



the Globe

m a g a z i n e

Broj 1 // proleće 2013
Issue 1 // spring 2013

**BUSINESS CLIMATE
IN SERBIA**

**PIRAMID
OF THE SERBIA
AND INDONESIA
RELATIONS**

**FROM
SKADARLIJA
TO AVALA**

**POSLOVNA
KLIMA
U SRBIJI**

**PIRAMIDA ODNOSA
SRBIJE I INDONEZIJE**

**OD SKADARLIJE
DO AVALE**

Lifestyle



T

a GP GROUP company
lafete
TRAVEL AGENCY



U



R



S



K



A

BEOGRAD: Kralja Petra br.45 Tel: 011/3286-217
LAZAREVAC : Kralja Petra br.36, Tel: 011/811-7700
E-mail: info@lafete.rs
www.lafete.rs

2013

ANTALIJA
ALANJA
KEMER
BELEK
SIDE
Krstarenja



Measure for Measure

(M. Shakespeare)

Ne znam kako Vama, ali meni se čini da je ova godina od samog početka puna velikih iznenađenja i promena i bitna za ovaj naš brdoviti Balkan.

The Globe Magazine veoma oštro i ambiciozno je krenuo u 2013. godinu prihvatajući promene na svim frontovima.

U odnosu na proteklih pet godina, koje su obeležene kao velika globalna kriza, u ovu godinu smo ušli sa malo više optimizma ali i sa malo više rada. Polako ali sigurno, svet i Evropa nas pridružuju jednoj velikoj Uniji, otvaraju se veće mogućnosti za poslovanje i putovanja.

Sve je više luksuznih hotela, spremnih da prime sve veći broj poslovnih ljudi. Bilo da dolazite da biste ispitali poslovne mogućnosti na ovom tržištu ili tražite niskobudžetno skrovište za firmu, jugoistočna Evropa nudi riznicu prvoklasnih objekata po veoma povoljnim cenama. The Globe Magazine želi da Vam približi ovaj region u turističkom, ekonomskom i privrednom svetlu putem intervjua sa relevantnim sagovornicima, kao i pomoću tekstova koji promovišu turističke potencijale, privredne prognoze i finansijske tendencije.

Mnogo toga ima u ovom našem regionu, sve je ovo jedna velika pozornica na kojoj smo često i mi sami učesnici. Jedna velika pozornica gde se igraju velike drame, gde se smenjuju komedije i tragedije, sa malom dozom satire baš kao u Šekspirovom The Globe pozorištu.

I do not know how you feel about it, but I think that, from its very beginning, this year is full of great surprises and important changes for our hilly Balkans.

The Globe magazine started in 2013 in a very resolute and ambitious way, accepting changes at all fronts.

In comparison to the last 5 years, which were characterized by the great global crisis, this year began with more optimism and a bit more work. In a slow but steady way, Europe and the world are integrating us into a great Union, opening larger possibilities for business and travel.

There are more and more luxury hotels, ready to accept business travelers, whose number will grow slowly but certainly. Regardless that you came to search business opportunities on this market or that you are looking for a low-budget refuge for your company, South-Eastern Europe offers a variety of first-class objects at very convenient prices. The Globe magazine wishes to make this region more accessible to the world of tourism and economy.

There are many things in our Region. This is all one big stage where we are often actors. One great stage where they play a great drama, where comedy alternates tragedy with touch of satire, as in Shakespearean the Globe Theater!


3 PROFIL // PROFILE

SRĐA POPOVIĆ, BORAC ZA DEMOKRATIJU // SRĐA POPOVIĆ, DEFENDER OF DEMOCRACY

8 PRIVREDNI IZVEŠTAJ // ECONOMIC REPORT

BANKARIMA NEOPHODNA STABILNA REGULATIVA I ODGOVORNI KLIJENTI // BANKERS NEED STABLE REGULATION AND RESPONSIBLE CUSTOMERS

POSLOVNA KLIMA U SRBIJI // BUSINESS CLIMATE IN SERBIA

BEOGRAD - GRAD BUDUĆNOSTI // BELGRADE – CITY OF FUTURE

ŠTA NAM NEBO DA // WHAT DOES THE SKY

25 DIPLOMATSKA MISIJA // DIPLOMATIC MISSION

PIRAMIDA ODNOSA SRBIJE I INDONEZIJE // PYRAMID OF THE SERBIA AND INDONESIA RELATIONS

OD TRADICIONALNE DO SAVREMENE JAPANSKE KULTURE // FROM TRADITIONAL TO CONTEMPORARY JAPANESE CULTURE

38 BALKANSKI BISERI // BALKAN PEARLS

KAKO JE RASPAD SFRJ UGROZIO TURISTIČKU VIZIJU BIVŠIH ČLANICA

HOW THE DISSOLUTION OF THE SFRY AFFECTED ON TOURISM OF FORMER MEMBERS?

SRBIJA IZGUBILA „BITKU NA NERETVI“ // SERBIA LOST “BATTLE OF NERETVA”

45 GRADSKE PRIČE // CITY BUZZ

RAZGLEDNICA IZ BEOGRADA OD HOLANDSKOG DOMAČINA // POSTCARD FROM BELGRADE FROM THE DUTCH HOST

OD SKADARLIJE DO AVALE // FROM SKADARLIJA TO AVALA

58 TURISTIČKA DESTINACIJA // TOURIST DESTINATION

DUNAVSKA RAPSODIJA // DANUBE RHAPSODY

TURSKA – VAŠA SLEDEĆA DESTINACIJA SA TURISTIČKOM AGENCIJOM LAFETE // TURKEY – YOUR NEXT DESTINATION WITH LAFETE TRAVEL AGENCY

BEOGRAD // BELGRADE

69 U RETROSPEKTIVI // IN RETROSPECTIVE

OPROŠTAJNI KOKTEL U AMBASADI JAPANA // FAREWELL COCTAIL AT THE JAPANESE EMBASSY

SVEJAPANSKI KENDO SAVEZ DONIRAO OPREMU ZA MLADE KENDOISTE //

JAPANESE KENDO FEDERATION DONATED EQUIPMENT FOR YOUNG KENDOKAS

U AMBASADI RUSIJE OBELEŽEN DAN BRANILACA OTADŽBINE //

THE RUSSIAN EMBASSY CELEBRATED DAY THE MOTHERLAND'S DEFENDERS

NAJBOLJE IZ SRBIJE // BEST OF SERBIA

BIZNIS SA SOCIJALNOM MISIJOM // BUSINESS WITH A SOCIAL MISSION

POTREBA ZA NOVOM SOCIJALNOM POLITIKOM // NECESSITY FOR A NEW CONCEPT OF ECONOMIC POLICY

75 KULTURA

OTVOREN ISTORIJSKI MUZEJ SRBIJE // THE HISTORICAL MUSEUM OF SERBIA RENOVATED

79 LIFESTYLE Putovanja // Travel

PREKO SAHARE I MEDITERANA DO SRBIJE // ACROSS THE SAHARA AND MEDITERRANEAN TO SERBIA

VERICA RAKOČEVIĆ – JEDRENJE JE MOJA OPSESIJA // VERICA RAKOČEVIĆ- SAILING IS MY OBSESSION

LIFESTYLE Hrana&piće // Food&Drink

PREKMURSKA VS MEĐIMURSKA GIBANICA // PREKMURIAN VS MEDJIMURIAN GIBANICA

NJENO VELIČANSTVO ŠLJIVOVIČA // HER MAJESTY THE SLIVOVITZ

LIFESTYLE Dizajn // Design

NENAD RADUJEVIĆ – PONOSAN SAM ŠTO JE BEOGRAD POSTAO REGIONALNI MODNI CENTAR //

NENAD RADUJEVIĆ – I AM PROUD THAT BELGRADE BECAME THE REGIONAL FASHION CENTER OF THE BALKANS



SRĐA POPOVIĆ, borac za demokratiju

SRĐA POPOVIĆ, defender of democracy

Svetski ekonomski forum u Davosu smestio ga je u društvo „Mladih globalnih lidera” 2013. godine. Smatra se da su to ličnosti koje će bitno uticati na svetska dešavanja u narednim godinama. Mlađi su od 40 godina, dokazani uspešni ljudi koji predstavljaju novu generaciju lidera sa potencijalom da menjaju svet. Šta to priznanje donosi i kako se zaslužuje mesto na takvoj listi, za magazin Globe govorio je Srđa Popović, izvršni direktor Centra za primenjenu nenasilnu akciju (CANVAS). Jedan je od retkih koji veruje u ideale i svoj poziv smatra misionarskim: „Imam najbolji posao na svetu. Srećem ljude koji su zanimljivi, hrabri, uspešni, entuzijasti, revolucionari u svojim profesijama, ali i u stvarnoj borbi za bolji život.”

The World Economic Forum in Davos placed him among the "Young Global Leaders" of 2013. It is considered that these people will have a significant impact on world events in the coming years. They are younger than 40 years old, proven, successful people, who represent a new generation of leaders with the potential of changing the world. Srđa Popović, Executive Director of the Center for Applied Nonviolent Action (CANVAS) explained to the Globe magazine what this recognition means and how one can get a place on that list. He is one of the few that believe in ideals and consider that their vocation is actually a missionary one: "I have the best job in the world. I meet people who are interesting, courageous, successful, enthusiastic, and revolutionary in their professions, but also in the actual fight for a better life."



Priznanja stižu svake godine – Popović je 2010. dobio nagradu danskog fonda „Poul Lauritzen“ za doprinos u širenju demokratije i poštovanju ljudskih prava, 2011. godine se, sa Bilom Gejtson, Barakom Obamom, Angelom Merkel i Markom Cukenbergom, našao na listi 100 globalnih mislilaca prestižnog magazina „Forinpolisi“. Nenasilna oktobarska revolucija u Srbiji 2000.godine postala je izvozni domaći proizvod. Od Gruzije, Ukrajine, Libana, Zimbabvea, do Burme i Maldiva – hiljade demokratskih aktivista širom sveta inspirišu se onim što je Popović sa saradnicima iz „Otpora“ uspeo da postigne. CANVAS, proistekao iz ideje „Otpora“, angažovan je u mnogim zemljama širom planete.

Da li su nagrade lična satisfakcija i potvrda da se kvalitetne ideje prepoznaju u svetu?

Nagrade laskaju, ali mnogo je važnije kada nekome pomognete da menja svoj život. Priznanja su značajna na ličnom, patriotskom i akademskom nivou. Fenomenalan je osećaj kada vam iz Kenije stignu fotografije demonstranata obučenih u crne majce, sa znakom „Otpor“ ispisanim ćirilicom. Često mi se to događalo poslednjih godina.

Recognitions arrive every year - In 2010 Popović won the Danish fund "Poul Lauritzen" for his contribution to the spread of democracy and human rights and in 2011 the prestigious magazine "Foreign Policy" placed him on the list of 100 global thinkers, together with Bill Gates, Barack Obama, Angela Merkel and Mark Cukenbergom. The Serbian Nonviolent October Revolution of 2000 became a domestic export product. From Georgia, Ukraine, Lebanon, Zimbabwe, Burma and the Maldives, thousands of democracy activists around the world are inspired by what Popović and his associates from the "Otpor" movement were able to achieve. CANVAS was born from the idea of "Otpor" (resistance) and is involved in many countries across the globe.

Are the awards a personal satisfaction and proof that good ideas are recognized in the world?

Awards are flattering, but it is more important helping others to change their life. Awards are important at a personal, patriotic and academic level. It is a fantastic feeling to get photos of protesters from Kenya wearing black shirts, with the word "Otpor" printed in Cyrillic. This has happened to me often in the last years.

Mi smo uspeli da od modela nenasilne pobune protiv Miloševića, napravimo prepoznatljiv srpski brend u svetu. I to su priznanja koja imaju težinu, ali mi ne eksploatišemo dovoljno vredne stvari iz Srbije koje ljudi u svetu prepoznaju.

Na akademskom planu, potvrda da smo na dobrom putu jeste to da strategija nenasilne borbe posle Arapskog proleća postaje svakodnevna tema. O svojim idejama predajem na relevantnom američkom koledžu u Koloradu. Na Njujorškom i Kolumbijskom univerzitetu sam bio gostujući profesor, kao i na mnogim svetskim fakultetima.

Kako je nastao CANVAS?

