

FOOD  
VISION  
BY OPEN BALKAN  
2024

CONFLUENCE *of*  
TASTES

Offer for exhibitors

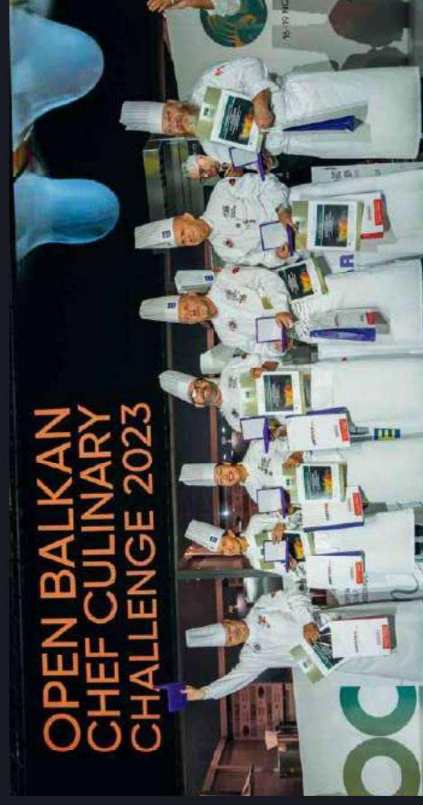
HALL 5 & HALL 11

WINE VISION BY OPEN BALKAN 2024

NOVEMBER 22-24 • BELGRADE FAIR • SERBIA

# FOOD VISION 2023

BY OPEN  
BAIKAN



# WINE VISION BY OPEN BALKAN

NOVEMBER  
22-24, 2024  
BELGRADE FAIR • SERBIA

The largest wine and spirits fair in Southeast Europe, WINE VISION BY OPEN BALKAN, will be held for the third time at the Belgrade Fair from November 22 to 24, 2024, under the auspices of the Government of the Republic of Serbia.

This unique regional event continues to grow, attracting a larger number of exhibitors, professional buyers, and visitors from around the world.

The first WVOB  
in 2022 hosted

**350**  
Exhibitors

The second WVOB  
in 2023 hosted

**600+**  
Exhibitors

FOOD VISION BY OPEN BALKAN, the complementary gastronomic program of WVOB, is also expanding due to increasing interest, offering a variety of opportunities for both exhibitors and visitors.

TO EXPERIENCE BALKAN  
IS TO EXPERIENCE  
ITS FOOD  
& HOSPITALITY

**FOOD VISION** BY OPEN  
BALKAN

NOVEMBER 22-24, 2024 • BELGRADE FAIR • SERBIA

**METRO**



# FOOD VISION BY OPEN BALKAN 2024

This year, Food Vision by OB will bring together renowned chefs, rising culinary stars, leading restaurants and hotels, food and equipment manufacturers and distributors, and gastronomic experts to showcase the latest culinary trends and the vibrant flavors of the modern Balkans.

## OPEN BALKAN YOUNG CHEF CULINARY CHALLENGE 2024

**Junior chef competition**  
Competition for young chefs and culinary teams under the age of 25.

**BYC** THE BEST  
YOUNG  
CHEF

**BYCT** THE BEST  
YOUNG  
CHEFS TEAM

## GASTRO THEATER

Presentation of restaurants and hotels who will prepare their three-course set menus.  
These menus will be available to all visitors at affordable prices, with all proceeds donated to humanitarian causes.

## MASTER & EDUCATION KITCHEN

Presentations, culinary demonstrations and tastings, master classes, and motivational speeches will be presented by renowned chefs, gastronomic experts, and promising young chefs from the region and Europe.

## EXHIBITION

Exhibition setup for commercial exhibitors focusing on the food industry, professional equipment, and hospitality services.

# FOOD VISION BY OPEN BALKAN

NOVEMBER 22-24, 2024 • BELGRADE FAIR • SERBIA

**METRO**



11

5

MAP OF THE COMPLEX  
BELGRADE FAIR

**HALL 5 / 2 500 m<sup>2</sup>**

OPEN BALKAN  
YOUNG CHEF  
CULINARY  
CHALLENGE  
2024

GASTRO  
THEATER

MASTER &  
EDUCATION  
KITCHEN

EXHIBITION

**HALL 11 / 1 500 m<sup>2</sup>**

EXHIBITION

RESTAURANT



The competition and masterclass program  
is released in cooperation with  
JUNIOR CHEF CLUB SERBIA

