

DEAR SIR | MADAM,

We are pleased to invite you to the 2025 Wine Vision by Open Balkan, a one-of-a-kind wine, spirits, food, and tourism fair in Europe, gathering industry professionals, markets & brands. This year's fair will be held from November 22nd to 25th, 2025 at the Belgrade Fair.

Over the past four years, the Wine Vision by Open Balkan fair transcended the boundaries of a conventional trade exhibition. It has become a dynamic platform where unique tastes, individuals and business opportunities converge and thrive. This year, emerging under the slogan *Unique*, the event is set to once again bring together leading producers of wine, spirits, and food from across the region and around the globe, alongside an international assembly of buyers, distributors, HORECA professionals and global industry experts.

2025 Wine Vision by Open Balkan fair grants professional buyers and visitors access to a rapidly growing market. With exhibitors from six continents, it is an opportunity to discover unique products and build valuable business connections. Beyond the commercial opportunities, 2025 Wine Vision by Open Balkan fair is a unique forum for building relationships, opening new pathways for collaboration. Whether you are seeking new suppliers, exploring emerging trends, or positioning your business for future growth, 2025 Wine Vision by Open Balkan fair offers an unparalleled setting where deals are made, ideas are exchanged and lasting partnerships are formed.

We would be honored to welcome you to Belgrade this November, as part of this unique event, shaping the future of the wine, spirits, food, and tourism industries – both in our region and beyond.

This year, exhibitors will be able to apply for participation in the Wine Vision by Open Balkan fair online by registering their accounts* at our new website: www.winevisionfair.com.

Upon registering, applicants will be able to sign up for the *Wine Vision Hosted Buyers Program**, which grants them several benefits, provided they adhere to the defined regulations.

Registrations are open from July 1st and will be available until October 1st, 2025.

Further more, professional buyers and visitors will have the opportunity to boost their participating experience and significantly optimize their time at the fair by using a new version of the **Wine Vision by Open Balkan mobile app**. The mobile app will include a meeting scheduling service, along with all the essential functions for seamless tracking of B2B sessions. The mobile app will be ready for download at the beginning of September 2025.

WINEVISIONFAIR.COM



For more information, please contact the
Chamber of Commerce & Industry of Serbia

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* Please keep the following in mind: By creating an account, you have consented to participate in the 2025 Business Meetings Program. Wine Vision by Open Balkan Fair reserves all rights to validate, approve, or decline any submitted participant account, including application for the Wine Vision Hosted Buyers Program, based on its assessment. If a participant does not pass the validation, Wine Vision by Open Balkan Fair is legally obligated to remove all data provided by the participant during registration and will not retain or utilize it in the future.