

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



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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 Program Overview

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



Day 2 / March 29th

1.30 pm	Innovation and digitalization in the mountain centers; Powered by TECHNOALPIN <ul style="list-style-type: none"> • Mrs. Tamara Opačić, Marketing Manager, Yettel, Serbia • Mr. Igor Jaćimović, Senior Sales Engineer at the Team Axxess, Austria • Mr. Markus Pfeifer, Head of R&D Process Engineering at Technoalpin, Italy • Ms. Maša Kovačević, Head of Group for Central Information System at the Ministry of Tourism and Youth, Serbia Moderator: Mr. Damjan Pintar , Director at Sportour, Slovenia
2.30 pm	“Energizing presentations” <ul style="list-style-type: none"> • Sustainability in Snowmaking systems by Mr. Paolo Bagozzi, Product Manager at Technoalpin, Italy • E-commerce: Future of online ticketing by Mr. Igor Jaćimović, Senior Sales Engineer at the Team Axxess, Austria
3.10 pm	Lunch
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

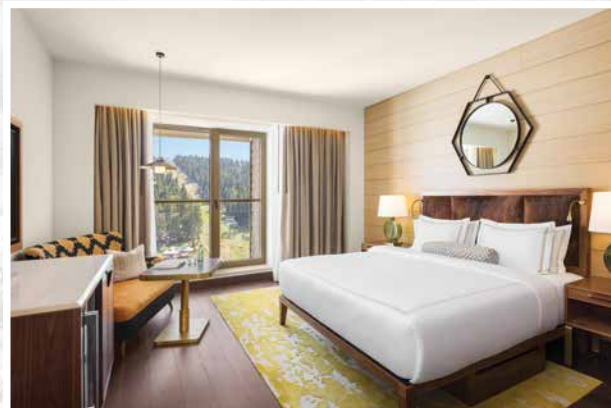
7.00 - 11.30 am	Farewell brunch and B2B
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5. Where will MoReSCE 2023 take place?

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...).





MoReSCE 2023

More information about MoReSCE 2023
you can find at www.moresce.rs

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