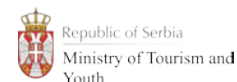


MoReSCE 2026

4TH CENTRAL EUROPEAN MOUNTAIN RESORTS SUMMIT



Regional competitiveness: Opportunities and challenges in mountain resort development

B2B, KNOWLEDGE TRANSFER AND NETWORKING

March 24-26, 2026

GORSKI Hotel, Kopaonik



PROGRAM AND AGENDA

www.moresce.rs



1. INTRODUCTION

We are pleased to inform you that “Ski Resorts of Serbia” and the Center for Tourism Research and Studies are organizing the **fourth MoReSCE – Mountain Resorts Summit of Central Europe**, which will take place at **Kopaonik in March 2026**.

MoReSCE 2026 continues to strengthen its role as a key regional platform for knowledge exchange, networking, and partnership development in the field of mountain tourism and infrastructure. By bringing together decision makers, mountain resort managers, investors, and equipment suppliers, the event provides space for dialogue, joint planning, and identifying new development directions.

This year’s theme – **“Regional competitiveness: Opportunities and challenges in mountain resort development”** – focuses on a strategic approach to improving the mountain offer, sustainable growth, and modernization of resorts in line with the needs of the contemporary market.

MoReSCE 2026 is the place where visions, experiences, and concrete initiatives come together with the goal of strengthening the position of mountain destinations as year-round tourism and investment areas.

The conference will gather participants and partners from the following fields:



2. MORESCE: PARTICIPANT STRUCTURE AND TRENDS

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

- 100 participants
- 11 countries
- 20 mountain resorts
- 9 providers and equipment manufacturers

MoReSCE 2026

- 120 participants
- 13 countries
- 25 mountain resorts
- 10 providers and equipment manufacturers





3. MORESCE 2026 – AGENDA

March 24th / Day 1 / GORSKI hotel

8.00am – 6.30pm	Arrival of the participants and registration at the GORSKI hotel Kopaonik
7.00pm	Welcome Reception by Ski Resorts of Serbia at the Conference (level -1) <ul style="list-style-type: none"> • Mr. Dejan Cika, General Director, Ski Resorts of Serbia
8.00pm	„4th Edition Dinner“ at the „La Pista Restaurant“ GORSKI hotel Kopaonik



**March 25th / Day 2 / GORSKI hotel**

8.00am – 9.30am	Breakfast
9.30am – 10.00am	Registration of the MoReSCE participants at the Conference level
10.00am – 10.55am	PANEL 1: INFRASTRUCTURE AND COMPETITIVENESS OF THE CE REGION
	Welcome of the Day 2: Ms. Dunja Djenic , Assistant Minister, Ministry of Tourism and Youth Government of Serbia. <ul style="list-style-type: none">• Mr. Nemanja Djogo, Executive Sales Director at Technoalpin, Italy• Mr. Armin Keim, Regional Sales Director at Leitner, Italy• Mr. Vladimir Sparovic, Director at Omega Team, Montenegro Moderator: Mr. Vladimir Pavlovic , WM Equity Partners Belgrade, Serbia
11.00am – 11.30am	International Ski and Snowboard Federation (FIS) Sustainability Success Story
	<ul style="list-style-type: none">• Ms. Susanna Sief, Sustainability Director at the International Ski and Snowboard Federation (FIS)• Ms. Nevena Ignjatovic, President of Serbian Ski Federation
11.30pm – 12.00pm	Coffee Break
12.00 pm – 12.55pm	PANEL 2: SAFETY AT THE MOUNTAIN RESORTS
	<ul style="list-style-type: none">• Intro note by Kelly Brush Foundation, USA• Mr. Johannes Michelotti, Head of Export at Prinoth, Italy• Mr. Carlo Fernandez, Operations Director at Liski, Italy Moderator: Mr. Dimitrije Lazarovski , International Ski and Snowboard Federation (FIS)
1.00pm – 1.30pm	Mountain Resorts 365/24/7 Success Stories
	<ul style="list-style-type: none">• Mr. Mike Hoehsl, CEO at the EMP International, Austria
1.30pm – 2.30pm	Lunch and Wine Presentation (pansion restaurant)



2.30pm – 3.25pm	PANEL 3: INDOOR SKIING
	<ul style="list-style-type: none"> • Intro note by Ski Dubai, • Mr. Wim Hubrechtsen, CEO at Snowworld, Belgium • Mr. Yi Li, Vice President at Bosnki Sunoc, China • Mr. Artem Chernikh, Head of Snow Sports at Ski Dubai, UAE <p>Moderator: Mr. Dimitrije Lazarovski, International Ski and Snowboard Federation (FIS)</p>
3.30pm – 4.30pm	PANEL 4: DIGITALIZATION AND INNOVATION
	<ul style="list-style-type: none"> • Mr. Igor Jacimovic, Sales Director at Axxcess, Austria • Mr. Josef Auer, Chief Software Architect at Technoalpin, Italy <p>Moderator: Mr. Vladimir Pavlovic, WM Equity Partners Belgrade, Serbia</p>
4.00pm – 7.30pm	B2B meetings NOTE: meetings are organized in the Conference Hall. It is recommended to pre arrange meetings before the MoReSCE starts. Feel free to contact us with your requirements. Participants will receive attendance list in advance.
6.00pm – 8.00pm	Night Skiing Optional, ask organizer for prearranged ski pass at least 7 days prior to MoReSCE
8.30pm – 11.00pm	RATRACK EXPERIENCE DINNER AT THE TOP OF KOPAONIK NOTE: Dinner will take place at the top of Karaman Ski Slope at the restaurant „Green Ski Bar“. Participants will be picked up and tranfered by ratracks in front of GORSKI hotel at 8.15pm

March 26th / Day 3 / GORSKI hotel

8.00am – 11.00am	MoReSCE brunch and B2B optional meetings
9.00am – 1.00pm	Skiing Optional, ask organizer for prearranged ski pass at least 7 days prior to MoReSCE
1.00pm Onwards	Fairwell and see you soon!



