


WINE VISION BY OPEN BALKAN 2024 CONFLUENCE *of* TASTES

NOVEMBER 22-24 • BELGRADE FAIR • SERBIA

Wine • Food • Spirits • Tourism

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COUNTDOWN FOR THE LARGEST WINE SHOWDOWN IN SOUTHEAST EUROPE

We are approaching July 15, the deadline for applications for professional visitors and exhibitors for the largest wine fair in the region. The frenzy seems to be in its height, so we took a better look at this fair.



Wine Vision by Open Balkan stands as the pinnacle gathering for the wine, spirits, and culinary industry. With each edition, this fair has grown exponentially, solidifying its status as a crucial meeting point for global wine experts, industry leaders, and esteemed professionals.

Since its inception in 2022, Wine Vision has quickly evolved into a powerhouse event, reflecting the dynamic growth of the regional wine scene. From 350 exhibitors in 2022 to over 600 in 2023, the upcoming third edition in 2024 promises an even greater international presence.

This growth also mirrors the increasing recognition of Serbian wines on the global stage, highlighted by accolades from prestigious competitions like Decanter's World Wine Awards. In 2023 alone, Serbian wines garnered an impressive 103 DWWAs, underscoring their rising prominence in the global market and connecting European and Asian markets with their distinctive flavors.

More than just a trade fair, Wine Vision also caters to professionals seeking new business opportunities. Exclusive B2B meetings, thought-provoking presentations, hands-on workshops, and curated tasting sessions form the core of this business-focused event.

The introduction of a dedicated online platform has streamlined the scheduling of over 2000 B2B meetings in a single day, facilitating invaluable networking and deal-making opportunities.

At the heart of Wine Vision lies the prestigious Open Balkan Wine Trophy, where a panel of Masters of Wine and esteemed judges bestow recognition upon the region's finest wines.

Beyond wines, Wine Vision pays homage to tradition with rakija, Serbia's artisanal fruit spirit. As a UNESCO-listed intangible cultural heritage, rakija embodies the essence of craftsmanship passed down through generations.

The fair provides a platform for an increasing number of distillers to showcase their exquisite spirits, further enriching the cultural tapestry of the event.

Wine Vision by Open Balkan is not just a fair; it is a celebration of tradition, innovation, and the artistry that defines Southeast Europe's vibrant wine, spirits, and culinary industry. As it prepares for its third edition in 2024, the stage is set for yet another extraordinary gathering where excellence meets opportunity in every glass and every handshake. So, mark your calendars for a remarkable sensory experience in Belgrade this November.