

## 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**  
KOPAONIK • SERBIA



LEITNER

 DEMACLENKO

*Pinoth*

TECHNOALPIN

 wpk

 MND

Yettel.

FXESS

estuar

 ELKOMS

 HM  
HIDROMONTAŽA

 OMEGA  
TEAM

 GORSKI  
HOTEL & SPA

 BP  
BRZMIN

 LAND  
ROVER  
BRITISH MOTORS





# 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 Support



Republic of Serbia

Ministry of Tourism and  
Youth

### MINISTRY OF TOURISM AND YOUTH

Ministry of Tourism and Youth – the Tourism Sector, is responsible for the following: the implementation of the Law on Tourism and the Strategy for the Development of Tourism in the Republic of Serbia; monitoring and analysis of the systematic solutions, legal regulations and economic measures in the business and the development of the tourism industry and suggesting the appropriate measures, research and analysis of the situation and tendencies on the tourist market, regarding different tourist products and clusters, the procurement and the analysis of the data from the Central information system in the field of hospitality and tourism, conducting categorization procedures in accordance with the Law on Tourism, monitoring development, proposing measures and implementing activities in education and training of personnel in tourism with the aim of stimulating employment, preparation of the plan, monitoring the execution of the budget in the part referring to the Sector; analysis of pre-investment and investment projects related to the development of tourism, integral planning of tourism development of related activities, designation and sustainable use of tourist space, designation of a tourist place and a priority tourist destination, monitoring and analysis of state investment in tourism development through incentive measures and postponing corrective measures; as well as other activities in this field.



СКИЈАЛИШТА СРБИЈЕ  
SKI RESORTS OF SERBIA

### PE SKI RESORTS OF SERBIA

PE “Ski Resorts of Serbia” is a company whose main task is to develop skiing infrastructure and thus place ski resorts in Serbia side by side with European and international ski destinations and to make them more accessible and attractive to domestic and foreign tourists. Mission is to have supreme offers for all seasons and high quality services at all times, and thus to ensure utter satisfaction for all those who visit mountains in Serbia. Vision is to become a regional leader in providing the conditions for high-quality and safe skiing and other sports and recreational activities, while preserving the environment, and with a focus on sustainable development.





## **CENTER FOR TOURISM RESEARCH AND STUDIES**

Center for Tourism Research and Studies (CTRS) is an association of experts in the field of tourism and hotel management. Since 2008, the team of experts has been working closely with other regional organizations, government institutions, international organizations and independent research centers across Europe and the Middle East to adopt guidelines for sustainable tourism and modern hotel management. Initially formed as a national initiative, CTRS is becoming a regionally recognizable organization engaged in numerous projects in the field of tourism and sustainable development. The common vision of the CTRS team is to use its knowledge, skills and contacts to encourage destinations in the field of marketing and management.










## **VICEROY** KOPAONIK • SERBIA

### **HOTEL VICEROY**

At the foot of snow-crested mountains, in the heart of a biodiversity hotspot, Viceroy Kopaonik Serbia calls to those seeking boundless adventure. Explore the bold and beyond from our stunning retreat — a 119-room ski-in, ski-out resort that proves it's possible to experience the height of modern luxury in the untamed outdoors. You'll be welcomed with a spirit as radiant as the climate: Kopaonik is nicknamed the "Mountain of the Sun" and enjoys close to 200 sunny days per year, for beautiful conditions all year long.



## 5. MoReSCE 2023 Program Overview

Day 1 / March 28th	
	Arrival to the Viceroy Hotel Kopaonik and registration
19.30 - 21.00 pm	<p>Welcome reception and cocktail by PE Ski Resorts of Serbia, hotel Viceroy: </p> <ul style="list-style-type: none"> <li>• <b>Mr. Žikica Nestorović</b>, Secretary of State, Ministry of Tourism and Youth, Government of Republic of Serbia</li> <li>• <b>Mr. Dejan Ćika</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>
21.00 - 22.30 pm	Dinner at the "La Piste" restaurant, hotel Gorski; Powered by  
22.30 - 23.30 pm	Night Skiing (optional, ask at the arrival)
Day 2 / March 29th	
10.30 am	<p>New investment cycle in the mountain centers of the region: Raising competitiveness as a priority; Powered by   </p> <ul style="list-style-type: none"> <li>• <b>Mr. Zoran Ostojić</b>, Head of Infrastructure and Development at the Ministry of Tourism and Youth, Serbia</li> <li>• <b>Mr. Armin Keim</b>, Account Manager After Sales Export at Leitner, Italy</li> <li>• <b>Mr. Johannes Michelotti</b>, Head of Export at Prinoth, Italy</li> <li>• <b>Mr. Mirco Demetz</b>, Export manager at Demaclenko, Italy</li> </ul> <p>Moderator: <b>Mr. Vladimir Pavlović</b>, Managing partner at WM Equity Partners, Serbia</p>
11.30 am	Coffe break; Powered by 
12.00 am	<p>Financing major projects: How far have we progressed since the last cycle? Powered by </p> <ul style="list-style-type: none"> <li>• <b>Mr. Adem Avziu</b>, CEO at Popova Sapka Mountain Resort, North Macedonia</li> <li>• <b>Ms. Maja Sahbaz</b>, Partner, Startegy and Transactions at EY, Serbia</li> <li>• <b>Ms. Tanja Vukić</b>, Advisor for Investment Development, Ski Resorts of Montenegro</li> </ul> <p>Moderator: <b>Mr. Damjan Pintar</b>, Director at Sportour, Slovenia</p>
1.00 pm	Coffe break; Powered by 