# Hall 5

# FOOD VISION BY OPEN BALKAN 2024

OPEN BALKAN YOUNG CHEF  
CULINARY CHALLENGE 2024

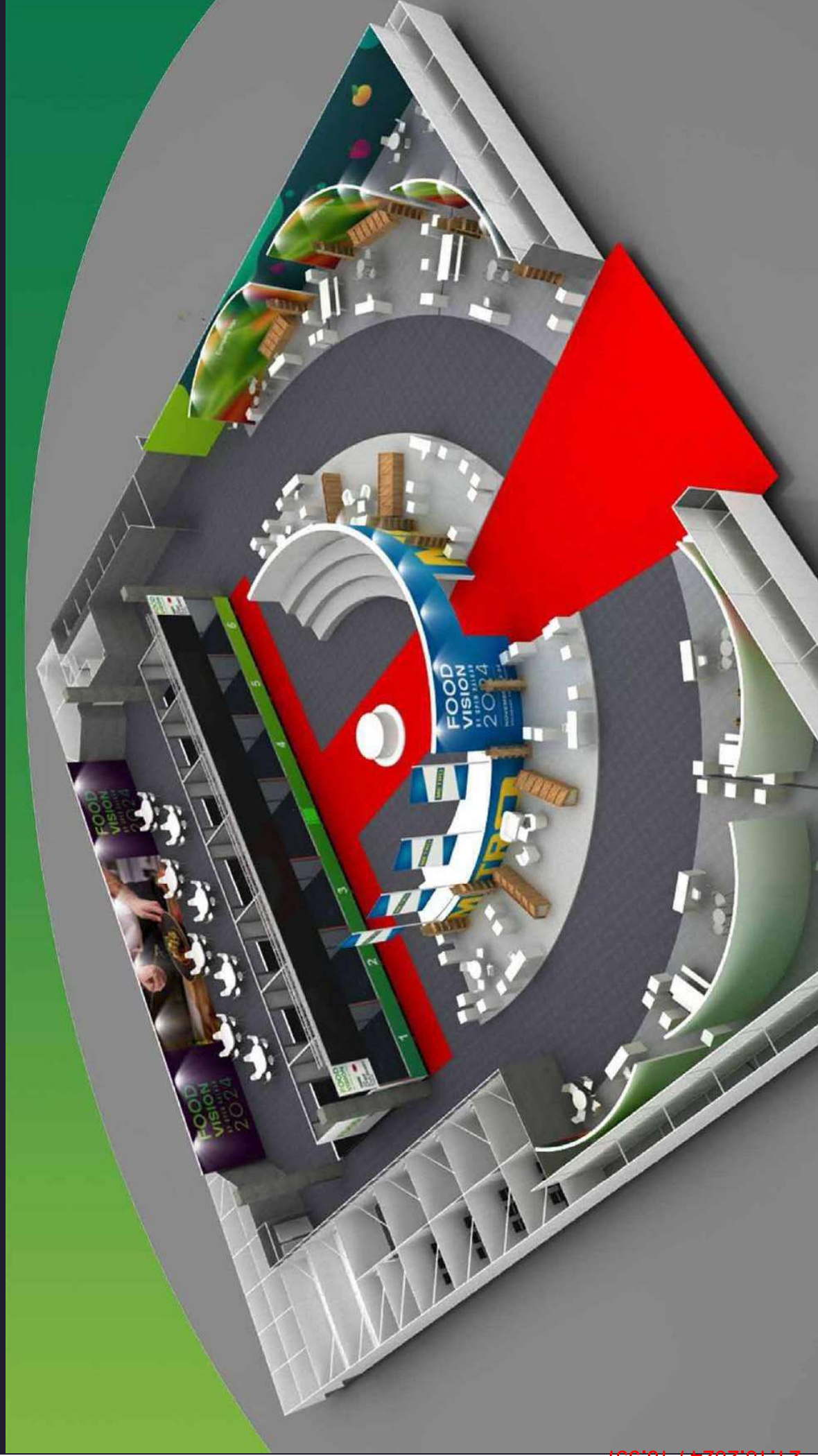
GASTRO THEATER

MASTER & EDUCATION KITCHEN  
EXHIBITION



# FOOD VISION BY OPEN BALKAN 2024

## Hall 5





21.10.2024 / 10.957

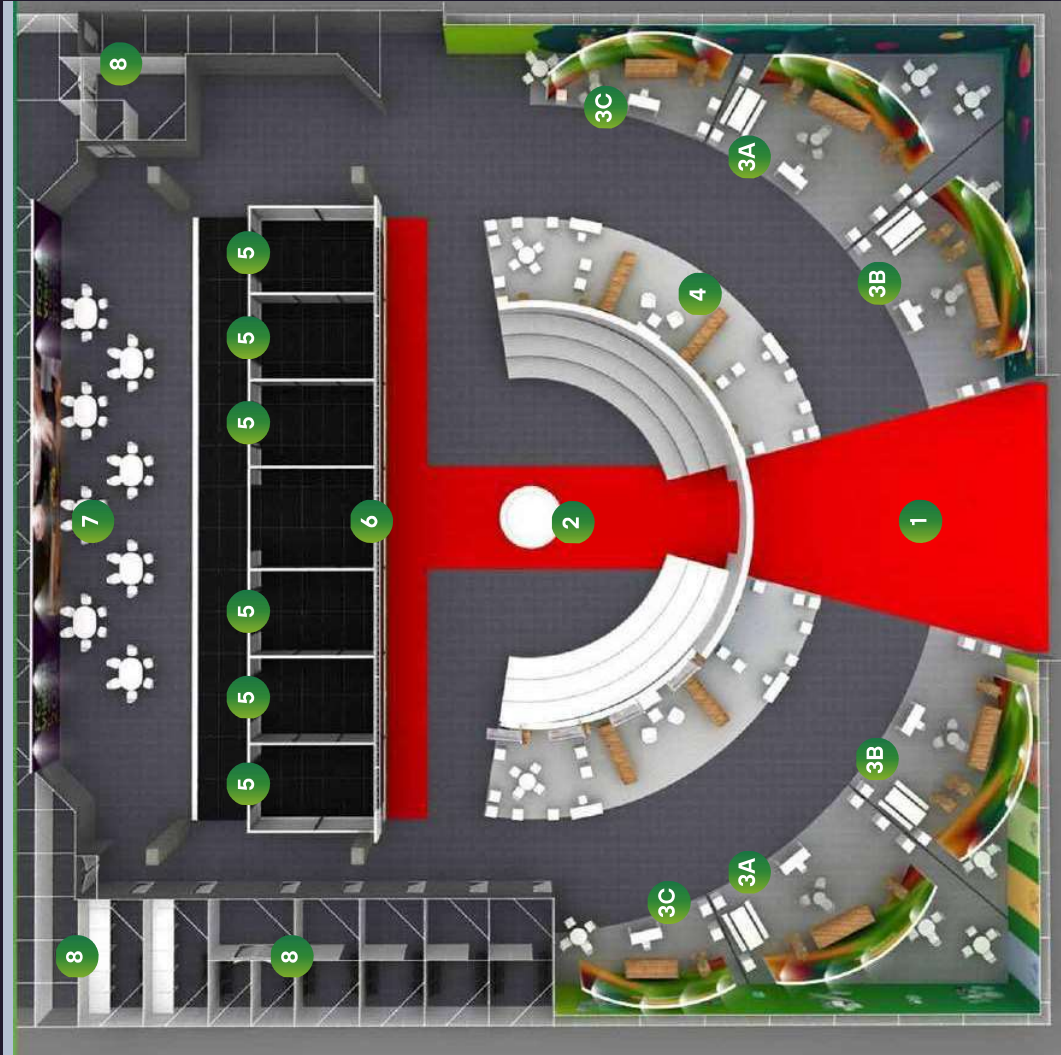
# Program / Hall 5



|                            |                                                                                                         |
|----------------------------|---------------------------------------------------------------------------------------------------------|
| Friday, 22 November 2024   |                                                                                                         |
| 10.00-11.00                | Opening ceremony                                                                                        |
| 11.00-12.00                | Master Class                                                                                            |
| 12.00-13.00                | Competition Best Young Chef /BYC/                                                                       |
| 13.00-14.00                | Master Class                                                                                            |
| 14.00-16.00                | Competition Best Young Chefs Team /BYCT/                                                                |
| 16.00-17.00                | Master Class                                                                                            |
| 17.00 - 18.00              | Competition Best Young Chef /BYC/                                                                       |
| 18.30                      | Gastro theater - presentation of restaurants and hotels introduction of participants / start of cooking |
| 19.30-21.00                | Večera za goste Gastro teatra                                                                           |
| Saturday, 23 November 2024 |                                                                                                         |
| 10.00-11.00                | Competition Best Young Chef /BYC/                                                                       |
| 11.00-12.00                | Master Class                                                                                            |
| 12.00-13.00                | Competition Best Young Chef /BYC/                                                                       |
| 13.00-14.00                | Master class                                                                                            |
| 14.00-16.00                | Competition Best Young Chefs Team /BYCT/                                                                |
| 16.00-17.00                | Master class                                                                                            |
| 17.00 - 18.00              | Master class                                                                                            |
| 18.30                      | Gastro theater - presentation of restaurants and hotels introduction of participants / start of cooking |
| 19.30-21.00                | Dinner for guests of the Gastro Theater                                                                 |
| Sunday, 24 November 2024   |                                                                                                         |
| 10.00-11.00                | Competition Best Young Chef /BYC/                                                                       |
| 11.00-12.00                | Master class                                                                                            |
| 12.00-13.00                | Master class                                                                                            |
| 13.00                      | Gastro theater - presentation of restaurants and hotels introduction of participants / start of cooking |
| 14.00-15.30                | Lunch for Gastro Theater guests                                                                         |
| 16.00-17.00                | Master class                                                                                            |
| 18.00-18.40                | Award ceremony                                                                                          |
| 18.40                      | Closing ceremony                                                                                        |
| 19.00-21.00                | Cocktail                                                                                                |

\* The given program is preliminary. The organizer reserves the right to change.

