

PRESENTATION FOR PROFESSIONAL BUYERS & VISITORS



WINE VISION

BY OPEN BALKAN

Unique

NOVEMBER 22-25, 2025

BELGRADE FAIR, SERBIA

EXHIBIT • TRADE • VISIT

WINEVISIONFAIR.COM

PARTNERED WITH Telekom Srbija

WELCOME TO THE LARGEST AND MOST IMPACTFUL WINE, SPIRITS, FOOD, AND TOURISM FAIR IN SOUTHEASTERN EUROPE!





WINE VISION BY OPEN BALKAN IS A ONE-OF-A-KIND WINE, SPIRITS, FOOD, AND TOURISM FAIR IN EUROPE, BRINGING TOGETHER A WIDE SPECTRUM OF RELEVANT INDUSTRY PROFESSIONALS, MARKETS, AND BRANDS.



For the fourth consecutive year,
Wine Vision by Open Balkan continues
to welcome an ever-growing number of exhibitors,
professional buyers, visitors, and guests from all over the world.

WINEMAKERS
DISTILLERS
FOOD PRODUCERS
DISTRIBUTORS
ASSOCIATIONS
EQUIPMENT PRODUCERS
CHAMBERS OF COMMERCE
WHOLESALEERS
IMPORTERS
SALES AGENTS
INFLUENCERS
RETAILERS
HOSPITALITY EXPERTS
INDUSTRY PROMOTERS

THROUGHOUT

10

EXHIBITION HALLS

A TOTAL OF OVER

1.5k

EXHIBITORS

FROM MORE THAN

50

COUNTRIES

EXHIBITED OVER

13k

BRANDS

AND ATTENDED

4.5k

MEETINGS

WITH OVER

3k

BUYERS APPLIED

MORE THAN

60

INDUSTRY EXPERTS

LECTURED CLOSE TO

100

MASTERCLASSES

SO FAR, OVER

1.2k

WINES COMPETED

IN

12

CATEGORIES

AND WERE JUDGED BY

30

INTERNATIONAL JUDGES

INCLUDING

5

MW'S

ZONES OF UNIQUE EXPERIENCE

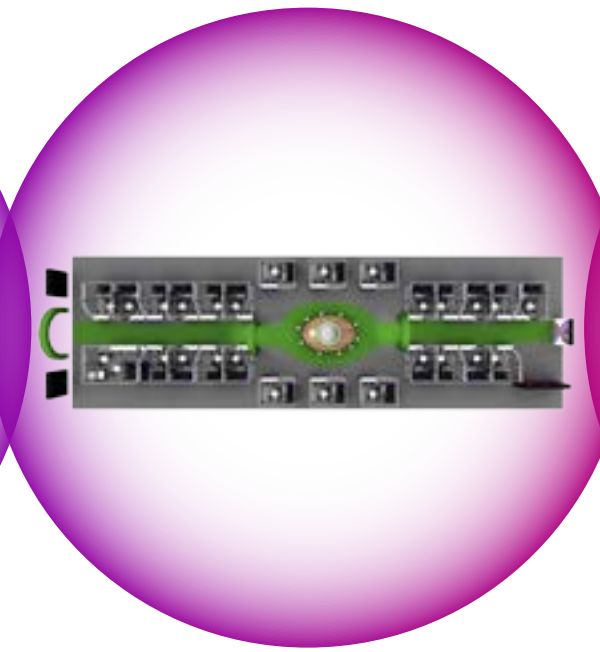
The fair's zones are designed to engage visitors on every level through atmosphere and design: intellectually through education, emotionally through experience, and physically through numerous activities.



Hall 3
THE SPOT OF CONNECTIONS

AT THE CENTRAL SQUARE—THE SPOT OF CONNECTIONS—NEW FRIENDSHIPS ARE FORGED, KNOWLEDGE IS EXCHANGED, AND NEW BUSINESS STORIES EMERGE