## 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>Mrs. Tamara Opačić</b>, Marketing Manager, Yettel, Serbia</li> <li>• <b>Mr. Igor Jaćimović</b>, Senior Sales Engineer at the Team Axxess, Austria</li> <li>• <b>Mr. Markus Pfeifer</b>, Head of R&amp;D Process Engineering at TechnoAlpin, Italy</li> <li>• <b>Ms. Maša Kovačević</b>, Head of Group for Central Information System at the Ministry of Tourism and Youth, Serbia</li> </ul> <p>Moderator: <b>Mr. Damjan Pintar</b>, Director at Sportour, Slovenia</p>
2.30 pm	<p>“Energizing presentations”</p> <ul style="list-style-type: none"> <li>• Sustainability in Snowmaking systems by <b>Mr. Paolo Bagozzi</b>, Product Manager at TechnoAlpin, Italy</li> <li>• E-commerce: Future of online ticketing by <b>Mr. Igor Jaćimović</b>, Senior Sales Engineer at the Team Axxess, Austria</li> </ul>
3.10 pm	<p>Lunch followed with presentation of Fruska Gora wine region tasting </p>
4.00 pm	B2B meetings at the Library of Viceroy Hotel Kopaonik
7.00 pm	Dinner at the top of Karaman Greben restaurant and Ratrak experience

## Day 3 / March 30th

7.00 - 11.30 am	Farewell brunch and B2B
-----------------	-------------------------

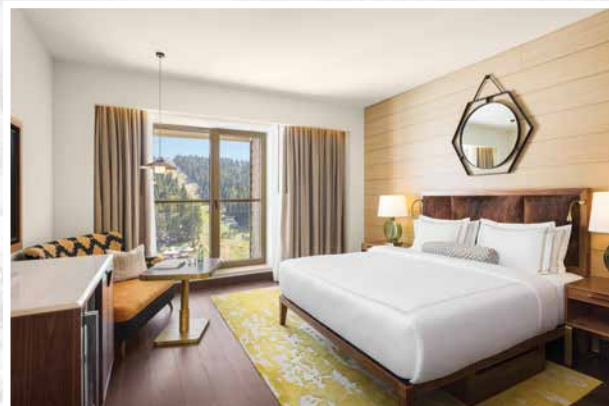




## 6. Where will MoReSCE 2023 take place?

### 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...).





## 7. MoReSCE 2023 Partners



# LEITNER®

### **LEITNER – Customization Is Part Of Our Standards**

LEITNER is one of the world's leading manufacturers of ropeway systems. Since 1888 the name LEITNER stands for detachable gondola and chair lifts as well as aerial tramways, funiculars, inclined elevators and fixed-grip ski lifts. The company offers high-tech solutions and its products are noted for their premium quality, superb functionality and sophisticated design. Customers of LEITNER have come to expect customization as a standard service. LEITNER cater to that demand by offering an especially wide range of individually adaptable products – from detachable gondola lifts over telemix to detachable chairlift, the Individual client requirements can be fulfilled by the wide variety of individual configuration options. All products are in-house developments, designed and manufactured according to the latest European ropeway regulations and approved by a notified body.

LEITNER is part of the High Technology Industries (HTI) Group, which also manufactures snowgroomers and tracked utility vehicles (PRINOTH) as well as snow making systems (DEMACLENKO). This makes it the only supplier able to deliver a full range of winter technology.





## DEMACLENKO

DEMACLENKO is one of the world's leading companies for resource-saving snow guns and snowmaking systems. The turnkey solutions are perfectly adapted to individual customer needs and geographical requirements of the ski resorts. A professional after-sales support – from commissioning of the system to maintenance and emergency service during peak seasons – completes the portfolio. A strong network of branch offices and distributors all over the world ensures smooth-running supply chains and reliable customer care.