HALL 5 / GROUND FLOOR



PROGRAM

OPEN BALKAN YOUNG CHEF  
CULINARY CHALLENGE 2024

GASTRO THEATER

MASTER & EDUCATION KITCHEN  
EXHIBITION

DISPOSITION OF FUNCTIONAL  
UNITS / SPACE PURPOSE

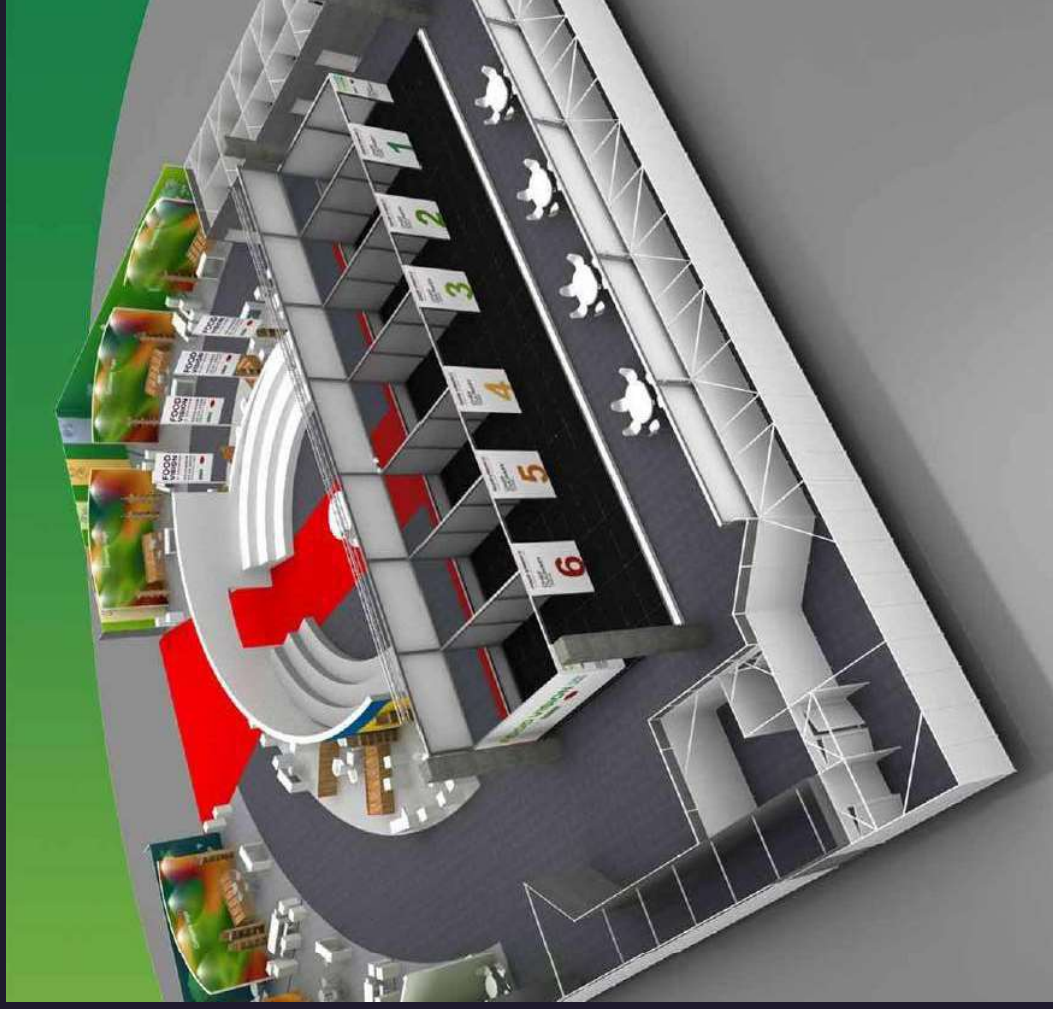
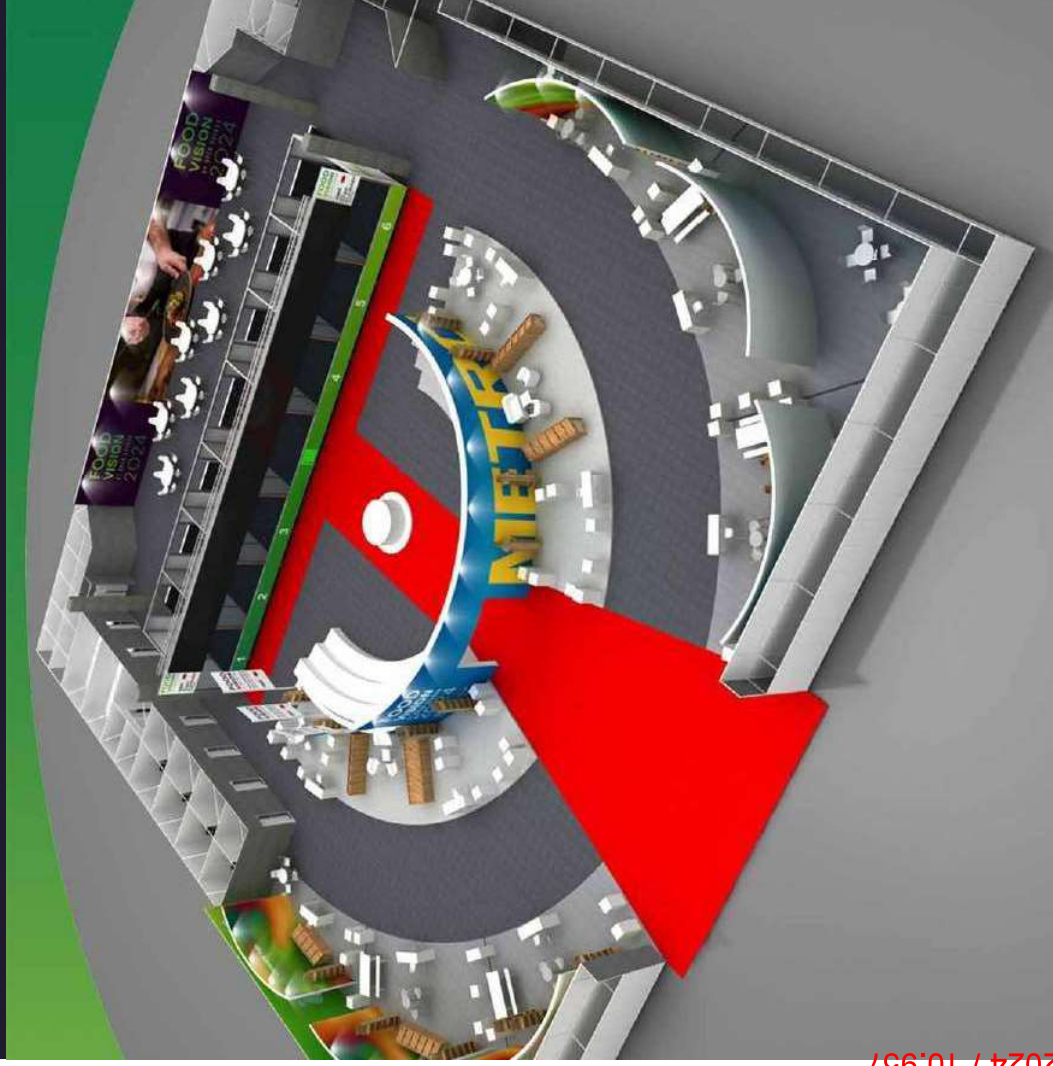
|   |                           |
|---|---------------------------|
| 1 | ENTRANCE AREA / INFO DESK |
| 2 | OPEN AMPHITHEATER         |
| 3 | STANDS / A, B, C          |
| 4 | METRO / GENERAL PARTNER   |
| 5 | COMPETITION KITCHENS      |
| 6 | KITCHEN MASTER            |
| 7 | RESTAURANT*               |
| 8 | TECHNICAL BLOCK           |