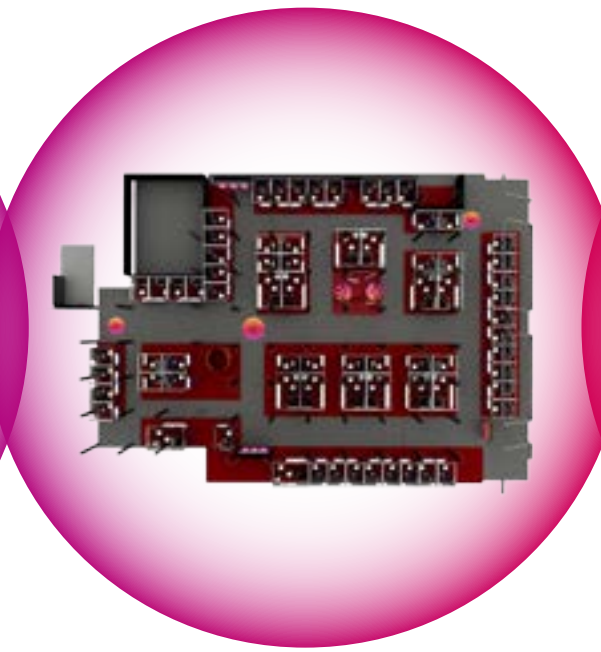
Inspired by the elements of historical architecture that bring the region's rich cultural heritage to life, this space blends the past with contemporary experiences, creating an atmosphere where tradition meets innovation.



Hall 3A
THE OASIS OF INSPIRATION

DISCOVER THE OASIS OF INSPIRATION IN HALL 3A, WITH ITS PERFECT SETTING FOR RELAXATION AND ENJOYMENT IN EVERY SIP OF WINE

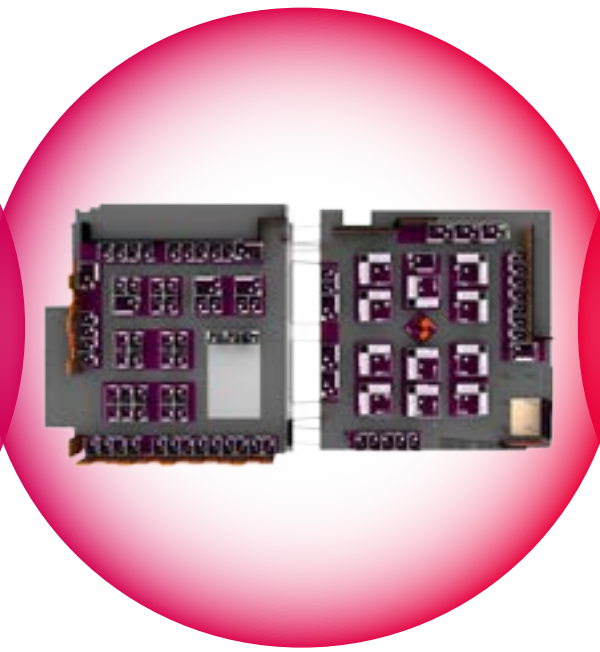
Resembling nature and a park, this is an ideal serenity zone, offering an atmosphere that perfectly blends wine with natural harmony.



Hall 2B
THE TREASURY OF EXPLORATION

A MUSEUM-LIKE ZONE OFFERS A DEEP UNDERSTANDING OF THE HISTORY OF WINE, HIGHLIGHTING THE RICHNESS OF TRADITION, CULTURE, AND INNOVATION

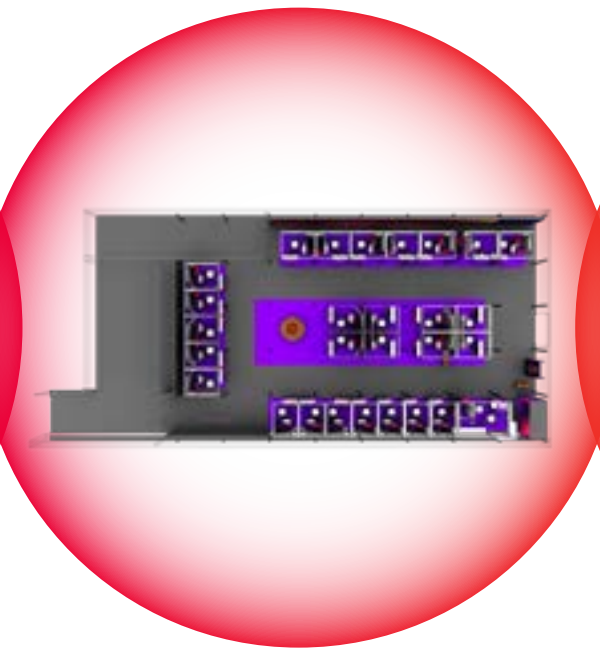
This carefully designed exhibition takes you through key moments in the history of wine and reveals its role in shaping the world as we know it today.