DEMACLENKO is part of the High Technology Industries (HTI) Group, which also manufactures ropeway systems (LEITNER) as well as snowgroomers and tracked utility vehicles (PRINOTH).



## PRINOTH – For Perfect Pistes

PRINOTH is one of the world's leading designers and manufacturers of snow groomers, as well as crawler carriers and vegetation management vehicles and equipment. With decades of experience, PRINOTH develops products for the most challenging conditions. By combining state-of-the-art technologies, digital services and expert know-how, PRINOTH enables sustainable, economically efficient and high-quality snow grooming offering winter sports enthusiasts what they want most – perfect slopes. In addition to the vehicles equipped with the latest engine technology, PRINOTH introduced the world's first hydrogen-powered snow groomer and was first to commercially sell an electric snow groomer. Moreover, customers can count on fast, flexible and expert support for all inquiries.

PRINOTH is part of the HTI Group (High Technology Industries), which specializes in the winter sports industry, construction and clean energy and has more than 70 affiliates, over 130 sales and service points and more than 3,800 employees all over the world.



## TECHNOALPIN

TechnoAlpin has been designing and building turnkey snow-making systems for ski resorts all over the world since 1990. The company's passion for snow and its enthusiasm for innovative solutions have made it the world's leading supplier. The top priority of the company is to find the ideal solution for each individual customer. Every system is designed with painstaking attention to detail and is tailored to the customer's specific needs. The product range is constantly growing, with a view to producing top-quality snow and maximizing energy efficiency. In addition to turnkey outdoor solutions, TechnoAlpin also offers various options for indoor snowmaking, opening doors for unique adventures in the snow all over the world.

# Yettel.

## YETTEL

Yettel is a new telecommunications brand of PPF Telekom Group, introduced in 2022 in Bulgaria, Hungary and Serbia. Until March 2022, it operated under the name Telenor. Yettel provides digital services and connectivity, with a focus on customers and a simple mission: to help them find their balance. It has almost three million users, with a rich offer of digital and fixed services, mobile and additional equipment at more than 130 points of sale across the country in Serbia. It covers the entire territory of Serbia with fast and reliable internet, providing a superior user experience. At the end of 2021, Hypernet was launched, with the best internet and digital television for the whole household.





## AXESS

Axess is an international leading manufacturer of ticketing and access management systems. The company has 21 branches in 17 countries and 300 employees. The production facility is located in Austria, and sales and service are available worldwide. It offers individual solutions for ticketing and access management, software products for the integration of its own business areas and CRM systems for customer data management, ticketing, revenue distribution, personal data registration, access control checks and secure data management for public transport, sports, recreation and cultural places.

Our solutions are used by ski resorts, fair and congress centers, stadiums and arenas, recreational parks, museums, attractions and tourist transportation. In these areas, we offer complete solutions for resorts, customer registration and customer loyalty programs with social media integration, as well as numerous standardized interfaces to third-party systems. Individually adapted solutions are developed for individual projects based on proven standard technologies. Starting with our standard system, we offer tailor-made solutions for every area of application.



## MND

MND is a French industrial group specialized in ropeway mobility, snowmaking systems, mountain safety and thrill-making leisure facilities. With over 3,000 customers in 49 countries, MND contributes every day through its four core businesses to mobility, leisure activities and the safety of all, while offering proven and sustainable solutions based on its experience in mountain activities. Based in the French Alps, MND has 300 employees and relies on 12 international locations and 29 distributors to develop its activities around the world. MND is listed on the Euronext Growth market in Paris.



## WPK AUSTRIA GMBH

WPK Austria GmbH is an Austrian state accredited inspection and testing body, providing full service consulting and inspections in ropeways, and specializing in measures to ensure all required and necessary safety checks, inspections and trainings.

WPK Austria GmbH conduct examinations of complete ropeway systems as well as special inspections of ropeway components (non-destructive component tests). Technical competency is grounded in an extensive network of experts that allows providing clients with everything needed to ensure compliance and safety. Peer review services focuses on identifying potential safety risks in construction, operation and maintenance of ropeway installations.

WPK is situated in Kaprun, Austria. It provides services throughout the world, and stay current in all developments to ensure providing all clients with state of the art expertise. WPK Austria GmbH have been conducting business activities in the region from Sarajevo, B&H, and are able to serve our clients in the local language.



## ESTUAR

Estuar is a system integrator company that provides its users with complete solutions in the ICT industry on a “turnkey” basis, helping them to digitize their business.

In order to provide a complete solution to its users, Estuar covers the following areas: Customization and implementation of software solutions in the ICT industry for digital sales channels; Development and implementation of specialized software solutions for online business; Distribution and installation of hardware and software solutions from leading ICT manufacturers in the field of business digitalization, ticketing, access control and fiscalization solutions; Design and implementation of energy and security solutions (access control, video surveillance, advanced network solutions), all with the aim of protecting services, data, property and business, i.e. reducing operational costs of clients.