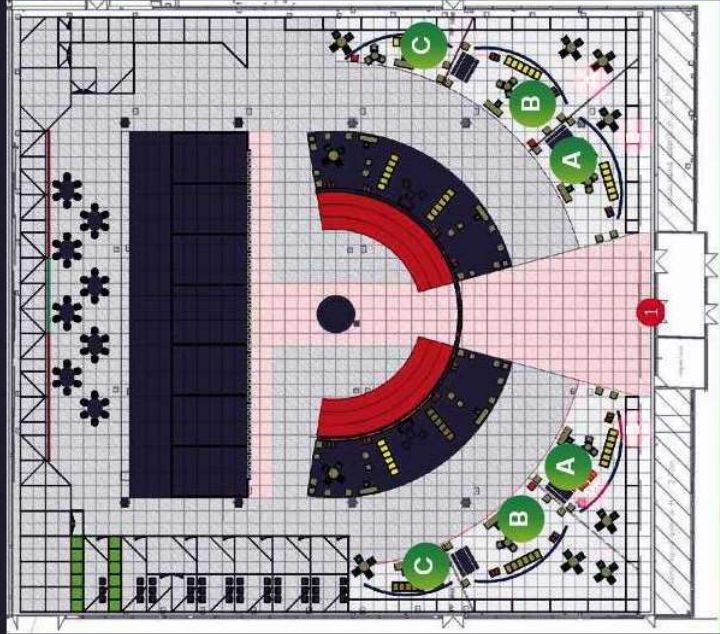
\* The restaurant is available to visitors who want to eat dishes prepared as part of the Gastro Theater program with a purchased ticket. The entire revenue from the tickets will be donated to humanitarian causes.

# FOOD VISION 2024

BY OPEN  
BALCAN

## Hall 5





## Hall 5 Stand lease offer

- Complete exhibition space furnishing: Customized to match the event theme
- Product selling option: Includes a registered cash register for on-site sales.
- Company name (logo) prominence
- Booth size: Varies based on location within the exhibition hall.