Halls 2B&2C
THE HUB OF KNOWLEDGE

OPENNESS TO NEW KNOWLEDGE AND IDEAS AWAITS YOU IN HALLS 2A AND 2C, WHERE YOU CAN DISCOVER DIVERSE WINEMAKING TECHNIQUES AND SKILLS

Enjoy Masterclass workshops designed to transfer knowledge and experience from the world's leading experts in an inspiring way. The appealing exhibition setup, resembling a library of knowledge, allows you to enrich your understanding of the art of winemaking through various interactive features.



Hall 1A
THE PATH TO EPICENTER

INDULGE IN THE CAPTIVATING NOTES OF WINE AND SPIRITS IN HALL 1A, A SPACE FOR RELAXATION AND THE CREATION OF UNFORGETTABLE AND EXCITING MOMENTS

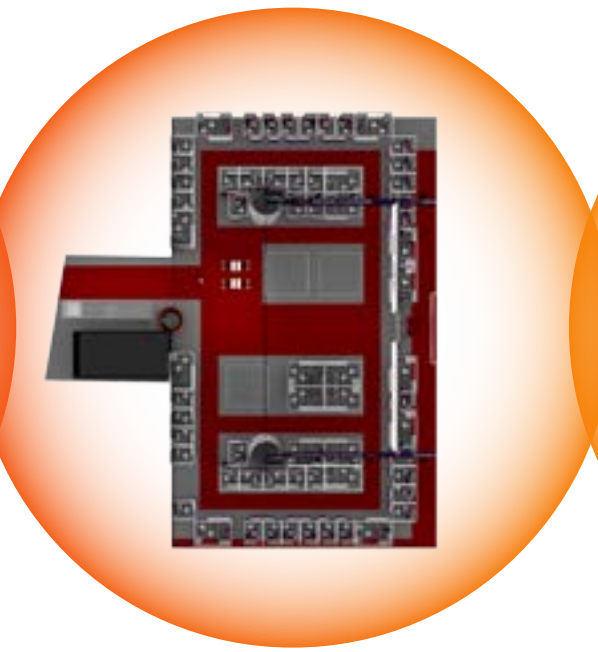
This setting is perfect for enjoying an attractive wine bar setup, featuring a large community table that stretches throughout the entire zone. Additionally, this area serves as the Path to the Epicenter.



Hall 1
THE EPICENTER OF ENERGY

HALL 1 IS THE FAIR'S EPICENTER AND ENERGY HUB, A PLACE WHERE VISITORS ARE ENCOURAGED TO EXCHANGE EXPERIENCES AND IDEAS

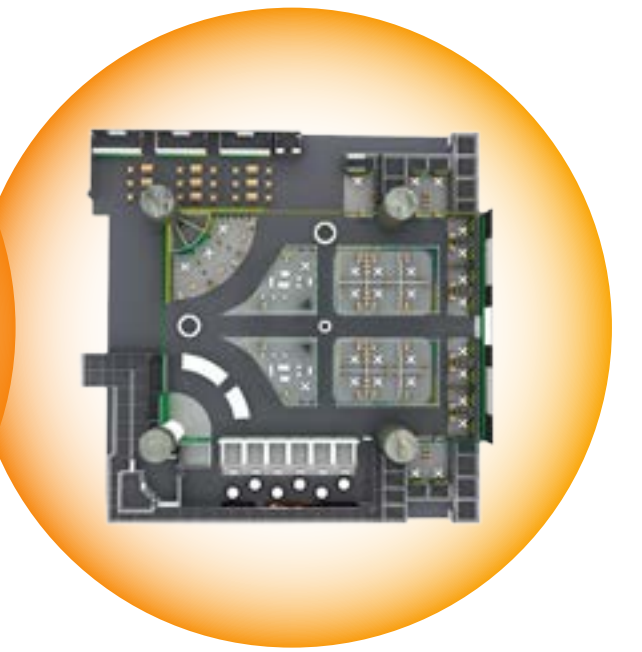
It serves as the central venue, with a stage hosting the grand opening of the fair and the prestigious competitions awards ceremony. The hall also features a remarkable amphitheater, community zones, and interactive activations, all designed to enhance the overall experience.