## HIDROMONTAŽA

“Hidromontaza” is a private company founded in 2011 in Belgrade with registered activity: Construction and design of hydrotechnical facilities.

The main activity of the company is design, construction, engineering and consulting in the field of hydrotechnical facilities and infrastructure facilities. These include facilities for water supply, sewerage, wastewater treatment systems, pumping stations, arrangement and regulation of rivers and torrential watercourses. It is especially specialized in the design and construction of micro and small hydroelectric power plants, reservoirs for irrigation, ponds, as well as snowmaking facilities and ski resorts.

Apart from Serbia, the company also operates in the region (in the Republika Srpska), and in further development we aim to expand the market to other neighboring countries.

Through our previous work, we have gained the full trust of our Investors, so the company has been recording continuous growth and development since its foundation until today. We can single out Investors such as: Electric Power Company of Serbia, Ministry of Economy, municipal administrations throughout Serbia, PE “Ski Resorts of Serbia”, OC Jahorina, JVP “Belgrade-Vode”, as well as numerous private investors.

The company owns the construction machinery and equipment that is stationed at the “Batočina” facility.



## ELKOMS

In the last 15 years, Elkoms has been recognized as a reliable partner in the implementation of capital projects in the design and construction of a large number of capital projects of ski infrastructure. Among other things, together with several other partner companies, he implemented the Brzeće - Mali Karaman gondola projects, the Zlatibor Gold gondola, the construction of artificial snow on the new slopes on Kopaonik, and the ski lift on Goč. It is a permanent partner of the world's largest manufacturers Leitner and TechnoAlpina on the territory of Serbia and the region. Together with the ITC company, it has an extremely good cooperation with Wiegand and Sun kid.



## BRITISH MOTORS

### BRITISH MOTORS

British Motors is an exclusive sales and service center for Jaguar and Land Rover vehicles for Serbia and Montenegro, built according to the highest prescribed standards of the JLR group. As the most modern center of its type in Eastern Europe, we provide flawless customer experiences for salon visitors. Our sales and service centers are located in Belgrade, Čačak and Podgorica.

In addition to getting up-to-date and reliable information on Jaguar and Land Rover prices, at British Motors you can always get suggestions on how to properly maintain your car. In our sales and technical showroom, you have the opportunity to view new vehicle models, as well as schedule a test drive.



### OMEGA TEAM

Omega Team is a company which brought knowledge from various industry fields with goal to transform your ideas in reality by offering complete solutions in jobs we perform. Our approach is based on premium service which enables the best possible way to review and analyze all the aspects vital for making right decisions using our rich experience and knowledge combined with experience and knowledge of our associates highly specialized for certain segments of our services, which together lead to highest success level of our engagement. When it comes to mountain resorts, we offer complete solutions for designing, building, equipping and managing of ski centres, as well as continuous support in achieving the highest standards of safety, service, client satisfaction and adaptation to ongoing changes and market demands.



### GORSKI HOTEL & SPA

There are places whose magic you feel right away – places that bring us closer to nature and everything hidden in us. Gorski Hotel & Spa is just such a place. Everything you've been dreaming about all year round is here at your fingertips. From a walk through the flowering paths in the spring to the excitement of skiing on the snow-covered peaks. From enjoying a swim in a warm pool overlooking the ski slopes to an unforgettable experience of warmth and unobtrusive luxury in every detail of our nature-inspired comfort rooms.



### BRZMIN

Brzmin is Serbia based company specializing in the low-construction industry. Since 1994 company works in the field of ropeway systems for Ski centers i.e. ski chair lifts and gondolas. The company is also specialized in the field of all kinds of work relating to the construction and maintenance of ski slopes and on-site preparation for the montage and assembly of various types of ski infrastructure elements.

From pre-works to final phases company covers all necessary activities for completing the projects. Also, the company owns a concrete production factory.

The company produces concrete for its own projects and also provides services for third parties. Some of the latest completed projects are Gondola Brzeće – Mali Karaman and Ski slope and Ski Lift Krčmar and Gvozdac. The company is constantly improving all business processes and operations, and this is the only Serbian company that can provide this kind of service. Dedicated to the highest quality standards in project implementation.



# 8. MoReSCE 2023 Hosted Buyers



Government of Montenegro  
Ministry of Economic Development  
and Tourism



Teleferice  
Instalații înzăpezire  
Pârâi ski  
Dezvoltări zone montane







# **MoReSCE 2023**

More information about MoReSCE 2023  
you can find at [www.moresce.rs](http://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](mailto: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](mailto:jelisaveta.puric@ctr-s-balkans.org)