Učili smo o aktivizmu od 1992. godine, pa 1997. - sve do uspešno završene misije „Otpora“ 2000. godine. Posle toga sam bio angažovan kao poslanik u Skupštini Srbije, na poziv mog političkog uzora Zorana Đinđića. U tom periodu, počeli su da stižu pozivi prvo iz Belorusije, pa onda iz Zimbabvea – tražili su pomoć u borbi protiv autoritarnih vlasti. Prelomni momenat je bio kada je izvršen atentat na premijera Đinđića. Biolog sam po struci i politika nije moja prirodna vokacija, pa nakon te tragedije nisam sebe

We were able to transform the non-violent uprising against Milošević into a worldwide recognizable Serbian brand. Those are the awards that really matter, but unfortunately we do not exploit enough all those valuable things from Serbia that people could recognize worldwide.

In the academic realm, the proof that we are on the right track is that, after the "Arab Spring", the nonviolent struggle strategy is becoming an everyday topic. I teach my ideas at an important American College in Colorado and I have been visiting professor at New York and Columbia Universities, as well as in many other international universities.

How did CANVAS come to existence?

We learned about activism since 1992, through 1997 and until the successful completion of "Otpor's" mission in 2000. After that, I was a congressman at the Parliament of Serbia, at the invitation of my political model Zoran Đinđić. At that period, the first calls began to arrive from Belarus and then from Zimbabwe, asking for help in the fight against the authoritarian regimes. The decisive moment was the assassination of Prime Minister Đinđić. By profession I am a biologist and politics is not my natural vocation. That is why, I could not see myself on the political



Nenasilana borba u 50 tačaka, arapska verzija knjige

//

Nonviolent revolution - 50 crucial points, Arabic version

video u političkim vodama. Mnogo više sam bio fasciniran činjenicom da iz nekih dalekih zemalja traže savete i pomoć od nas, iz male Srbije. Tako sam sa Slobodanom Đinovićem oblikovao sve ono što smo mi prošli kroz „Otpor“ i osmislili CANVAS. Danas upoznajem različite ljude sa dobrim idejama i doprinosim da se uspostavi demokratija tamo gde je nema. Ta vrste interakcija je neverovatna. Tako sam upoznao ženu iz Irana koja na ju tjub kanalu daje časove vožnje, što je zabranjeno ženama u njenoj zemlji. Upoznao sam i devojkicu koju su uhapsili jer džogira. To vas menja i ne možete nazad. Niste isti čovek posle toga.

Koji su činioci neophodni da bi u modernom svetu neki pokret bio uspešan?

Emocije su najvažniji pokretač, kada neko oseti da je lično ugrožen. Osim toga postoje univerzalni elementi kao i specifičnosti svake zemlje – uslovi i okolnosti u kojima se neko društvo nalazi. U osnovi kursa koji naš centar sprovodi, kao baze za uspeh nekog pokreta su: jedinstvo oko istog cilja (političkog, religijskog, etničkog), zatim planiranje (ne postoji spontani pokret bez strategije – ili je planiran ili neuspešan), nenasilna disciplina i ofanziva (nećete ništa postići ako se samo branite). Propaganda je neophodna da bi se prepoznale vrednosti koje zastupate, kao i da biste stvorili grupnu identifikaciju kroz te vrednosti i ciljeve. Važno je birati bitke koje možete dobiti, uz minimum rizika za ljude koji se angažuju. Humor je dobra polazna tačka u borbi protiv diktatora ili autoritarnih režima. Razbija strah i uvek ste korak ispred protivnika kada tako pristupite problemu.

Kako funkcioniše gandijevska nenasilna metodologija borbe u eri digitalizacije?

Internet je dvosekli mač. Sa jedne strane, sve je brže, masovnije, jeftinije. Internet je interaktivan medij, što je pozitivno. To nam je donelo da ništa ne može se sakrijeti, sve je javno. Bilo ko na nekoj tački planete može telefonom da fotografiše i postavi neki sadržaj na internet. U Iranu smo 2009. godine imali 17 000 download-ova knjige „Nenasilna borba u 50 tačaka“. Zamislite koliko bi ljudi bilo uhapšeno da je neko pokušao da distribuira Irancima 17 000 knjiga koje su zabranjene?!

Negativan aspekt interneta je fenomen kolektivism. To znači da se stvari menjaju u realnom, a ne u virtuelnom životu. To što neko „lajkuje“ stanicu za ekološki spas Zemlje, neće pomoći planeti – ali ako ugasite svetlo i štedite stuju, to hoće. Milioni tvitova neće promeniti stvari, ako ne sledi nešto konkretno iza toga.

Ima li ideala u liberalno-demokratskim zemljama za koje se vredi boriti?

Nenasilna borba kroz istoriju imala je različite ciljeve, ne samo borbu protiv diktatora. Pokreti su



arena after that tragedy. But I was fascinated by the fact that people from remote countries seek advice and assistance from little Serbia and then, together with Slobodan Đinović, I reshaped all what we went through at "Otpor" and created CANVAS. Nowadays, I have the chance of meeting different people that have good ideas and contribute to establish democracy where it does not exist. That kind of interaction is amazing. For example, I met an Iranian woman that provides driving lessons through "You Tube", which is forbidden for women in her country. Another case is the girl who was arrested for jogging. That is the kind of things that change you and you cannot step back, because you are not the same person.

What are the necessary factors to ensure the success of any movement in the modern world?

Emotions are the most important driver, when someone feels that he/she is personally threatened. In addition to that, there are universal elements, as well as particularities for each country, conditions and circumstances in which a society exists. The bases of the course that our center implements, as the foundation for the success of a movement are: unity around a single goal (political, religious, ethnic), planning (no spontaneous movement without a strategy, because where there is no plan, there is no success), nonviolent discipline and offensive (you will not achieve anything if you are just defending yourself). Propaganda is necessary in order to identify the values that you represent and to create group identification around these values and goals. It is important to choose the battles that you can win, with minimum risk for the people who are engaged. Humor is a good starting point in the struggle against dictators and authoritarian regimes, because it breaks fear. If you tackle the problem in this way, you will always be a step ahead of the opponent.

How does Gandhi's non-violent struggle methodology work in the era of digitalization?

The Internet is a double-edged sword. On the one hand, everything is faster, more massive and cheaper. Internet is an interactive medium, which is positive. Thanks to it, nothing can be hidden and everything is public. Anyone can take a photo with a phone camera any where in the world and post it on the internet. Just in Iran, the book "The Nonviolent

bili za oslobođenje od kolonizatora, za ukidanje segregacije u društvu... Sada je razlika u zemljama koje se još bore za poštovanje osnovnih ljudskih prava, i u državama koje su već dugo godina demokratska zrela društva liberalnog kapitalizma. Nezapostvenost i korupcija su današnji neprijatelji svuda gde je došlo do bankrota političke elite. I kada dođe do toga da nije dovoljno glasati jednom u četiri godine, onda kroz građanski aktivizam utičete na donošenje odluka. Taj talas pokreta je potreban da bi se ljudi probudili. Te uljuljkane demokratije su u romantičnoj fazi otkrivanja moći građanskog aktivizma. Kada je status quo – u liberalnim demokratijama za to je kriva apatija, a u diktaturama strah. Samo se protivnik zove drugačije, a sve drugo je isto. Moja poruka za svakoga jeste sledeća: da se nikada u životu, ne samo u aktivizmu, ne plašite da pokrenete dobru ideju – jer ako ne pokušate, onda je neuspeh zagarantovan. Tako sigurno nećete promeniti stvari.

Dragana Milosavljević



Struggle in 50 Items” was downloaded 17,000 times in 2009. Imagine how many people would have been arrested if someone had tried to distribute in Iran 17,000 books that have been banned?

The negative aspect of the internet is the so-called phenomenon of clicktivism. That means that things should change in real life and not in the virtual world. The fact you “like” a station for ecological salvation of Earth will not help the planet, but if you turn off the lights and save electricity, you will. Millions of tweets will not change things, if there is no concrete action after that.

Are there ideals from the liberal-democratic countries, for which it is worth to fight?

Nonviolent struggle has had different goals through history, not only the fight against dictators. There have been movements for the liberation from colonizers, the abolition of segregation etc. Presently, there is a difference between countries that are still fighting for the respect of basic human rights and countries that have long been mature democratic societies with liberal capitalism. Unemployment and corruption are the current enemies wherever the political elite is bankrupt. And when we get to the situation that it is not enough voting each four years, then we can have an influence on the decision making process through civic activity. That wave movement is necessary to make people wake up. Lulled democracies are at the romantic phase of discovering the power of civic activism. The status quo in liberal democracies is characterized by apathy, while in dictatorial regimes it is characterized by fear. The opponent has a different name, but everything else is the same. My message to everyone is: never be afraid of applying a good idea, not only in activism, but in life as a whole, because if you do not try, failure is guaranteed. That certainly will not change things.



*Srdja Popović,
Zeitgeist 2012.*

Bankarima neophodna stabilna regulativa i odgovorni klijenti

Bankers need stable regulation and responsible customers

Čak 19.000 preduzeća duže od tri meseca ne namiruje svoje rate za kredit, pa su ih banke klasifikovale kao najgore dužnike D kategorije. Koliki problem predstavljaju nenaplativi krediti, kada je ukupni kapital banaka u Srbiji oko 5,5 milijardi evra i da li je jedini spas u oživljavanju privrednih aktivnosti – objašnjava dr Veroljub Dugalić, generalni sekretar Udruženja banaka Srbije.

19,000 companies have not paid their credit rates for more than three months and the banks have classified them as Category D worst debtors. Dr. Veroljub Dugalić, General Secretary of the Association of Serbian Banks, explains how big is the problem of non-performing loans, taking into consideration that the total capital of banks in Serbia is around 5.5 billion EUR, and answers to the question whether the revival of economic activities is the only salvation.

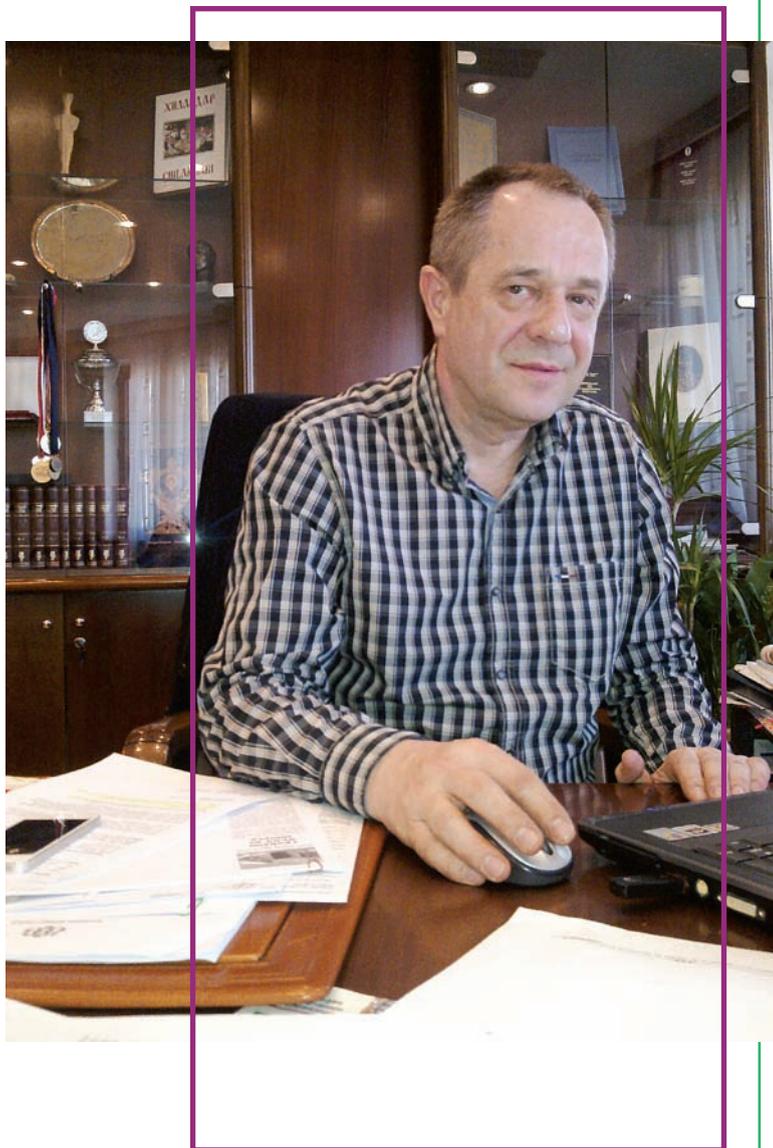
Koliko problematični krediti ugrožavaju bankarski sistem?