4. MORESCE 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

SKI RESORTS OF SERBIA

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.



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.

5. WHERE WILL MORESCE 2026 TAKE PLACE?

Gorski Hotel Kopaonik

GORSKI HOTEL & SPA is one of the most prestigious and comfortable venues for stays and events at Kopaonik. Located in the heart of the mountain resort, the hotel offers excellent conditions for conferences, combining the elegance of modern Alpine design with direct access to the main ski slopes. In addition to luxurious accommodation and modern meeting rooms, Gorski features a spa and wellness center, restaurants with both authentic and international cuisine, as well as spectacular views that create the perfect atmosphere for business and social events.





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.



TECHNOALPIN

TechnoAlpin has been designing and building turnkey snowmaking 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.





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.



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.



MASTERCARD

Mastercard strengthens economies and empowers people in more than 200 countries and territories around the world. Together with our customers, we are building a sustainable economy where everyone has the opportunity to prosper. We provide a wide range of digital payment options, making transactions secure, simple, smart, and accessible. By combining our technologies and innovations, partnerships, and networks, we deliver a unique set of products and services that help individuals, businesses, and governments realize their full potential.

Mastercard – A global technology company in the payments industry (or shortened: [mastercard.com](https://www.mastercard.com))

Mastercard – Global technology company in the payments industry (or shortened: [mastercard.rs](https://www.mastercard.rs))





DIEL

DIEL is a Bulgarian manufacturer with over 30 years of experience in premium sports and winter apparel. Operating from a fully modernized production facility, the company combines advanced sublimation technologies, precision craftsmanship, and high-performance materials to create durable, technical garments for professional teams and outdoor enthusiasts. With more than 101 custom sizes and extensive design flexibility, DIEL delivers fully personalized teamwear solutions that unite performance, comfort, and distinctive visual identity.



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).



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.



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.



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.



NEVEPLAST

Neveplast is a leading company in the development of dry ski slopes, also known as “year-round” ski slopes. These surfaces allow skiing all year round, regardless of location, weather conditions, or season. Neveplast was founded with the vision of transforming the world of skiing by making it accessible everywhere and in every season. The company's story is rooted in family entrepreneurship, innovation, and technology, driven by a simple but powerful idea: bringing the excitement of snow even to places where there is no snow.

Continuous research and development are at the core of Neveplast's success. The company constantly improves the geometry, materials, smoothness, and durability of its products, with strong attention to every detail. Neveplast is a patented material with a 100% regenerable composition and a proprietary compound. Its most sustainable product is made of 90% non-fossil materials, helping to reduce environmental impact and the use of petroleum resources.

Today, Neveplast is a global leader in artificial ski slope technology, with more than 2,500 installations worldwide. From Dubai to the United States, from Australia to Iran, and across Europe and China, Neveplast has become synonymous with innovation, accessibility, and passion for mountain sports. www.neveplast.it



TEAM SERVICE

Founded in Italy in 1996, Team Service has grown into a world leading manufacturer of conveyor belts, chair lift belts and amusement park equipment. With 30 years of experience, we specialize in tailor-made solutions that address the specific needs of each client. Our commitment to excellence extends beyond our products to include outstanding pre- and post-sales customer service, offering dedicated support worldwide.

Thanks to our deep industry expertise, we deliver high-quality, technologically advanced products designed to meet even the most demanding challenges. With a presence in more than 22 countries across 4 continents, Team Service is a reliable and innovative partner on a global scale.



EMP

EMP International is one of the leading and most innovative business networks in strategic entertainment management for urban and alpine environments. At MoReSCE 2026, the company will present its expertise in sustainable experience development and infrastructure strategy.

Based in Innsbruck (Austria), one of Europe's top tourism regions, EMP International GmbH brings extensive experience as an event company and consulting partner for ski resorts and alpine destinations. The company combines strategic advisory services with technical know-how and operational execution, enabling the development of year-round, economically viable, and sustainable concepts.

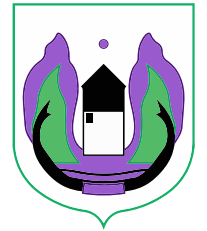


GOLD GONDOLA ZLATIBOR

Gold Gondola Zlatibor is the longest panoramic gondola lift in the world, featuring an aerial route of 8.96 kilometres that connects the centre of Zlatibor with the Tornik ski resort (1,496 m). The ride offers an impressive 25-minute journey in 72 individual cabins, with a full capacity of up to 800 passengers per hour. Fulfilling its mission of uniquely connecting people with nature, the gondola has transported more than one million passengers in just five years of operation, positioning itself among the leading tourist attractions not only in the Balkans but beyond.

The entire installation, built in cooperation with the renowned French company Poma, meets the highest and most stringent global safety and environmental standards, strongly supporting the vision of the Municipality of Čajetina as the first ecological municipality in Serbia. The heart of this engineering masterpiece is located at the intermediate station by Ribnica Lake, a strategic driver of the "New Zlatibor" tourism zone.





LEITNER[®]

TECHNOALPIN[®]

Pinotti

AXESS



estuar



Experience!
SERBIA



M&G HOSPITALITY
Training and consulting



MoReSCE 2026

More information about MoReSCE 2026 you can find at www.moresce.rs

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