### PRICE LIST

Stand type A, 106 m2 > 15,000 euros + VAT / in dinar countervalue

Stand type B, 77.5 m2 > 8,000 euros + VAT / in dinar countervalue

Stand type C, 40 m2 > 5,000 euros + VAT / in dinar countervalue

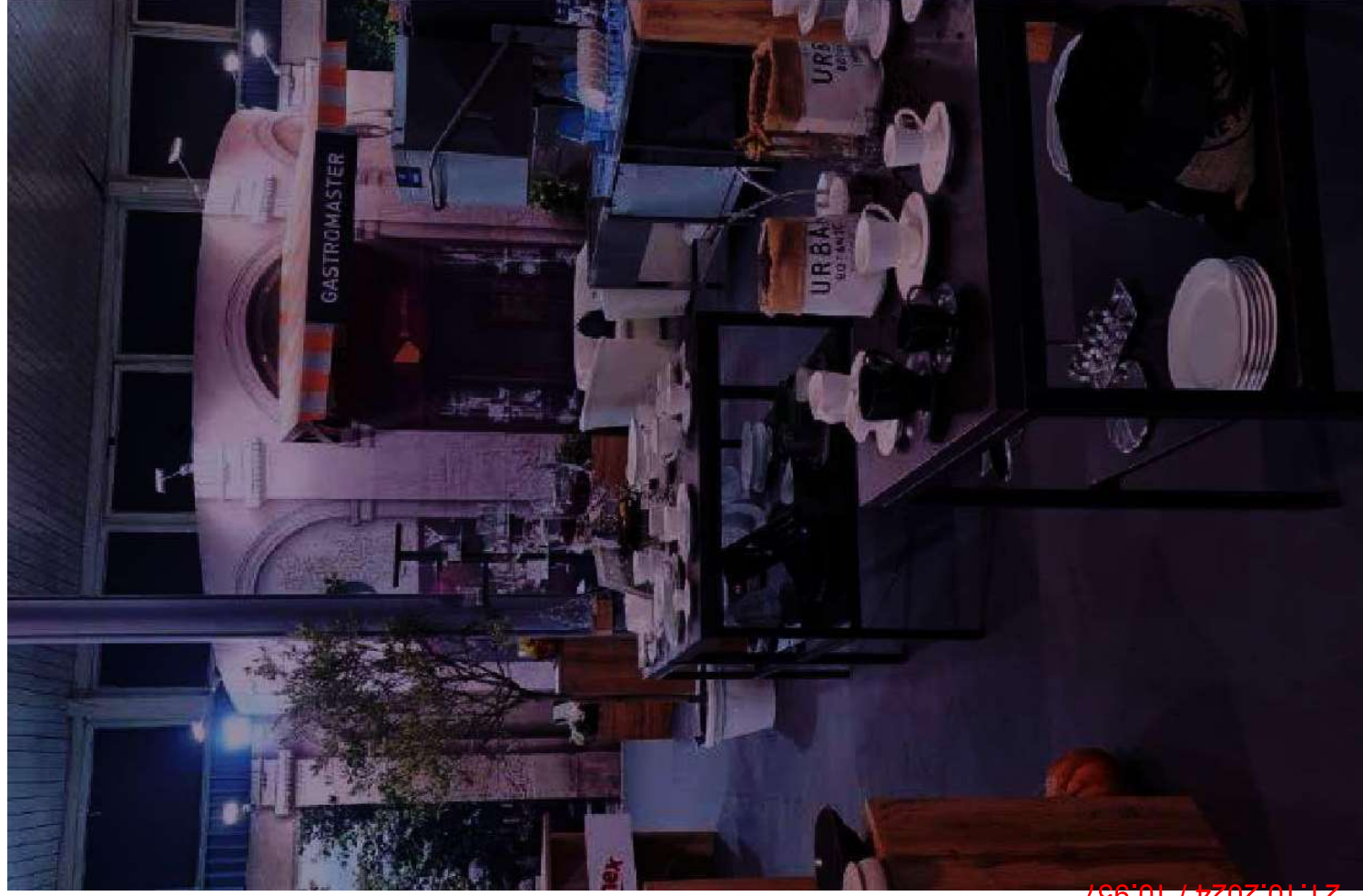


Hall 11

# FOOD VISION BY OPEN BALKAN 2024

EXHIBITION

RESTAURANT



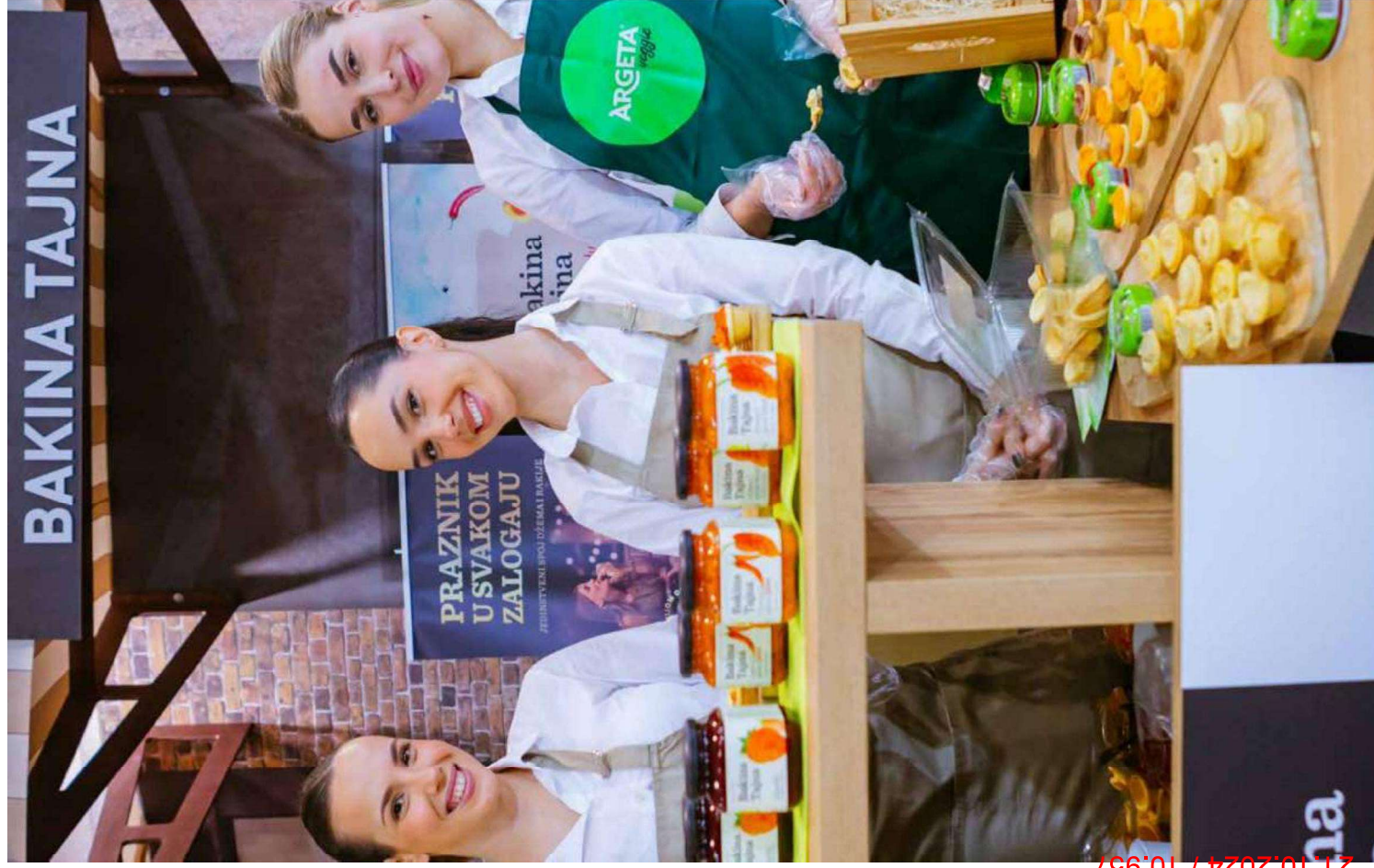
### Hall 11

Hall 11, connected to Hall 5 by a heated passageway, is the central exhibition hall for the Food Vision by OB gastronomic program. In addition to booths, it features a café-bar/restaurant accessible to all WINE VISION BY OPEN BALKAN event attendees.