Situacija je takva da je iznos nenaplativih kredita, gde su kašnjenja duža od 90 dana, više od 250 milijardi dinara. Kada se na to doda 100% rezervisanja koje banke moraju da izdvoje, cifra je 5 milijardi evra opterećenja bankarskog sektora zbog problematičnih zajmova. Banke imaju čak i veće rezerve od zakonski propisanih – do 125%. Zato je bankarski sistem stabilan, iako loši plasmani otežavaju poslovanje i stvaraju troškove.

Osnovni problem je nesolventna privreda. Jedino rešenje je u povećanju društvenog proizvoda, a potom u jačanju discipline plaćanja. Strane direktne investicije su značajne jer zapošljavaju radnike, imaju realnu proizvodnju i pozitivan uticaj na rast privrede. U Srbiji je BDP niži danas nego 1995. godine, kada smo bili pod sankcijama.

Koji su elementi stabilnog finansijskog tržišta?

To bi bili jasni, nedosmisleni propisi i regulativa koja se ne menja često. Takođe, neophodno je da država stvori uslove za sprovođenje tih propisa i za kažnjavanje onih koji ih ne poštuju. Kada se ambijent poslovanja definiše, onda imate izgrađen sistem koji je samoregulativan i državu koja ga nadgleda.



How do problematic credits threaten the banking system?

The situation is such that the amount of non-performing loans with delay periods of over 90 days amount to over 250 billion. When you add 100% of reserves that banks must set aside, the figure is a 5 billion EUR burden for the banking sector related to problematic loans. Banks have even larger reserves than the legally prescribed, up to 125%. That is why the banking system is stable, even though bad loans hinder business and create expenses.

The main problem is the insolvent economy. The only solution is to increase the gross domestic product, and then to strengthen the payment discipline. Foreign direct investments are significant, because they employ workers, provide real production and have a positive impact on the economic growth. Serbia's GDP is lower nowadays than in 1995, when we were under sanctions.

What are the elements of a stable financial market?

They are clear, unambiguous rules and regulations that do not change often. The State must also create the conditions for the implementation of these regulations and punish those who violate them. When the business environment is well-defined, there is a self-regulating system and State institutions that supervise it.

What are the positive and negative aspects of the fixed exchange rate?

The floating exchange rate is completely suitable for our present circumstances. Supporters of the fixed exchange rate believe that it is a way to completely define the obligations in foreign currency, facilitating thus the calculation and prediction of expenses.

The negative side of the fixed exchange rate is that the whole fiscal policy is subordinated to maintaining that course, which quickly leads to great pressures on the foreign exchange market. If the currency is overvalued, there will be a shortage of offer, black market will appear, the currency will devalue and prices will suddenly rise. It is not a long-term market category and it creates problems that are greater than the temporary positive effects. Therefore, the variable exchange rate with small fluctuations is the optimal solution. We now have a relatively stable

Veroljub Dugalić, sekretar Udruženje banaka Srbija

//

General Secretary of the Association of Serbian Banks

Šta su pozitivni i negativni aspekti fiksnog kursa?

Režim fluktuirajućeg kursa je potpuno primeren okolnostima u kojima se nalazimo. Zagovornici fiksnog kursa smatraju da je to način kojim se potpuno definišu obaveze u stranoj valuti, olakšava kalkulacija i povećava predvidivost troškova.

Negativna strana fiksnog deviznog kursa je što se čitava fiskalna politika podređuje održanju tog kursa, što brzo dovede do situacije velikog pritiska na deviznom tržištu. Kada to izazove nestašicu u ponudi, jer je valuta precenjena, pojavljuje se crno tržište, valuta devalvira i dolazi do skoka cena. To nije tržišna kategorija i dugoročno stvara veće probleme od trenutnog pozitivnog efekta. Zato je promenjivi devizni kurs sa malim oscilacijama najoptimalnije rešenje. Mi sada imamo relativno stabilan kurs sa minimalnim kolebanjima koja su normalna u tržišnoj ekonomiji. Problem je što se u Srbiji očekuje da kurs reši probleme koje ne može i ne sme da rešava. Funkcija kursa nije da podstiče izvoznike, kako neki smatraju. U tom slučaju, kurs postaje samo jedan instrument ekonomske politike. Mismo to imali u praksi i znamo da se neslavno završilo. Ideja da će se naglim rastom deviznog kursa podstaći izvoz, nije realna. Nerealna su i očekivanja da će kurs rešiti teške probleme kojima država mora da doskoči na druge načine – kroz podsticaje, subvencionisane kredite, poreske olakšice i slične mere.

Koliko banke zarađuju?

U Srbiji postoje strane banke kao što su Dojče (Deutsche) ili Siti (City) banka, zatim imamo domaće banke sa stranim kapitalom koje posluju pod istim uslovima kao banke sa domaćim kapitalom. I, naravno, svako ko se bavi nekim poslom mora i da zarađuje. Stvara se taj mit kako su zarade banaka nerealno visoke, ali podaci govore drugačije. Ako uzmemo primer stambenih kredita, koji su najprisutniji – kamatne stope za te kredite su nešto niže nego u zemljama Evrope, 4,5 – 5% – plus šestomesečni euribor koji je 0,3%, tako da je kamatna stopa za stambene kredite 5 – 5,3%, što je na nivou Evropske unije. Za keš kredite kamatna stopa je u proseku 16%, dok je u Rumuniji 14%, a u Hrvatskoj 11%. Ako posmatrate samo te brojke, dobijate nerealnu sliku – ne može se iz računice izostaviti da je kod nas inflacija 13%, a kod njih 2 – 4%. Izračunajte sami koji su krediti skuplji i čije banke više zarađuju.

Sa druge strane, kod nas su obavezne rezerve 30%, što znači da, ako klijent stavi 1000 evra na štednju, banka odmah izdvoji 300 evra za obaveznu rezervu i raspolaze sa 700, dok klijentu plaća kamatu na celih 1000 evra. To je trošak za banku od 7,5%.

Gde je finansijsko tržište Srbije na mapi sveta?

Mi smo malo tržište i trudimo se da pratimo globalne tendencije. Mada, to je u ovom poslednjem talasu finansijske krize bila olakšavajuća okolnost

exchange rate with minimal fluctuations that are normal in a market economy. The problem is that in Serbia the exchange rate is expected to solve problems that it can not and may not solve. The function of the exchange rate is not to encourage exporters, as some believe, because in that case, the exchange rate would become a mere instrument of the economic policy. Some years ago we put those ideas in practice, and we are all familiar with their negative results. The idea that the rapid growth of the exchange rate encourages exports is not real. It is unrealistic to expect that the exchange rate will solve the difficult problems that the State has to manage in other ways - through incentives, subsidized loans, tax deductions and other similar measures.

How much money do banks earn?

In Serbia there are foreign banks, such as Deutsche Bank and City Bank. Besides that, we have local banks with foreign capital that operate in the same conditions as banks with domestic capital. Of course, anyone who works must also earn. There is a myth that banks have unrealistically high profits, but data suggest otherwise. If we take the example of housing loans, which are the most common - the interest rates for these loans are slightly lower than in European countries, 4.5 - 5%, to which there should be added a six month EURIBOR of 0.3%. Therefore, the interest rate for housing loans is set at 5 - 5.3%, which is at EU levels. The interest rate for cash loans is 16%, while in Romania it is 14% and in Croatia 11%. If you look just at these numbers, you will get an unrealistic picture, because you must take into





jer nismo bili toliko snažno pogođeni kao velike ekonomske sile. Naše banke nisu trgovale finansijskim oblicima koji su najviše stradali, pa su delimično bile zaštićene. Bankarstvo u Srbiji je konzervativno – krediti, čekovi i kartice su najveći deo posla.

Koji su problemi banaka u Srbiji?

Neredovnost otplate kredita je najveći strukturni problem, kao posledica višedecenijskog urušavanja privrede. Drugi problem je regulativa, u kojoj nema doslednosti i sigurnosti, što nije dobra praksa. Ta vrsta neizvesnosti, da se pravni okvir menja od godine do godine, da uslovi poslovanja variraju od smene vlasti do smene vlasti – nije dobar signal ni za one koji već posluju u Srbiji, a posebno ne za one koji tek planiraju da ovde ulažu kapital.

Koliko su klijenti banaka odgovorni?

Osnovna stvar je odgovornost prema sebi i svom novcu. Pre nego što odlučite sa kojom će te bankom saradivati, najvažnije je da uporedite cene bankarskih usluga. Kao kada kupujete bilo koji proizvod – idete kod nekoliko prodavaca, razmatrate ponudu, pa tek onda izaberete. Kada izaberete banku i uslugu koja vam je potrebna, postavite pitanje: „Koje sve usluge plaćam?“. Drugo pitanje je: „Koliko sve to ukupno košta?“.

Klijent koji će otplaćivati kredit mora biti upućen u sve segmente ugovora, a banka je u obavezi da mu odgovori na nedoumice. Takođe, klijent mora biti odgovoran i kada se obaveže ugovorom, ako je prethodno zaključio da ima mogućnosti da plaća neku uslugu. Ugovori se nikada ne potpisuju na brzinu, da ne biste došli u situaciju da ih tumačite tek kada se zaključe. Ponekad imam utisak da su ljudi oprezniji kada kupuju cipele od 5 000 dinara, nego kada uzimaju kredit od 5 000 evra.

Dragana Milosavljević

consideration that in our country the inflation rate is 13%, while in those countries it is 2 - 4%. Calculate by yourselves which credits are more expensive, and which banks earn more money.

On the other hand, a 30% reserve is compulsory in our country. That means that, if a client deposits 1000 EUR in savings, the bank has to allocate immediately 300 EUR for reserve requirements. That is, it has only 700 EUR at its disposal, but the client is paid interests for the whole amount of 1000 EUR. That represents a 7.5% expense for the bank.

Where is the Serbian financial market on the world map?

We are a small market and try to follow the global trends. However, this was a mitigating circumstance in the most recent wave of the financial crisis, because we were not affected as much as the major economic powers. Our banks did not trade financial products that suffered the most and, therefore, they were partially protected. Banking in Serbia is conservative - loans, checks and cards are the largest part of the business.

What are the problems of banks in Serbia?

Irregular loan payment is the largest structural problem and it is the result of decades of economic collapse. The second problem refers to regulations that do not offer consistency and security. That is not a good practice. The uncertainty that the legal framework changes from year to year and that business conditions vary at each change of government is not a good signal for those who are already doing business in Serbia and especially for those who are planning to invest capital here.

In what measure are bank clients responsible?

The main aspect is the responsibility to oneself and one's money. The most important is that, before deciding which bank to cooperate with, you should compare the cost of services. Just like when you buy any product, you must go to a few shops, consider the offer and then choose. When you choose the bank and the service you need, ask: "What services am I paying for?" The second question is: "How much does it all cost?"

The client that will repay the loan should pay attention to all aspects of the contract, and the bank is obliged to answer to all his questions. The client should also be responsible when signing a contract, if he has previously established that he can pay for that service. Clients should never rush to sign a contract, so that they will not be in the situation of interpreting it after it has been concluded. Sometimes I have the impression that people are more careful when they buy 5,000 RSD shoes than when they take a 5,000 EUR loan.

POSLOVNA KLIMA U SRBIJI

BUSINESS CLIMATE IN SERBIA

Za magazin Globe, o potrebama pozitivnog poslovnog ambijenta i mogućnostima privrednog rasta, govori Miloš Bugarin, bivši predsednik Privredne komore Srbije. Iz njegove perspektive, šansa za Srbiju je u energetici i poljoprivredi, ali smatra da je, pre toga, potrebno sprovesti sistemsku reformu i usvojiti dugoročnu privrednu strategiju..

Koja je uloga države u kreiranju povoljnijih uslova poslovanja?

Najvažnije je omogućiti slobodno tržište, jednake uslove za sve, bez obzira da li su kompanije domaće ili strane. To je preduslov.