Hall 4A
THE ZONE OF INNOVATIONS

DISCOVER THE WORLD OF WINE THROUGH A UNIQUE INTERACTIVE INSTALLATION THAT UNVEILS THE SECRETS OF WINE COLORS AND TEXTURES

In this innovative and educational setup, you can learn about different wine varieties, their colors and characteristics, as well as how each texture influences the taste and perception of wine, creating a distinct sensory experience.



Hall 4B
THE ZONE OF GASTRONOMY

THE FOOD VISION BY OPEN BALKAN SEGMENT PRESENTS A DISTINCT SET OF STANDARDS FOR EXHIBITION SPACE ORGANIZATION

Food Vision by Open Balkan 2025 is scheduled to take place at the Belgrade Fair, specifically in Hall 4B. Comprehensive details regarding stand types, their accompanying equipment, and pricing will be subsequently provided to all potential exhibitors.

I

QUALITY

COMPETITIONS



We are dedicated to nurturing and contributing to the overall improvement of the market's quality by organizing a variety of competitions. These include evaluations in wine and spirits, as well as contests for young chefs' culinary skills, allowing participants to showcase their best products and gain international recognition.

II

KNOWLEDGE

MASTERCLASSES



We are committed to fostering knowledge and experience with the utmost regard by offering a rich program of masterclasses and workshops. These sessions are designed to engage both participants and visitors, providing them with invaluable, up-to-date insights and hands-on learning experiences.

III

COOPERATION

BUSINESS MEETINGS



Our ultimate goal is to support business growth and benefit all participants. We achieve this by organizing meetings among exhibitors, professional buyers, and professional visitors. This particular pillar is considered the most crucial, given that its success hinges on the quality and effective execution of the first two pillars.



2025
OPEN BALKAN
WINE TROPHY



2025
OPEN BALKAN
RAKIJA TROPHY



2025
OPEN BALKAN
YOUNG CHEF
Culinary Challenge



WINE VISION BY OPEN BALKAN
WINE MASTERCLASS
SESSIONS



WINE VISION BY OPEN BALKAN
FOOD MASTERCLASS
SESSIONS



WINE VISION BY OPEN BALKAN
B2B SESSIONS
PROGRAM



BALKAN WINES: GLOBALLY RECOGNIZED EXCELLENCE

THE OPEN BALKAN WINE TROPHY JUDGES WINES BASED ON SYSTEMS AND STANDARDS APPLIED IN MAJOR GLOBAL WINE COMPETITIONS. IT STRIVES TO PROVIDE DUE RECOGNITION AND ACKNOWLEDGMENT OF THE EVER-GROWING STANDARDS, QUALITY, AND WINEMAKING MASTERY DEMONSTRATED BY WINERIES FROM SERBIA, ALBANIA, AND NORTH MACEDONIA.

For the past three years, more than 1.200 wines from Serbia, Albania, and North Macedonia have been submitted to compete in the Open Balkan Wine Trophy. Awards will be offered in seven categories: white, red, rosé, sparkling, sweet, orange, and fortified wine. The competition will also offer five special prizes to wines created with indigenous grape varieties from the Balkans, as well as to the best wines from Serbia, Albania, and North Macedonia.

The Open Balkan Wine Trophy judges' panel consists of renowned professionals, including seven Masters of Wine. They will judge the wines, applying the top global wine competition standards. The president of the jury is Caroline Gilby MW, a prominent expert on Balkan and Southeast European wines. Given the jury's credibility and the increased interest in this event, we are committed to an ever-growing number of wines in the years to come.



AWARDING TODAY'S BALKAN TRADITIONAL CRAFT MASTERS

IN SERBIA AND THE BALKANS, THE CONCEPT OF 'UNIQUE' FINDS ITS QUINTESSENTIAL EXPRESSION IN RAKIJA. THE OPEN BALKAN RAKIJA TROPHY RIGOROUSLY EVALUATES AND COMMENDS THE REMARKABLE QUALITY OF THIS TRADITIONAL FRUIT-BASED SPIRIT, ELEVATING IT TO GLOBAL PROMINENCE AS ONE OF THE WORLD'S MOST ESTEEMED SPIRITS.