The hall's architectural design creates a public city-like atmosphere, with exhibition booths forming a visually distinctive display.

We offer 20 booths of varying sizes, depending on their location within the hall. All booths come equipped with basic furniture (counters, showcases, etc.), necessary technical connections for exhibiting and storage, and designated branding areas.

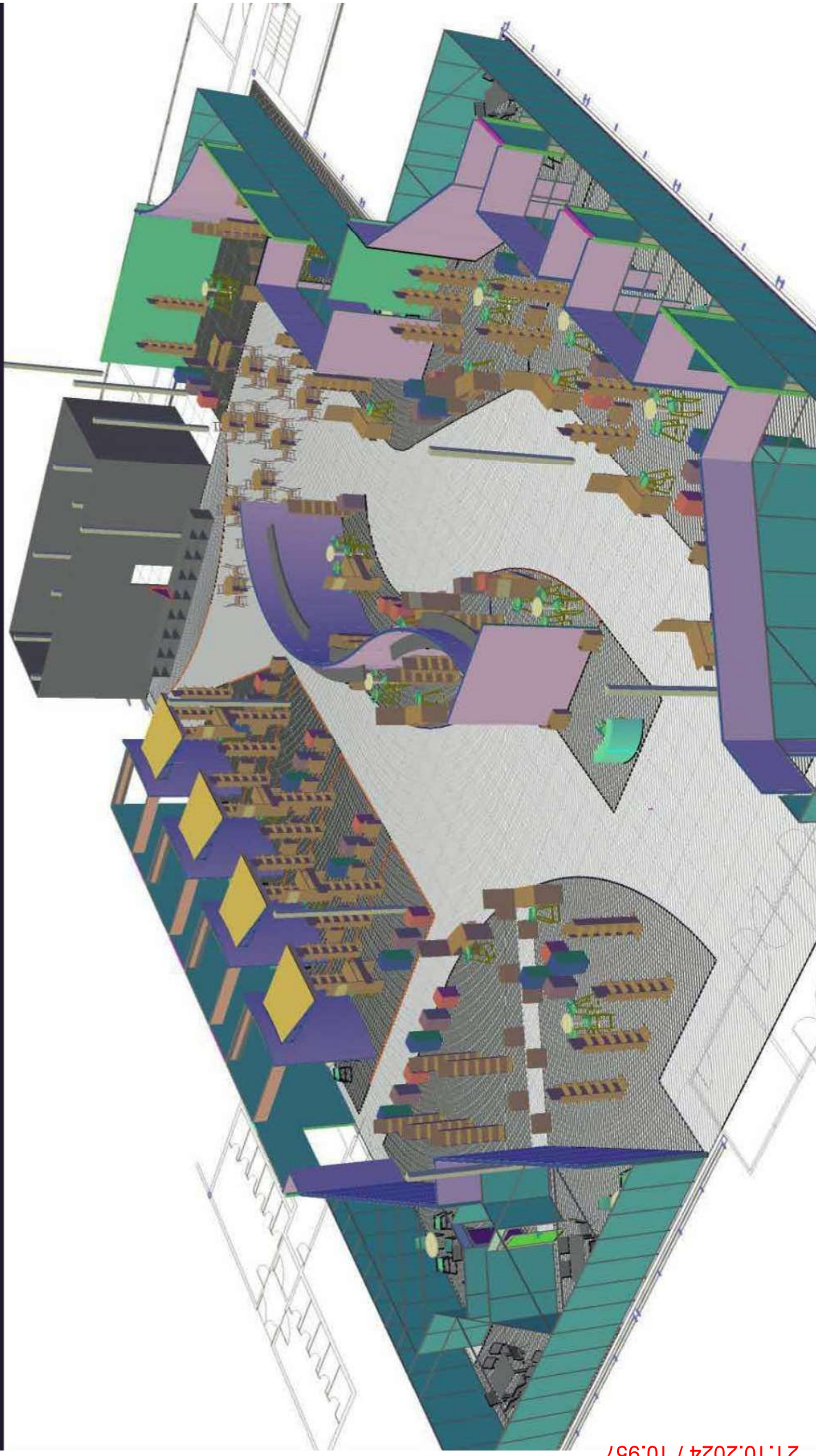
We provide four standard booth types, differentiated by size, equipment/furniture, and branding space. All exhibitors have the option to sell products on-site with a registered cash register.