Nakon toga, potrebno je svesti troškove poslovanja na prihvatljivu meru. Konkretno, to se odnosi na troškove definisane kroz poreska opterećenja. Zato je važno da se konačno krene sa sveobuhvatnom poreskom reformom o kojoj mi privrednici govorimo više od četiri godine. Takva reforma bi morala biti podsticajna za sve one koji se bave realnim biznisom, bilo da je to proizvodnja, pružanje usluga ili neka druga delatnost. Jer, kada

For Globe magazine, Milos Bugarin, former President of the Serbian Chamber of Commerce speaks on the needs of a positive business environment and opportunities for economic growth. From his perspective, the chance for Serbia is in the energetics and agriculture, but he believes that before that it is necessary to conduct systemic reform and to adopt a long-term economic strategy.

What is the role of government in creating more favorable business conditions?

The most important thing is to allow free market, equal opportunities for all, regardless of whether they are domestic or foreign companies. This is a precondition.

After that, it is necessary to reduce operating costs to an acceptable level. Specifically, it covers the cost defined by the tax burden. Therefore it is important to finally start with a comprehensive tax reform that we economists talk about for more than four years. Such reform would have to be an incentive for all those involved in the real business, whether it is manufacturing, service, or some other activity. Because when you settle all accounts, everybody has to operate with a decent rest.

se svedu računi, svako mora da posluje sa pristojnim ostatkom.

Od države se očekuje i da pojednostavi administrativne procedure. Osim što su one značajno visok trošak, Srbija je u samom vrhu po obimnim i komplikovanim procedurama. Zbog toga su izuzetno visoki kumulativni troškovi poslovanja, što je nedopustivo.

Koliko su značajne investicije koje su jedan od stubova državne ekonomske politike?

Direktne investicije su, svakako, dobrodošle. Poslednjih deset godina, one su bile značajne. Međutim, same po sebi, ne mogu biti motor razvoja privrede. U Srbiji postoji problem sa stranim ulaganjima – najveća greška je kada se ta sredstva ne uposle u realnu proizvodnju, nego se iskoriste za potrošnju i slične svrhe. U tom slučaju, one su čak i trošak za državu.

From government it is expected to simplify administrative procedures. Except that they are a considerably high cost, Serbia is at the top with the extensive and complicated procedures. Therefore, the cumulative operating costs are extremely high, which is unacceptable.

How significant are investments that are one of the pillars of national economic policy?

Direct investments are certainly welcome. For the last 10 years they were significant. However, they by themselves cannot be the engine for economic development. In Serbia there is a problem with foreign investment - the biggest mistake is when those resources are not hired in real production, but they are used for consumption and other purposes. In that case, they are even cost to the government.



*Miloš Bugarin, bivši
predsednik PKS*

//

*Former president of
Chamber of Commerce
and Industry of Serbia*

U kom pravcu treba usmeriti privrednu i ekonomsku strategiju Srbije?

Moramo se ozbiljno okrenuti kompletnoj reindustrializaciji privrede, kao strateškom cilju. To je davno zapostavljena tema. Ako govorimo o vremenu kada je srpska industrija bila na vrhuncu, to je 1989. godina. Danas smo daleko ispod toga. Ako se nastavi privredni trend koji smo imali poslednjih dvanaest godina, onda još dugo nećemo dostići nivo iz perioda 1989. i 1990. godine. Zbog takvog paradoksa, neophodna je dugoročna strategija kojom bi se zaustavilo tehnološko propadanje i modernizovala

In which direction should economic and political strategy of Serbia focus?

We need to seriously turn to entire economy reindustrialisation as a strategic goal. It is a long-neglected topic. If we talk about the time when the Serbian industry was at its peak, that is the year 1989. Today we are far below that. If the economy continues a trend that we've had for the last 12 years, then we will not reach that period from '89 - '90 for a long time. Because of this paradox, a long-term strategy is necessary that would halt the technological decline and modernised industry, but



industrija, ali i definisali mehanizmi za prepoznavanje privrednih grana u kojima imamo komparativne i konkurentske prednosti. Za Srbiju su to energetika, poljoprivreda i prehrambena industrija. Potrebno je uraditi mapiranje postojećih resursa, koji su sada neiskorišćeni. Paralelno sa tim, treba se fokusirati na segmente gde je tražnja konstantna, kako na domaćem, tako i na inostranom tržištu.

Da li se u razvoju upravo tih privrednih grana krije rešenje za visoku stopu nezaposlenosti?

Naravno da bi to otvorilo jedno stabilno tržište za pošljavanja. Ukoliko se strateški fokusiramo na energetiku i poljoprivredu, država bi kroz ozbiljno planiranje mogla da uposli i oživi najpasivnije gradove i ruralna područja. Danas imamo ogromne razlike između Beograda i Leskovca ili Subotice i Prokuplja. Taj jaz se povećava poslednjih godina i nastaviće da raste ukoliko se ne reaguje. Veliki problem srpske privrede su promašene privatizacije, jer nismo dobili vlasnike zdravih kompanija koje privređuju i otvaraju radna mesta, nego smo dobili vlasnike nepokretnosti i otpuštanja radnika.

Kada će Srbija trošiti samo ono što zaradi?

Mnoge komponente su deo procesa oživljavanja privrede i ne mogu biti posao koji se završava za nekoliko godina. Potrebna su sistemska rešenja i korenite reforme javnog sektora, zdravstvenog, obrazovnog, penzionog i poreskog sistema. Moramo prekinuti sa lošom praksom parcijalnih mera. Važno je da se što pre započne sa jedinstvenom, dugoročnom i održivom strategijom, da bismo tek za deset godina imali stabilnu privredu.

Dragana Milosavljević

also defined mechanisms for recognition of industrial sectors in which we have comparative and competitive advantages. For Serbia, these are energy, agriculture and food industry. It is necessary to do a mapping of existing resources, which are now unused. Parallel to this, we need to focus on segments where demand is constant, both on domestic and foreign market.

Is the solution to the high unemployment rate hidden just in the development of these industries?

Of course it would open up one stable employment market. If you are strategically focused on energetics and agriculture, the government could employ and revive the most passive cities and rural areas throughout serious planning. Today we have a huge difference between Belgrade and Leskovac, or Subotica and Prokuplje. This gap is increasing in recent years and will continue to grow if we don't react. The big problem of the Serbian economy are failed privatisations, because we did not get owners of healthy companies that make profit and create jobs, but we got a real estate owners and layoffs.

When will Serbia spend only what is earned?

Many components are part of the process of reviving the economy and cannot be a job done within a few years. System solutions are needed and radical reform of the public sector, health, education, pension and tax system. We need to stop the bad practices of partial measures. It is important to start with a single, long-term and sustainable strategy as soon as possible, so only in 10 years we could have a stable economy.

BEOGRAD

- grad budućnosti

BELGRADE — city of future

O razvoju Beograda kao regionalnog centra privrede, a samim tim i turizma, kulture, baštine i nasleđa kroz vekove, kroz prizmu prvog čoveka Sekretarijata za privredu, ideje nam je izneo gospodin Aleksandar Milošević.

Koje su osnovne aktivnosti Vas i Vašeg Sekretarijata?

9Sekretarijat za privredu je deo gradske uprave u čijoj je nadležnosti obaveza podsticanja razvoja privrede, sa akcentom na razvoj turizma, malih i srednjih preduzeća kao i trgovine.

Pored toga, u opisu posla Sekretarijata za privredu je i koordinisanje robnih rezervi koje su potrebne za vanredne situacije i situacije poremećaja na tržištu. Napomenuo bih da Sekretarijat za privredu uvek izlazi u susret svim potrebama različitih socijalno ugroženih grupa i deo robnih rezervi izdvaja u humanitarne svrhe kako bi socijalno ugrožene grupe mogle da imaju normalnu

The development of Belgrade as regional economic centre and therefore as the centre of tourism, culture, heritage and legacy over centuries, seen through the prism of the first man of the Secretariat for the Economy, Mr Aleksandar Milošević expressed his personal opinion and ideas for magazine the Globe.

What are the main activities of you and your Secretariat?

The Secretariat for the Economy is a part of the city government responsible for duties of encouraging economic development, with an emphasis on tourism, small and medium enterprises, as well as trade.

In addition to this, the scope of activities of the Secretariat for the Economy includes coordination

ishranu i odgovarajuću higijenu. Pre nekoliko dana, date su namirnice i sredstva za higijenu, tako da oko 3.000 korisnika socijalnih ustanova grada ima poboljšani standard ishrane i higijene. Takođe, takvu vrstu pomoći planiramo i za udruženja Roma kao i za svaku grupu kojoj je takva pomoć potrebna.

Šta konkretno možete da ponudite socijalno ugroženim licima, a da se oni ne osele zapostavljeno i društveno marginalizovano?

U prethodnom periodu, korisnice beogradskih gerontoloških klubova su, u okviru kreativnih radionica, pripremile svoje proizvode: heklane i štrikane stvarčice za bebe, medenjake u obliku srca i „ljubavni napitak“, liker od vina spravljen po specijalnoj recepturi jedne od korisnica.



of the state reserves that are needed for the emergency situations and market distortions. I would also say that the secretariat for the Economy always try to meet all the needs of different socially disadvantaged groups and a part of the state reserves are set aside for charities in order to enable socially disadvantaged groups to have normal nutrition and adequate hygiene. A few days ago, food and hygiene products were given, so that about 3000 beneficiaries of social services in the city have improved standards of nutrition and hygiene. We also plan this kind of help for Roma associations and every other group that needs such help.

What can you specifically offer to socially vulnerable people, so that they do not feel neglected and socially marginalized?

In the previous period, the beneficiaries of Belgrade gerontology clubs participating in creative workshops prepared their handicrafts, such as crocheted and knitted baby clothes, honey cookies in the shape of heart and "love potion", wine liqueur made according to special recipe of one of the beneficiaries.

These products were sold on the markets and prime locations of Belgrade, and thus collected funds for the first child born on Valentine's Day in Belgrade.

Maria Markov, director of the day care centres and clubs of Gerontology centre, said that on that day at 0.45 am a girl was born at the Narodni Front Maternity Ward, whose family will be fortunate to receive the funds raised from this campaign.

I want to point out that we, secretaries, also personally helped this campaign by participating in purchase of the products and that this is one of the forms for developing social entrepreneurship.

What is the current unemployment rate in Serbia, and how can the Secretariat of Economy participate in the assistance to unemployed people?

This is also an example how people out of work can be self-employed and at the same time it is an example that the city of Belgrade and Secretariat for

Aleksandar Milošević, sekretar za privredu grada Beograda

//

Aleksandar Milošević, Secretary for the Economy of Belgrade



To su prodavale po pijacama i glavnim lokacijama Beograda, i na taj način skupljale sredstva za prvo rođeno dete u Beogradu na Dan zaljubljenih.

Maria Markov, upravnica Dневnih centara i klubova Gerontološkog centra, kazala je da se na taj dan, u porodilištu u Narodnog fronta, u 00.45 časova rodila devojčica, čija će porodica imati tu sreću da dobije prikupljena sredstva iz ove akcije.

Napomenuo bih da smo i mi sekretari takođe lično pomogli ovu akciju kroz kupovinu, i da je to jedan od vidova kako socijalno preduzetništvo može da zaživi.

Kako vidite trenutnu nezaposlenost u Srbiji i da li i na koji način Sekretarijat za privredu može da se uključi u pomoć nezaposlenim licima?

Ovo je takođe primer da ljudi bez posla mogu da se samozaposle, a ujedno i primer da grad Beograd i Sekretarijat za privredu mogu podržati takve ideje, jer su već izdvojena sredstva planirana za njihovo samozapošljavanje; ljude koji imaju poslovnu ideju, a nemaju posao, pozivamo da prođu kroz obuku Centra socijalnog preduzetništva. Tamo mogu dobiti sva znanja i predveštine, a krajnji cilj obuke jeste njihovo edukovanje i otpočinjanje sopstvenog biznisa uz pomoć sredstava Sekretarijata za privredu.

the Economy can help such ideas, since the funds earmarked for their self-employment have already been set aside and for those people who don't have a job and opportunity, we call them to visit the Centre of Social Entrepreneurship. There they can receive all the knowledge and pre skills necessary, and the ultimate goal is to employ them using the resources of the Secretariat for the Economy to start their own business.

What would be the main task of the Center for Social Entrepreneurship?

The Centre of Social Entrepreneurship will conclude contracts with many entrepreneurs and other national and foreign institutions which will help these people to get self-employed or employed at one of Belgrade's undertakings by means of donations and in other ways.