Considered a national brand of Serbia, Rakija is the finest artisanal spirit made from fruit. Enlisted in the UNESCO Intangible Cultural Heritage list, its time-honored distillation method, passed down through generations, is an essential component of the nation's identity. Once again, the Wine Vision by Open Balkan fair will gather all relevant distillers to present the best of their products and compete.

The craftsmanship of Rakija distilling is acknowledged and awarded by the Open Balkan Rakija Trophy in four general categories, defined by the fruit from which the Rakija is made: Plum, Quince, Grape, and Other Fruit. We take pride in the fact that for the fourth year in a row, laureates of the Open Balkan Rakija Trophy unquestionably represent the region's finest selection.



AN AMAZING BLEND OF FLAVORS & KNOWLEDGE

FOOD VISION OFFERS A RICH SPECTRUM OF ACTIVITIES TO EXHIBITORS, PROFESSIONAL BUYERS, PROFESSIONAL VISITORS, AND GUESTS ACROSS THREE PROGRAM SEGMENTS: **A YOUNG AND UPCOMING CHEFS' COMPETITION, A SET OF EXCLUSIVE EVENTS SHOWCASING RESTAURANTS AND HOTELS PREPARING THEIR THREE-COURSE SETS, AND PROFESSIONAL MASTERCLASS SESSIONS.**

Food Vision by Open Balkan is a meeting point for food experts, eminent chefs, international food critics, and representatives of leading restaurants and hotels, as well as food and hospitality equipment suppliers and manufacturers. As such, Food Vision by Open Balkan leverages its relevance to support the most promising young chefs in their efforts to establish themselves in the region's vibrant and dynamic hospitality market.

This year's Food Vision by Open Balkan program offers professional and public visitors an exclusive opportunity to learn about Balkan countries' culinary trends—both traditional and contemporary—in an engaging manner. This is achieved through a series of masterclasses, presentations, and workshops, all held by the best chefs of the region, including Michelin-starred chefs. After all, to experience the Balkans is to experience its food and hospitality.



A NEW CLASS OF MASTERY – LEARN FROM THE TRUE EXPERTS

THROUGH A PROGRAM OF WINE MASTERCLASSES AND WORKSHOPS, SEASONED EXPERTS, SOMMELIERS, AND CHEFS WILL GUIDE VISITORS THROUGH THE FASCINATING WORLD OF WINE, SPIRITS, AND GASTRONOMY. **IT'S AN OPPORTUNITY TO LEARN FIRSTHAND FROM TRUE EXPERTS!**

Held on the second and third day of the fair, Masterclass sessions strive to elucidate the art of crafting top-quality wine, exploring the historical aspects of wine production and the perspectives of this dynamic and evolving industry. So far, the Wine Vision by Open Balkan fair has hosted over 60 experts who've led more than 100 masterclasses.

We are truly honored to have achieved and maintained the continuity of hosting renowned experts, sommeliers, and wine connoisseurs from the region and the world. Their participation in the fair allows them to share their vast knowledge and experience with Masterclass attendees from both professional and general spheres alike.



OUR ULTIMATE MISSION: SUPPORT NEW PARTNERSHIPS

IN PARALLEL WITH THE EXHIBITIONS, B2B MEETINGS ARE A VITAL SEGMENT OF WINE VISION BY OPEN BALKAN. AIMING TO FOSTER NEW PARTNERSHIPS, THESE B2B SESSIONS REPRESENT A SOLID AND RELIABLE BUSINESS PLATFORM FOR ESTABLISHING NEW TRADE DEALS AMONG PROFESSIONAL BUYERS, VISITORS, AND EXHIBITORS.

By connecting importers, wholesalers, retailers, sales agents, and industry promoters on one side with winemakers, distillers, food producers, distributors, and professional equipment manufacturers on the other, the B2B sessions platform matches participants with compatible interests. This helps them achieve business goals by making new trade deals.

These B2B meetings, accompanied by presentations, workshops, and tasting sessions, are held during the first two days of the fair within a dedicated space that provides comfort and privacy. By October 2025, all participants will have a mobile app at their disposal, offering a meeting scheduling calendar, messaging, and many other professional services.