# FOOD VISION 2024

BY OPEN  
BALKAN

## Hall 11



HALL 11 / GROUND FLOOR



PROGRAM

EXHIBITION

Exhibition space (855.5m2) intended  
for commercial exhibitors

RESTAURANT

DISPOSITION OF FUNCTIONAL  
UNITS / SPACE PURPOSE

| 1                         | Entrance                                 |
|---------------------------|------------------------------------------|
| EXHIBITION SETUP - STANDS |                                          |
| A1 - A3                   | 90 m <sup>2</sup> / 3 positions          |
| B1 - B4                   | 55 m <sup>2</sup> / 4 positions          |
| C1 - C6                   | 47.5 m <sup>2</sup> / 6 positions        |
| D                         | 14 m <sup>2</sup> / 3 positions          |
| D1                        | 13 m <sup>2</sup> / 3 positions          |
| D2                        | 16 m <sup>2</sup> / EXPO 2027            |
| E                         | 8 m <sup>2</sup> / Common room           |
| F                         | 28 m <sup>2</sup> / Organizer's office   |
| P                         | 35 m <sup>2</sup> / Restaurant           |
| P1                        | 75 m <sup>2</sup> / Restaurant - seating |

# FOOD VISION 2024

BY OPEN  
BALKAN

## Hall 11



## Hall 11 Stand lease offer

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- Product selling option: Includes a registered cash register for on-site sales.
- Company name (logo) prominence
- Booth size: Varies based on location within the exhibition hall.

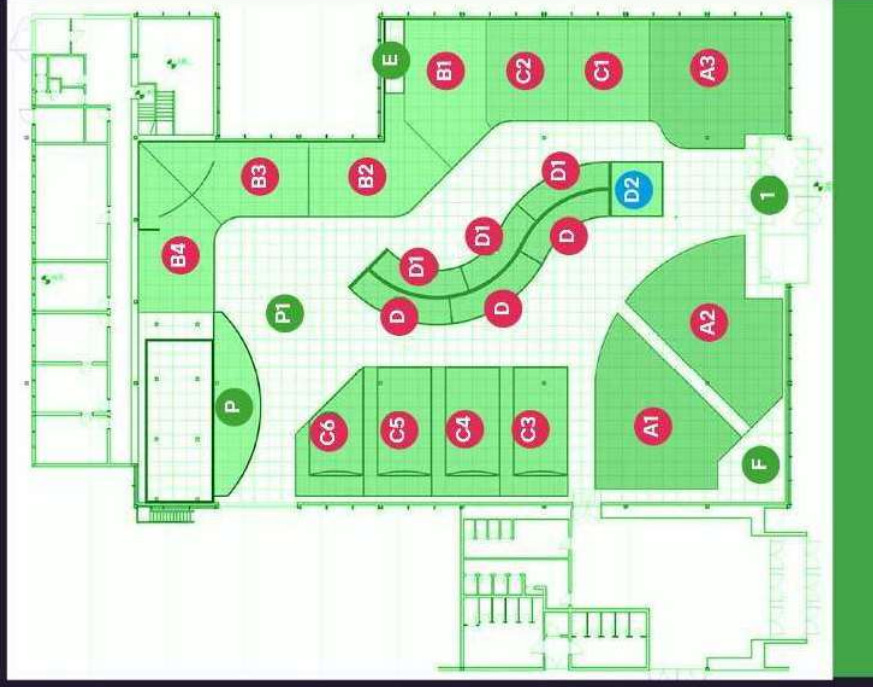
### PRICE LIST

Stand type A (A1-A3), 90 m<sup>2</sup> > 15,000 euros + VAT / in dinar countervalue

Stand type B (B1-B4), 55 m<sup>2</sup> > 8,000 euros + VAT / in dinar countervalue

Stand type C (C1-C6), 47 m<sup>2</sup> > 5,000 euros + VAT / in dinar countervalue

Stand type D ( D1 ), 15 m<sup>2</sup> > 3,000 euros + VAT / in dinar countervalue



CONFLUENCE *of* TASTES

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**FOOD VISION** BY OPEN BALKAN

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