As part of the programme for development of social entrepreneurship of the city of Belgrade we also supported the Young Disabled People's Forum working on the project funded by the Kingdom of Norway and which, as one of the results, organised the first Fair on Social Entrepreneurship on the Day of Social Equality.

Koji bi bio osnovni zadatak Centra za socijalno preduzetništvo?

Centar za socijalno preduzetništvo će sklopiti ugovore sa mnogim privrednicima i ostalim državnim i stranim institucijama koje će kroz donacije i druga sredstva pomoći tim ljudima da se samozaposle ili zaposle u nekom od beogradskih privrednih subjekata.

U sklopu programa razvoja socijalnog preduzetništva grada Beograda podržali smo takođe Forum mladih invalida koji je radio projekat finansiran od strane Kraljevine Norveške, a koji je kao jedan od rezultata imao i prvi sajam socijalnog preduzetništva na Dan socijalne ravnopravnosti.



Sava pristaniste // Sava river port

U Beogradu je sve više turista koji dolaze na sajmove, seminare i drugim ličnim povodima. Da li smatrate da Beograd ima dovoljno smeštajnog kapaciteta i na koji način mislite da postojeći kapacitet eventualno povećate?

U nadležnosti Sekretarijata za privredu i poverenih poslova Ministarstva privrede je i kategorizacija privatnog smeštaja, i shodno tome, vršimo kategorizaciju privatnog smeštaja u Beogradu. Kao nastavak priče o socijalnom preduzetništvu, ljudi koji su ostali bez posla mogu kroz vid agenture kategorizovati privatni smeštaj u Beogradu i na taj način se samozaposliti.

There are more and more tourists coming to Belgrade to participate in fairs, seminars and other personal occasions. Do you consider that Belgrade has enough accommodation capacity and how do you think that these numbers can increase?

Under jurisdiction of the Secretariat for the Economy and tasks entrusted to the Ministry of Economy is also categorization of private accommodation, and therefore we categorize private accommodation in Belgrade. As the continuation of story about social entrepreneurship, people who have lost their jobs can categorize their private



accommodation in Belgrade in the form of agency and that way become self-employed.

The number of tourists and overnight stays in Belgrade has increased and therefore the need to expand capacity, too. That way, we would complete the offer for private accommodation in Belgrade. I would also say that in this way we would legalize private accommodation and citizens of Belgrade could offer their flats and apartments in a high quality manner.

We will initiate campaign for promotion of categorization, and at the same time we will explain to people and owners of such housing units the advantages for entering into legal business.



*Beogradska mumija Nesmin,
Narodni muzej*

//

*Belgrade's mummy Nesmin,
National Museum*



Beogradska tvrđava // Belgrade's Fortress

Broj turista i broj noćenja u Beogradu raste, a samim tim i potreba za širenjem kapaciteta. Ovim bismo postigli upotpunjavanje ponude privatnog smeštaja u Beogradu. Napomenuo bih da se time legalizuje privatan smeštaj, tako da građani Beograda mogu kvalitetno da ponude svoje stanove i apartmane.

Pokrenućemo kampanju kojom ćemo promovisati kategorizaciju, a sami tim objasniti vlasnicima takvih stambenih jedinica prednosti ulaska u ovakav legalan biznis.

Naravno, uz pomoć Centra za socijalno preduzetništvo ti ljudi će ponuditi svoju nekretninu, a ujedno se i samozaposliti.

Turističko-ugostiteljska ponuda Beograda je velika i bogata. Dajte nam svoje viđenje razvoja Beograda kroz turizam i ugostiteljstvo, kao dve bitne slike Beograda?

Sekretariat za privredu je i u ranijem periodu pomagao razvoj turističko-ugostiteljske delatnosti, jer nam je želja da promovišemo Beograd ne samo kao mesto dobrog provoda, već i kao grad kulture.

Beograd ima svoju istoriju i kulturu kao grad koji je uvek bio na raskrsnici Istoka i Zapada.

U Beogradu možete videti uticaje i istočne i zapadne kulture kroz stilove arhitekture, slikarstva, ostalih vrsta umetnosti i tradicije.

Sve kulturno-istorijske spomenike promovišemo u saradnji sa Turističkom organizacijom Beograda i Srbije, u nameri da doprinesemo tome da Beograd bude kulturna prestonica Evrope 2020. godine.

Of course, these people will offer their property and become self-employed at the same time with the help of the Centre for Social Entrepreneurship.

The tourist-catering offer in Belgrade rich. Could you, please, share with us your vision on the development of Belgrade through tourism and catering services, as two important images of the city?

The Secretariat for the Economy has also supported development of tourist and catering services in the past, since it is our wish to promote Belgrade as place of good entertainment, but also as the cultural capital.

Belgrade has its history and culture, as city situated at the crossroads between the East and West.

You can see influences both of Eastern and Western culture in Belgrade in the forms of architecture, painting, tradition and other forms of art.

We promote all cultural and historical monuments by means of cooperation with the Tourist Organization of Belgrade and Serbia, too; with intention to make contribution for Belgrade to become European capital of culture in 2020.

As a possible cultural capital of Europe, and with the help of city authorities, could you, please, describe some of the concrete actions of your Secretariat?

I would point out that the Secretariat for the Economy has financed the glass showcase equipped with special

Kao moguća kulturna prestonica Evrope, a uz pomoć Grada, opišite neku od konkretnih akcija Vašeg Sekretarijata?

Ovom prilikom bih istakao da je Sekretarijat za privredu finansirao staklenu vitrinu sa posebnom tehnikom očuvanja temperature koja je namenjena čuvanju beogradske mumije Nemesis, kao i vitrinu u Narodnoj biblioteci Srbije gde se čuvaju ostali naši istorijski i kulturni spisi od posebnog značaja.

Takođe, Beograd kao svetska metropola treba da sačuva svoju prepoznatljivost i mi smo, shodno tome, na konkursu dali sredstva ugostiteljskim objektima koji rade na očuvanju etno stila i autentičnosti Beograda. Samim tim, motivisali smo i ostale ugostitelje da rade na očuvanju etno stila i beogradske gostoljubivosti.

I ove godine Sekretarijat za privredu će odvojiti sredstva za unapređenje kvaliteta turističke ponude Beograda i ta sredstva će biti usmerena ka seminarima i drugim edukacijama radi poboljšanja turističko-ugostiteljske ponude.



*Pobednik, simbol Beograda,
na Kalemegdanu*

//

Statue of victory, symbol of Belgrade



technique for preservation of temperature, which is intended for the Belgrade mummy Nemesis, as well as the showcase at the National Library of Serbia, where the remains of our historical and cultural documents of special importance are kept.

Belgrade, as the world metropolis, should preserve its distinctiveness and therefore we have provided resources in the competition for restaurants which work at preserving ethno style and distinctiveness of Belgrade. At the same time, we would achieve that other restaurant owners work at preserving ethno style and hospitality of Belgrade, too...

This year the Secretariat for the Economy will allocate funds for improvement of high quality tourist offer of Belgrade and these funds will be aimed at seminars and other educational programs for improvement of tourist and catering offer.

The city is at the confluence of two rivers. What can you do as an individual, but also as the City Secretary of Economy, in order to exploit this tourism potential?

Fifty percent of foreign tourists coming to Serbia visit Belgrade and the first thing we are trying is to keep the tourists stay in Belgrade, and the second

Kao grad uću dve reke, šta Vi kao pojedinac, ali i kao gradski sekretar za privredu možete da uradite da se taj turistički potencijal iskoristi?

Pedeset posto stranih turista koji dolaze u Srbiju dolaze u Beograd, i mi se trudimo da u prvom koraku pokušamo da zadržimo turiste u Beogradu, a zatim se, u dogovoru sa Turističkom organizacijom Beograda, potrudimo da strani turisti budu informisaniji o daljoj poseti Srbiji, nakon upoznavanja prestonice.

Beograd ima prednost da leži na dve reke, i to je ogromni potencijal koji mora da se iskoristi. U tom smislu, u interesu grada je i to da se nautički turisti, kojih je sve više, zadrže u Beogradu na pravi način. Naime, to bi bio suštinski novi vid turizma jer se tako i Beograd može videti na više načina.

Iz toga proizilazi da će Sekretarijat za privredu Beograda u saradnji sa svim nadležnim gradskim institucijama napraviti preduslove za dolazak i smeštaj većeg broja turista kroz poboljšanje infrastrukture beogradskih reka.

Sem našeg pristaništa koje je namenjeno većim plovilima, da li imate viziju rešavanja problema manjih plovila, i na koji način?

Treba da uredimo sadašnje pristanište na osnovu studija o izvodljivosti za izgradnju mini marina u Beogradu.

Ukupno je registrovano oko 12.000 plovila, a oko 600 plovila prođe kroz Beograd i Srbiju. Interes nam je da se zadrže kod nas.

Dospupnost goriva, vode i struje sa pratećim sadržajima kako bi putnici mogli da obezbede stvari za dalji put, kao i nabavka suvenira i ostalih potrepština, osnovni su naredni cilj uređenja pristaništa.

Lično sam se zauzeo za studiju o izvodljivosti mini marine u opštini Surčin. Taj projekat nije megalomanski, veoma je bitan, i samoodrživ jer ispunjava sve preduslove iz prethodne priče. On bi bio baš ono što je potrebno Beogradu da bi se strani nautički turista zadržao u gradu nekoliko dana.

Izgradnjom mini marina i uređenjem pristaništa povezali bismo centar Beograda sa obodnim opštinama (Grocka, Vinča) i sa Lepenskim Virom i ostalim lokalitetima uz Dunav.

Ovom prilikom bih pozvao privatne investitore da pokažu interesovanje za izgradnju mini marina, a grad Beograd je spreman da im pomogne u tome kroz koncesije i drugi vid javno-privatnog partnerstva uz zadovoljenje obe strane.



Dragan Jeremić

in cooperation with the Tourist Organization of Belgrade to inform foreign tourists about further and deeper access to Serbia, after getting to know Belgrade.

The advantage of Belgrade is that it lies on two rivers and that huge potential has to be used. In that sense, it is in the interest of the city that the increasing number of nautical tourists be kept in Belgrade in the right manner. In fact it would represent essentially new form of tourism, thus enabling Belgrade to be seen in more ways.

This implies that the Secretariat for the Economy of Belgrade, in cooperation with all competent city institutions, is to create preconditions for welcoming the increasing number of tourists coming this way by improving the infrastructure of Belgrade rivers.

Our port was designed for larger vessels. What is your vision about the problem of smaller vessels? How can it be solved?

We need to landscape present pier and on the basis of the feasibility study for construction of mini marina in Belgrade to anticipate and help the construction of a modern mini marina.

In total we have 12 000 registered vessels and around 600 vessels pass through Belgrade and Serbia. It is our interest that they stop and dock giving concrete terms and conditions for docking.

Fuel, water and electricity with support facilities where they can be provided for further journey, together with purchase of souvenirs and other necessities are the basic further goal of landscaping the pier.

I personally advocated the feasibility study for the mini marine in the municipality of Surčin. That project isn't megalomaniac, it is of big importance and as self-sufficient with all the prerequisites from the previous story, it would be just the thing Belgrade needed in order to keep the foreign nautical tourist stay for a few days.

By construction of the mini marina and landscaping the pier, we would connect the centre of Belgrade with peripheral municipalities, Grocka, Vinča, and further up to Lepenski Vir and other localities along the Danube, with the aim of promoting cultural heritage of Belgrade and Serbia.

We would use the capacities of the Tourist Organization of Belgrade to properly inform tourists by means of its information centre and seasonal info centres with special reference to the TOB portal. These are all capacities which together with other promotional materials should keep the foreign tourists stay in Belgrade long enough to get good impression of our capital.

I would like to call private investors to show interest for the construction of the mini marina and the city of Belgrade is ready to help them achieve that goal through concessions and other forms of public-private partnership with satisfaction of both parties involved.

ŠTA NAM NEBO DA

WHAT DOES THE SKY

Poljoprivreda i turizam mogli bi doneti neophodan novac, a od investicija se računaju samo one koje bi obezbedile proizvodnju, izvoz i nova radna mesta, kaže urednik sajta makroekonomija.org, Miroslav Zdravković.