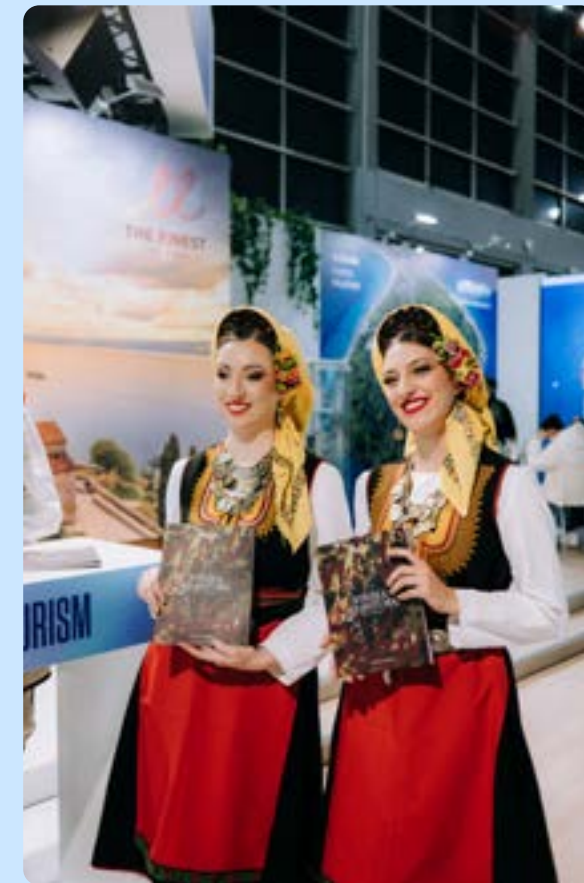


DISCOVER BALKAN CULTURE & LANDMARKS

AS ONE OF THE FOUR KEY THEMES OF THE FAIR'S CONTENT, THE TOURISM SEGMENT COMPLETES THE PRESENTATION OF BALKAN CULTURE TO THE WORLD. DISCOVER THE WINE ROUTES, LEARN ABOUT THE TRADITIONAL CUISINES OF THE REGION'S COUNTRIES, AND EMBARK ON A JOURNEY TO EXPLORE THE BALKANS, GUIDED BY THE FINEST EXPERTS!

To best promote everything Serbia and the Balkan countries have to offer, Wine Vision by Open Balkan has entrusted the management of its tourism segment to one of the most credible tourist organizations in the region: the National Tourism Organisation of Serbia. The goal of this segment of the fair is to promote Balkan wine and gastronomic tourism destinations that can attract potential visitors from around the world.

Within its dedicated space in Hall 3 of the Belgrade Fair, a variety of events are organized each year, each aiming to highlight a specific theme or destination. Given that wine routes have existed in the region for more than a century, promoting its tourist destinations, as well as the unique experiences they offer potential visitors, is undoubtedly a perfectly complementary element to everything the fair as a whole represents to the world.



WINE VISION OPEN PODCAST: ENGAGE IN GOOD CONVERSATION

OPEN PODCAST IS YOUR INSIDER'S GUIDE TO THE LATEST IN WINE, FOOD, AND SPIRITS CULTURE ACROSS SERBIA AND THE BALKANS! EXPECT LAUGHTER, INSPIRATION, AND MAYBE EVEN A FEW SURPRISES ALONG THE WAY! BECOME PART OF THE CONVERSATION!

Open Podcast promises a wealth of new insights into the rich traditions and emerging trends shaping the region's vibrant dining, wine, and spirits scene. Get ready for engaging conversations with celebrated winemakers, chefs, culinary innovators, food critics, and distillers, all passionate about sharing their stories and expertise.

Our hosts lead listeners through discussions that spotlight both established and rising voices in the industry, creating a space where tradition meets innovation. Follow Wine Vision on social media for episode updates and catch the latest news from the Open Podcast. For all our future followers: Open Podcast season 4 is in production! Stay tuned for more.



This year, professional buyers and visitors 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.

WINEVISIONFAIR.COM



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.

* 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.

CONTACT US

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

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WINE VISION 2025

PRESENTATION FOR PROFESSIONAL BUYERS & VISITORS

Unique 



BECOME PART OF WINE VISION

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.

INSTAGRAM



YOUTUBE



FACEBOOK



LINKEDIN



TIKTOK



PRESENTATION FOR PROFESSIONAL BUYERS & VISITORS



WINE VISION
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Thank you!

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