Skiing with PE Ski Resorts of Serbia (optional)
11.00 - 12.30 am	Farewell brunch and B2B

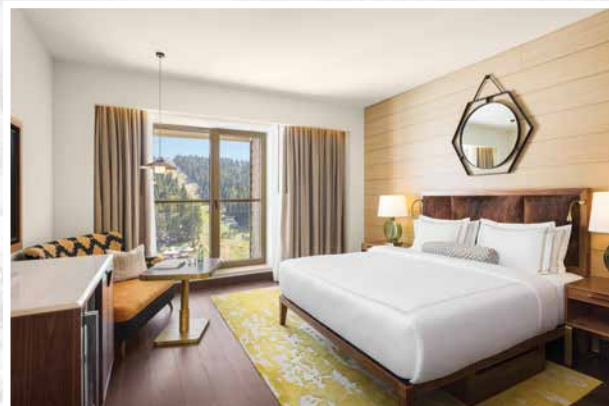




## 5. Where will MoReSCE 2023 take place?

### Hotel Viceroy Kopaonik

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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For registrations, participation and partnership you  
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## **Center for Tourism Research and Studies**

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