Odgovor na pitanje kakva će nam biti 2013. godina, čini se, jedino još mogu da daju vidovnjaci. Solidna ekonomska predviđanja podložna su uticaju više faktora pa je nezahvalno iznositi dugoročnije prognoze. Ipak, budući da je ekonomija egzaktna nauka neke stvari su predvidive, sa manjim ili malo većim odstupanjem. Ekonomista Miroslav Zdravković objašnjava da će rast bruto domaćeg proizvoda u godini pred nama zavisi od vremenskih uslova i njihovog uticaja na poljoprivredu ali i od proizvodnje i izvoza kompanija koje su već investirale u Srbiju, kao što je, recimo, Fiat. Političke trzavice i afere ne vidi kao uticajne na privredne tokove ali smatra da je potrebno menjati ekonomsku politiku koja za proteklih trinaest godina nije dala rezultate. I dok mnogi spas vide u stranim investicijama, urednik sajta makroekonomija.org kaže da će za našu privredu biti važna samo ona ulaganja koja će obezbediti proizvodnju, izvoz i nova radna mesta. Kao jednu od razvojnih šansi vidi i turizam, iako ocenjuje da njegov potencijal u Srbiji nije dovoljno iskorišćen.

Agriculture and tourism could bring the necessary money, but we should take into consideration only those investments that ensure production, exports and new jobs, says the site editor of makroekonomija.org, Miroslav Zdravkovic.

It seems that only psychics could answer to the question: How will the year 2013 be for us? Solid economic forecasts are influenced by a number of factors and therefore it would be distasteful to make long-term forecasts. However, given that economy is an exact science some things are predictable, with a smaller or slightly larger deviation. The economist Miroslav Zdravković explains that the growth of the gross domestic product in the year ahead will depend on weather conditions and their impact on agriculture, but also on the production and export by companies that have already invested in Serbia, such as Fiat. He does not consider that political affairs and convulsions have influence on economic trends, but he finds necessary to change economic policies, which have yielded no results in the past thirteen. While many see salvation in foreign investments, the site editor of makroekonomija.org says that the only important investments for our economy are those

Šta, u ekonomskom smislu, možemo da očekujemo od godine pred nama?

U 2013. godini možemo očekivati rast BDP-a od preko 2%, pod pretpostavkom da vremenski uslovi za ratarsku proizvodnju budu prosečni godišnji. Ukoliko bude suša, kao 2012. godine, rast će biti minimalan – do 1%, a ukoliko bude povoljnih uslova BDP može da bude veći i za preko 3%.

Da li će 2013. biti bolja ili gora u odnosu na prethodnu i koliko eventualna nestabilnost Vlade može da poremeti očekivane tokove?

Ekonomska kretanja nisu proizvod nestabilnosti vlada već formiranih trendova u Evropi, međunarodnom okruženju i u Srbiji. Početak proizvodnje Fijata u Srbiji uticao je na rast izvoza u poslednjem tromesečju 2012, a nastavak rasta proizvodnje i izvoza samo ove kompanije uticaće na rast BDP-a do 1%. Imamo i početak proizvodnje NIS-a u rafineriji u Pančevu koji će takođe pozitivno uticati na ukupna proizvodna i trgovinska kretanja, a imamo i delove privrede sa nepovoljnim kretanjima. Ali, pri ovom "prebijanju" pozitivnih i negativnih uticaja poljoprivredna proizvodnja je ključna za ukupan ekonomski rezultat. Političke partije ne mogu da utiču na vremenske prilike, niti na tražnju za proizvodima Fijata ili NIS-a, a da bi im se davao preterani značaj.

Da li oni koji trenutno kreiraju ekonomsku politiku mogu taj posao da iznesu na najbolji mogući način za zemlju i društvo?

Bolje pitanje bi bilo: da li je moguće promeniti ekonomsku politiku koja bi dovela po povoljnijeg

that will provide production, exports and new jobs. He considers that tourism represents a development opportunity, though its potential is not fully exploited in Serbia.

What can we expect, in economic terms, for the year ahead?

In 2013 we can expect a GDP growth of over 2%, assuming that weather conditions for crop production will be within the annual average. If there is a drought, like in 2012, the growth will be minimal, up to 1%, but if conditions are favorable the GDP might grow by over 3%.

Will 2013 be better or worse than the previous year and how eventual government instability might disrupt the expected flows?

Economic developments are not the product of government instability, but of existing trends in Europe and the international environment of Serbia. The start of Fiat production in Serbia contributed to the growth of exports in the last quarter of 2012, and the further growth of production and exports just of this company will affect the growth of the GDP by 1%. Also the NIS refinery began production in Pančevo. That will certainly have a positive effect on the overall production and trade trends, but some sectors of our economy still experience negative trends. However, when we "set-off" positive and negative impacts, we may see that agricultural production is crucial for the overall economic result. Political parties can not affect the weather or the demand of Fiat or NIS products. Therefore, undue importance is being given to them.



rezultata merenog rastom BDP-a i zaposlenoslenošću? Ekonomska politika, ovako kako se u Srbiji kreira prethodnih 13 godina (neoliberalizam, aranžmani sa MMF-om) nije dala pozitivne rezultate, pa i insistiranje na istim politikama neće doneti ništa dobro. Zbog toga je, uprkos primenjenim politikama, mnogo važnije kakve će vremenske uslove imati poljoprivreda i hoće li neke kompanije povećati proizvodnju u Srbiji.

Šta očekujete od stranih ulaganja u narednom periodu?

Od toga da li će biti 0,5 ili 2 milijarde evra stranih ulaganja mnogo je važnije gde će ona biti investirana. SDI kao promena vlasništva (Npr. privatizacija Telekom-a) nemaju bitnih pozitivnih efekata dok ulaganja u proizvodnju imaju – i za zaposlenost i za ukupnu ekonomiju. Stoga je mnogo važnije da bude što više proizvodnih ulaganja, pa i manje vrednosti, nego puke preraspodele imovine u korist stranaca, kako bi knjižili veću vrednost SDI. Od same statistike mnogo je važniji suštinski uticaj na ekonomiju.

Da li Srbija može više da dobije od turizma i da li je to privredna grana na koju treba ozbiljno računati?

Prošle godine je Srbiju posetilo 809.967 stranaca koji su imali 1.796.215 noćenja. U odnosu na 2011, ostvaren je porast broja stranaca za 6% i njihovih noćenja za 9,3%. Rast broja dolazaka i noćenja stranaca je konstantan nakon 2000. godine i u ovoj i u narednim godinama možemo očekivati nastavak pozitivnog trenda. On je, sa jedne strane, posledica niske osnovice, a sa druge strane je pod uticajem lepih iskustava stranaca koji posete Srbiju. Visok rast u oblasti turizma je moguć i ostvariv, posebno ako se uzme u obzir činjenica da je Vojvodina evropski region sa najmanjim turističkim intenzitetom (mereno brojem noćenja: 1 turista na 1.000 stanovnika) nakon jedne regije u Rumuniji.

Tamara Torlak

Can those that currently create economic policies do their work in the best possible way for the country and society?

A better question would be: is it possible to change economic policies in such a way that they lead to more favorable results in terms of GDP growth and employment? The economic policies created in Serbia in the past 13 years (neoliberalism and arrangements with the IMF) have produced no positive results and insisting on the same policies will not bring anything good. For that reason, rather than the applied policies, it is more important how weather conditions will be for agriculture and whether a couple of companies will increase their production in Serbia.

What do you expect from foreign investments in the period ahead?

It is not important whether foreign investments will reach 0,5 or 2 billion EUR, but where those resources will be invested. Foreign direct investments consisting in changes of ownership (for example the privatization of Telekom) have no significant positive effects, while investments in manufacturing have an important impact on employment and the overall economy. Therefore, it is much more important to have as many production investments as possible, even of lesser value, than having numerous redistributions of property in the benefit of foreigners, just with the purpose of registering higher values of foreign direct investments. We should keep in mind that the substantial impact on the economy is much more important than statistics.

Can Serbia get more from tourism and is it a branch of economy that should be taken into consideration seriously?

Last year Serbia was visited by 809,967 foreigners, amounting to 1,796,215 overnight stays. Compared to 2011, the number of foreign visitors grew by 6% and the number of overnight stays by 9.3%. The number of arrivals and overnight stays of foreigners has grown constantly since 2000. We can expect that the positive trends will continue this year and in the coming years. That is the result of the low base, on the one hand, and of the nice experiences of foreigners that visit Serbia, on the other hand. High growth in the field of tourism is possible and achievable, especially if you take into account the fact that Vojvodina is the European region with the lowest tourism intensity (measured by the number of overnight stays for 1,000 inhabitants) after certain region of Romania.

 DIPLOMATSKA MISIJA

 DIPLOMATIC MISSION



PIRAMIDA ODNOSA SRBIJE I INDONEZIJE

PIRAMID OF THE
SERBIA AND INDONESIA RELATIONS

Srbija je prva stanica u diplomatskoj karijeri Njegove Ekselencije ambasadora Republike Indonezije u Srbiji, Semuela Samsona. Sebe smatra promoterom i Indonezije i Srbije, vredno radi na jačanju ekonomske, kulturne i političke saradnje dve države. Uživa u kajmaku, medovači i jagnjetini, kao i u zimovanju na planinama sa prijateljima koje je stekao za dve godine boravka u Srbiji.

Kako je izgledao Vaš put u diplomatiju?

Najmlađi sam od šestoro dece i najstariji brat mi je bio uzor, a njega je interesovala politika. Razlika između nas je 15 godina i kad god je on, kao mlađić, vodio debate sa prijateljima o važnim državnici-ma i političkim temama, bio sam opčinjen iako nisam sasvim razumeo o čemu govore. Još dok sam išao u osnovnu školu pratio sam vesti i čitao političke magazine. Zanimalo me je sve što ima veze sa međunarodnim odnosima. Sa druge strane, tada su me fascinirale i prirodne nauke. Kada je, ranih osamdesetih, informaciona tehnologija doživela svoj procvat, odlučio sam da će to bio moja profesija. Paralelno sa fakultetom, angažovao sam se u Pokretu mladih. Brzo sam napredovao od lokalnog do nacionalnog nivoa. To je bio prvi korak u političkim vodama. Završio sam

Serbia was the first station in the diplomatic career of His Excellency the Ambassador of the Republic of Indonesia in Serbia, Samuel Samson. He considers himself a promoter and Indonesia and Serbia and works hard on strengthening the economic, cultural and political collaboration between the two countries. He enjoys kajmak, honey rakia and lamb meet and loves to spend the winter holidays in the mountains together with the friends that he has made during his 2 years stay in Serbia.

What does your path to diplomacy look like?

I am the youngest of six children and my oldest brother served me as model. He is interested in politics. The difference of age between us is 15 years and whenever he, as a young man, had a debate with his friends about important statesmen or political issues, I was fascinated, although I did not quite understand what they were talking about. When I was in the elementary school I watched the news and read political magazines. I was interested in everything that had to do with international relations. On



Ambasador Semuel Samson // Ambassador Samuel Samsons

studije, postao inženjer, ali je politika preovladala. Želeli smo demokratske promene i smenu Suhartovog režima. Oformili smo partiju koja počiva na vrednostima očuvanja integriteta i teritorijalnog suvereniteta. Jer, Indonezija je zemlja od dvesta miliona ljudi i sedamnaest hiljada ostrva, tako da je najveći problem bio očuvati jedinstvo na tako velikoj teritoriji. Postojala je mogućnost dezintegracije države. Tadašnji general u vojsci Republike Indonezije, Susilo Bambang Judojono, bio je dobar kandidat za budućeg predsednika. Nas dvojica smo radili kao tim od 2004–2008. godine. Kada je Judojono došao na čelo države, povukao sam se i posvetio privatnom biznisu. Jednog dana, predsednik me je pozvao da mu pomognem u spoljnoj politici i preselim se u Beograd. Kada sam to rekao supruzi, ona je odmah pristala. Krajem 2010. godine, stigli smo u Srbiju i uverili se da je sve baš onako kako smo pretpostavljali – prelepa zemlja i divni ljudi.

Kako izgleda Vaš svakodnevni život u Srbiji?

Zaista uživamo ovde, posebno moja supruga. Kada smo razgovarali o povratku u Džakartu posle diplomatske misije u Srbiji, pitala me je kako bi bilo da ona sa ćerkom ostane u Srbiji još neko vreme, a da se ja vratim u Indoneziju. To je bila njena iskrena reakcija, jer je osoba koja govori ono što misli i oseća, ne kalkuliše. Inače, smatram da su žene objektivnije kada donose zaključke. Lepo mišljenje o Srbima ima većina ambasadora, jer ste narod koji brzo prihvata strance, želite da pomognete i druželjubivi ste. To je jedna od sličnosti sa Indonežanima – nama je, zbog različitih etničkih grupa u zemlji, usađeno da budemo tolerantni i ljubazni. Osim ljudi, hrana je nešto što nam se baš dopada u Srbiji. Volim kajmak u toploj lepinji i to obavezno nudim gostima kada dođu iz Indonezije. Mi u Indoneziji imamo mladi sir, ali nemamo kajmak. Još jedan od specijaliteta srpske kuhinje koji bih izdvojio je jagnjetina, slatko meso koje se topi. Ne smem da izostavim medovaču. To nije samo alkoholno piće, već je i dobro za zdravlje. Supruga i ja uživamo uveče uz rakiju sa medom. Čak sam razmišljao da naučim kako se pravi rakija i prenesem tu veštinu u Indoneziju. Zbog klime, kod nas je voće sveže samo 2–3 dana. Tako da, umesto da dopustimo da voće truli, možemo da pravimo rakiju od njega.

Postoji li nešto na šta ste se teško navikli?

Nedostaju nam začini, čili sos, soja sos. Snabdevamo se tim namirnicama u Beču ili Budimpešti. O tome sam pričao sa još nekim ambasadorima, pa možda otvorimo radnju sa začинима za azijsku kuhinju. Druga stvar koja nam nedostaje je riba – 60% indonežanske teritorije čine okeani, tako da smo navikli na svežu ribu. Ipak, ono što mi je najteže u Srbiji je jezik. Pokušavam već dve godine da ga naučim. Napredujem, ali u nedostatku vremena, to ide sve sporije. Nisam posvećen učenik. Profesor jezika mi redovno zadaje domaće zadatke koje najčešće završava

the other hand, I was fascinated by natural sciences at that time. When informatics experienced its boom in the early 80', I decided that this would be my profession. Along with the university, I was engaged in the Youth Movement and I quickly progressed from local to national levels. This was my first step of my political career. I finished my studies, became an engineer, but politics prevailed. We wanted a democratic change and the replacement of the Suharto regime. We formed a political party based on the

REPUBLIKA INDONEZIJA JE PROSTRANA DRŽAVA U AZIJI ČIJI JE GLAVNI GLAVNI GRAD DŽAKARTA. SASTOJI SE OD 17.508 OSTRVA, OD KOJIH JE 6.000 NASELJENO. NAJVEĆA OSTRVA SU JAVA, SUMATRA, CELEBES (SULAVESI), BORNEO (KALIMANTAN) I NOVA GVINEJA. SEVERNO OD INDONEZIJE NALAZE SE MALEZIJA, SINGAPUR, FILIPINI I PALAU, ISTOČNO JE PAPUA NOVA GVINEJA I ISTOČNI TIMOR, JUŽNO JE AUSTRALIJA, DOK JE INDIJSKI OKEAN JUŽNO I ZAPADNO OD INDONEZIJE. INDONEŽANSKI DEO OSTRVA NOVA GVINEJA NA SEVERU IZLAZI NA PACIFIK. INDONEZIJA IMA NAJMANJE 150 AKTIVNIH VULKANA.

THE REPUBLIC OF INDONESIA IS A LARGE COUNTRY IN ASIA AND ITS CAPITAL IS JAKARTA. IT CONSISTS OF 17,508 ISLANDS, OUT OF WHICH 6,000 ARE INHABITED. THE LARGEST ONES ARE: JAVA, SUMATRA, CELEBES (SULAWESI), BORNEO (KALIMANTAN) AND NEW GUINEA. NORTH OF INDONESIA ARE MALAYSIA, SINGAPORE, PHILIPPINES AND PALAU, TO THE EAST IS PAPUA NEW GUINEA AND EAST TIMOR, TO THE SOUTH IS AUSTRALIA, WHILE THE INDIAN OCEAN STRETCHES SOUTH AND WEST OF INDONESIA. THE INDONESIAN PART OF THE ISLAND OF NEW GUINEA HAS ACCESS TO THE PACIFIC OCEAN IN THE NORTH. INDONESIA HAS AT LEAST 150 ACTIVE VOLCANOES.

value of maintaining the integrity and territorial sovereignty. Given that Indonesia has a population of 200 million people living on 17 thousand islands, the most difficult problem was to preserve the unity of such a vast territory. There was a real risk that the state would disintegrate. The former General of the Army of the Republic of Indonesia, Susilo Bambang Judojono, was a good candidate for President. The two of us worked as a team since 2004 until 2008. When Judojono took over the reins of the State, I retreated and dedicated to private businesses. One day, the president asked me to help him in foreign policy and move to Belgrade. When I told my wife, she immediately agreed. By the end of 2010 we arrived in Serbia and realized that everything was exactly as we had expected - a beautiful country with wonderful people.

What is your daily life in Serbia like?

We really enjoy here, especially my wife. When we talked about returning to Jakarta after the end of my diplomatic mission in Serbia, she asked whether she could stay in Serbia with our daughter for some time



Ambasadori Samuel Samson i Zoa Tun (Mjanmar) sa operskom pevačicom Jadrankom Jovanović

//

Ambassadors Samuel Samson and Zaw Tun (Myanmar) with opera singer Jadranka Jovanovic

moja sekretarica. Šalu na stranu, supruga i ja smo rešili da zajedno upišemo kurs jer, i kada se budemo vratili u Džakartu, nećemo prekinuti veze sa prijateljima u Srbiji. Mi ne smatramo da smo ovde samo zbog posla jer se osećamo kao deo srpskog društva.

Šta je ostavilo najveći utisak na Vas?

Pre nego što smo došli, upozorili su nas na ogromne saobraćajne gužve u gradu. Međutim, kada dolazite iz Džakarte sa 10 miliona stanovnika i mnogo gušćim saobraćajem, onda vam je u Beogradu sve brže i lakše. Tamo vam treba 2-3 sata da se odvezete od tačke A do tačke B.

U Beogradu nam se sviđa to što ima dosta zelenila i parkova. Inače, Srbija je zdravo društvo koje voli sport. Zato nije iznenađenje što imate Novaka Đokovića.

Za one koji bi radije u provod, Beograd ima najbolji noćni život u Evropi, za sve generacije. Uvek me oduševi kada na jednom mestu vidim stare i mlade kako zajedno pevaju. Često se pitam o čemu je reč u pesmi jer mora biti da je nešto pozitivno ako je za sve generacije.

Ljudi su spontani i umeju da uživaju u dobroj atmosferi. U Beogradu je uvek živo na ulicama. U dva sata noću možete videti pristojne, mlade ljude koji čekaju autobus. Retke su zemlje u kojima možete, kasno uveče, sresti ljude na gradskim ulicama.

Osim Beograda, obavezno treba posetiti Kopaonik, Zlatibor, Taru, Frušku goru, Novi Sad, Niš i druge delove Srbije. U šali kažem da sam zvanično ambasador Indonezije, ali da sam i ambasador Srbije kada putujem u druge zemlje.

U kom pravcu se kreće moderna Indonezija?

Ekonomski rast Indonezije je 6 % i za sada smo petnaesta ekonomska sila na svetu. Cilj nam je da, do kraja 2020. godine, budemo među deset najjačih

after my return to Indonesia. That was her honest reaction, because she is a person that says what she thinks and feels, without making any calculations. Otherwise, I think that women are more objective when drawing conclusions. Most ambassadors have a good opinion about Serbs, because you are friendly people that accept foreigners quickly and want to help. This is one of the similarities you have with Indonesians - we have learned to be tolerant and kind, because we have many different ethnic groups. Besides people, food is something that we really like. I love kajmak in a warm lepinja and we offer that to our guests when they come from Indonesia. We have unripened cheese in our country, but we have no kajmak. One of the specialties of Serbian cuisine that I should mention is lamb meet, the sweet meat that melts in the mouth. I cannot forget to mention honey rakia either. It is not just an alcoholic beverage, it is also healthy. My wife and I enjoy the evening, drinking a honey rakia. I even thought about learning how to prepare this beverage and transferring it to Indonesia. Because of weather conditions, fruits there are fresh for just 2-3 days. Therefore, instead of using rotten fruits, we could prepare rakia from honey.

Is there something you found hard getting used to?

I miss our spices, chili sauce and soy sauce. We buy them in Vienna or Budapest. I talked about that to some other ambassadors, and perhaps we could open a spice shop for Asian cuisine. Another thing that we miss is fish. The ocean represents 60% of the territory of Indonesia, so we are used to fresh fish. But the hardest thing is the Serbian language. I have been trying to learn it for two years. I am progressing, but in the absence of time, everything goes slower. I am not a devoted pupil. My language teacher regularly

ekonomskih sila. Raspoložemo bogatim prirodnim resursima, klima je takva da imamo trista sunčanih dana godišnje, više od sto miliona Indonežana su mladi, što znači da je polovina populacije u punoj radnoj snazi – sve su to parametri za visoku produktivnost. Kada živite u multikulturalnoj zemlji, sa dvesta miliona stanovnika, usađeno vam je da čim izađete iz kuće budete tolerantni i takmičarski nastrojeni. Ta vrsta suptilne konkurencije takođe povećava produktivnost.

Šta treba obavezno posetiti u Indoneziji?

Turizam je najrazvijenija privredna grana u Indoneziji. Godišnje ugostimo više od osam miliona turista. Zaista su raznovrsni turistički sadržaji. Možete uživati u prirodnim lepotama Bornea, Sumatre, Papue, ali i upustiti se u avanture istraživanja džungle ili monsunskih šuma. Naravno, ne smete propustiti Bali kao najpopularniju destinaciju, gde se možete oprobati u mnogim sportovima i avanturama na vodi. Od nekoliko hiljada ostrva, možete izabrati ono što vas zanima – jezera vulkanskog porekla i spa turizam gde imate kraljevski tretman posle kojeg ste preporođeni, možete posetiti gradove koji su zaštićeni

gives me homework, which is usually completed by my secretary. Joking aside, my wife and I decided to enroll a Serbian course and keep the ties with our friends from Serbia after returning to Indonesia. We do not consider that we are here only because of work reasons. We actually feel that we are part of this society.

What has left the deepest impression on you?

Before we arrived, we were warned that there are huge traffic jams in the city. However, when you come from Jakarta, a city that has 10 million people and a very dense traffic, you have the feeling that in Belgrade everything goes faster and easier. There you need 2-3 hours to drive from point A to point B.

We like that there are many parks and a lot of greenery in Belgrade. Otherwise, Serbia is a healthy society that loves sports. Therefore, it is not a surprise that you have Novak Đoković.

For those that prefer to spend the night out, Belgrade has the best nightlife in Europe, for all ages. I am always amazed when I see old and young people together in the same place, singing in one voice. I often wonder what that song is. It should be something positive, if it is appropriate for all ages. People are spontaneous and know how to enjoy a good atmosphere. Belgrade streets are always full of life. At 2 o'clock in the morning you can see decent, young people waiting for the bus. There are not many countries, where people are out late at night.

Besides Belgrade, one must also visit Kopaonik, Zlatibor, Tara, Novi Sad, Niš and other parts of Serbia. I say as a joke that I am officially Indonesia's Ambassador, but that I am also Serbia's Ambassador when I travel to other countries.

In what direction is modern Indonesia moving?

Indonesia's economic growth is 6% and we are presently the 15th country in the world. Our goal is that by the end of 2020 we will be among the top ten economic powers. We have rich natural resources and the climate is such that we have 300 days of sunshine. Besides that, more than 100 million Indonesians are young, which means that half of the population is in full working capacity. These are parameters for a high productivity. When you live in a multicultural country, with 200 million inhabitants, you know that as soon as you leave the house, you must be tolerant and competitive minded. This type of subtle competition is increasing productivity.

What must a traveler visit in Indonesia?

Tourism is the most developed branch of the Indonesian economy. Every year, we host more



PO BROJU STANOVNIKA (VIŠE OD 240.000.000) INDOZEZIJA JE ČETVRTA NAJVEĆA DRŽAVA NA SVETU. IMA PREKO 300 ETNIČKIH GRUPA, KOJE GOVORE SKORO 500 RAZLIČITIH JEZIKA I DIJALEKATA. ZBOG TOGA JE UVEDEN ZVANIČAN JEZIK, KOJI JE SVIMA RAZUMLJIV – INDOZEŽANSKI JEZIK. STANOVNIŠTVO JE NERAVNOMERNO RASPOREĐENO. OSTRVO JAVA ZAUZIMA SAMO 7% POVRŠINE INDOZEZIJE, A NA NJEMU ŽIVI PREKO 60% STANOVNIŠTVA. NAJVEĆI NARODI SU: JAVANCI (41,7%), SUNDI (15,4%), MALAJCI (3,4%), MADURCI (3,3%), BATAK (3,0%), MINANGKABAU (2,7%), BETAVI (2,5%), BUGIS (2,5%), BANTENEZI (2,1%), BANDŽARESI (1,7%), BALINEŽANI (1,5%), SASK (1,3%), MAKASARESI (1,0%) I DRUGI. NA DRŽAVNOM GRBU JE ZLATNA MITSKA PTICA GARUDA SA ŠTITOM NA GRUDIMA I LENTOM U KANDŽAMA, NA KOJOJ JE ISPISAN MOTO „JEDINSTVO U RAZNOLIKOSTI“ .

IN TERMS OF POPULATION (MORE THAN 240,000,000 INHABITANTS) INDONESIA IS THE FOURTH LARGEST COUNTRY IN THE WORLD. THERE ARE OVER 300 ETHNIC GROUPS, SPEAKING ALMOST 500 DIFFERENT LANGUAGES AND DIALECTS. THE OFFICIAL LANGUAGE IS INDONESIAN, WHICH EVERYONE CAN UNDERSTAND. THE POPULATION IS UNEVENLY DISTRIBUTED. THE ISLAND OF JAVA REPRESENTS ONLY 7% OF THE INDONESIAN TERRITORY BUT IT IS HOME TO MORE THAN 60% OF THE POPULATION. THE LARGEST ETHNIC GROUPS INCLUDE: JAVANESE (41.7%), SUNDANESE (15.4%), MALAYS (3.4%), MADURESE (3.3%), BATAK (3.0%) AND OTHERS. THE STATE EMBLEM IS THE GOLDEN MYTHICAL BIRD GARUDA WITH A SHIELD ON THE CHEST AND A RIBBON IN THE GRIP DISPLAYING THE MOTTO "UNITY IN DIVERSITY" .

zbog svog bogatog kulturnog nasleđa, upoznati tehniku ručne izrade tkanine po kojoj smo prepoznatljiviji širom sveta. Tu je i neizostavna indonežanska kuhinja, koja je raznovrsna jer objedinjuje različite delove arhipelaga.

Postoji inicijativa da Srbija postane ekonomski centar Indonezije za region?

Veliki gradovi Srbije imaju solidan ekonomski nivo, ali ruralni delovi su u deficitu i moraju se privredno oživeti. Tržišta Indonezije i Srbije nisu jednaka po mnogim parametrima. Zato u ekonomskoj saradnji treba tražiti drugačije rešenje. Jedna od mogućnosti je da kroz strateško partnerstvo dopremo do zemalja sa kojima Srbija ima potpisane trgovinske sporazume – Rusije, Turske i Evropske unije. Tako bismo zajednički izašli na mnoga tržišta. Ulaganjem našeg novca, Srbija bi povratila svoje industrijske kapacitete, a to bi bila šansa za dugoročni ekonomski oporavak. Tri osnovne stvari zbog kojih je Srbija dobar partner jesu: industrijski potencijali, kvalitetni kadrovi i sporazumi o slobodnoj trgovini koji su potpisani sa drugim zemljama. Ako iskoristimo sirovine iz Indonezije – npr. kakao, kafu, palmino ulje i pokrenemo srpske fabrike, zaposlimo radnike, a onda taj proizvod izvezete kao srpski brend, onda benefite od toga

than 8 million tourists. There are many attractions. You can enjoy the natural beauty of Borneo, Sumatra, Papua, and embark on research adventures in the jungle or the monsoon forest. Of course, you must also visit Bali, which is the most popular destination. There you can try many water sports and adventures. Out of several thousand islands, everyone can choose something that interests him/her - lakes of volcanic origin and spa tourism, where you can have a royal treatment after which you are reborn, visits to cities that are protected because of their rich cultural heritage, learning the technique of hand-made fabrics, for which we are known all around the world etc. Another must is the Indonesian cuisine, which is very diversified, as it unites the different parts of the archipelago.

Is there an initiative for Serbia to become Indonesia's economic center in the region?

Major cities of Serbia have a solid economic level, but rural areas are in deficit and must be economically revived. The markets of Indonesia and Serbia are not equal by many parameters. Therefore, we should seek a different solution for our economic cooperation. One possibility is that, through a strategic partnership, we may reach countries, with which Serbia has signed trade agreements: including Russia, Turkey and the EU. In that way we could be present together on many markets. By investing our money, Serbia could regain its industrial capacity and that would be a long term chance for its economic recovery. The three main things that make Serbia a good partner are: industrial potential, high quality labor force and the free trade agreements that have been signed with other countries. If we use raw materials from Indonesia - such as cocoa, coffee and palm oil, set in motion Serbian factories, hire workers and then export the product as a Serbian brand, both countries will benefit from it. I am talking about products that countries of the region import from the EU at high prices. Together we can be competitive on many markets, offering products at much lower prices. Now we are in the stage of building stable bases and creating the conditions for the economic cooperation between the two countries. In addition to that, a very important segment of our partnership is the decades-long friendly relations and the mutual respect. That is the base of our vision that we can grow economically together. We are currently examining which are the branches of industry that offer the best possibilities. Some of the options are IT and the energy sector. Indonesia is a rising economic power, part of the Asian market, and that is an incredible opportunity for the Serbian economy.

Before that, it is necessary to build the necessary infrastructure, including the upgrade of the Danube and its ports, because the Danube has the potential of becoming one of the most relevant international trade routes. You should also adjust tax and customs

imaju obe zemlje. Govorim o proizvodima koji države regiona uvoze iz zemalja EU po visokim cenama. Tako bismo zajedno postali konkurentni na mnogim tržištima jer bismo nudili proizvode po mnogo nižim cenama. Sada smo u fazi postavljanja stabilnih osnova i stvaranja uslova za privrednu saradnju naše dve zemlje.

Osim toga, vrlo važan segment partnerstva su naši višedecenijski prijateljski odnosi i međusobno poštovanje. Iz toga proizilazi vizija da možemo i ekonomski zajedno da rastemo. Razmatramo u kojim granama privrede postoji najviše mogućnosti, neke od opcija su medicina, IT sektor i energetika. Indonezija je rastuća ekonomska sila koja je deo azijskog tržišta, što je neverovatna prilika za srpsku privredu.

Pre toga, neophodno je izgraditi potrebnu infrastrukturu, a u okviru toga osposobiti Dunav i luke, gde postoje kapaciteti pozicioniranja Srbije među relevantne rute međunarodne trgovine. Takođe, treba prilagoditi poresku i carinsku regulativu, kako bi se stvorila povoljna klima za strane investitore. Srbija

regulations, in order to create a favorable climate for foreign investors. Serbia must be a safe business environment. In 2012, we organized the first Serbian - Indonesian Business Forum, which has the tendency of becoming an annual tradition. On a daily basis I meet businessmen and discuss about business. I also meet with the relevant ministers. When we will find a solution for the existing barriers, a meeting of the presidents of the two countries will be organized as a crown for our cooperation efforts. Until then we have to work seriously, because there is no time to waste just in photos and shaking hands. If we want to achieve long-term goals, we must start working immediately.

In what direction are the future relations between the two countries moving?

Since 2011 we strive to strengthen the so-called pyramid of mutual relationships - its bases are good human relations, which are related to cultural



Ambasador Samson i novinarka magazina The Globe

//

Ambassador Samson with The Globe magazine journalist



mora da bude ambijent sigurnog poslovanja. 2012. godine smo organizovali prvi Srbija - Indonezija bi-znis forum, sa tendencijom da takav forum postane tradicionalan i održava se svake godine. Sa privrednicima se sastajem svakodnevno da razgovaramo o poslovanju, sa resornim ministrima takođe. Kada budemo pronašli rešenje za prepreke koje postoje, krunisaćemo saradnju sastankom predsednika naše dve zemlje. Do tada moramo ozbiljno da radimo, nije vreme da se samo slikamo i rukujemo. Da bismo ostvarili dugoročne ciljeve, moramo odmah da počemo da radimo.

U kom pravcu se kreće budućnost odnosa dve zemlje?

Od 2011. se trudimo da ojačamo tzv. piramidu međusobnih odnosa – baza su dobri međuljudski odnosi u oblasti kulturne saradnje, stipendiranja studenata i slično (People to People); drugi nivo bi bila ekonomska saradnja (Business to Business); na vrhu piramide su odnosi dve vlade (Government to Government). Zato mislim da smo u novoj eri bilateralnih odnosa koji su čvršći i produktivniji u svim sferama.

Bavimo se i promocijom žena u ekonomiji kroz javne tribine na tu temu, za šta je zadužena moja saradnica Arijana Julianti. Žene su dinamične, vredne, otvorene za novine, požrtvovane i zato je važno raditi na poboljšanju njihovog položaja u poslovnom svetu.

I u sferi kulture unapređujemo odnose. Prošlog oktobra, Biljana Krstić i „Bistrik“ nastupali su u Džakarti, na Baliju i u Ambonu, mom rodnom gradu. To je prvi put posle 40 godina da su muzičari iz Srbije imali turneju u Indoneziji. U ambasadi organizujemo časove baležanskog plesa, dva puta nedeljno.

Sve to mi daje nadu da možemo zajedno da napredujemo ali je neophodno imati strategiju za narednih pedeset godina. Nažalost, meni je 2013. poslednja godina diplomatske misije u Srbiji. Supruga i ja u šali kažemo da je dobra stvar što se posle trogodišnjeg boravka u Srbiji osećamo 3 godine mlađi nego kada smo došli. Zato ćemo se vraćati ovde kad god osetimo potrebu da se podmladimo, kada se uželimo kajmaka i jagnjetine ili zimovanja sa prijateljima na Zlatiboru.

Dragana Milosavljević

exchanges, scholarships for students, etc. (People to People), the second level is economic cooperation (Business to Business) and at the top of the pyramid we have the relations between the two governments (Government to Government). That is why I think that we are in a new era of bilateral relations, which are stronger and more productive in all areas. We are engaged in the promotion of women in the economy through public forums on the subject. That is the responsibility of my associate Ariana Yulianti. Women are dynamic, hardworking, open to novelties, dedicated and, therefore, it is important to work on improving their position in the business world.

We are improving relations also in the field of culture. Last October, Biljana Krstić and Bistrik performed in Jakarta, Bali and Ambon, my hometown. This was the first time in 40 years that Serbian musicians had a tour in Indonesia. We organize Balinese dance lessons at the Embassy twice a week.

All that gives me the hope that we can progress together, but it is necessary to have a strategy for the next 50 years. Unfortunately, 2013 is the last years of my diplomatic mission. My wife and I joke that it is a good thing that after 3 years in Serbia we feel 3 years younger than when we arrived. That is why we will come back whenever we need to get younger, when we will miss kajmak and lamb meat and when we wish to spend the winter holidays with our friends in Zlatibor.

Od Tradicionalne do Savremene Japanske Kulture

From Traditional to Contemporary Japanese Culture



Da ne treba verovati u stereotipe, uverio nas je Juićiro Omori, ataše za kulturu ambasade Japana. Ponekad kasni, spontan je, moderan dvadesetšestogodišnji Japanc koji se ne razume u tehniku. Posao mu je da širi duh kulture Japana i Srbima približi bogatu tradiciju najstarije carevine Dalekog istoka.

Koliko Srbi poznaju tradicionalne običaje i kulturu Japana?

Japanci i Srbi su slični – i jedni i drugi su poljoprivrednici i borci. Ovdje se ljudi dosta interesuju za japanske borilačke veštine – džudo, kendo i karate, a puno znaju i o tradicionalnoj japanskoj kulturi. Iako smo geografski prilično udaljeni i teško je da se neko iz Srbije lično upozna sa načinom života, muzikom, običajima, jezikom i umetnošću Japana, moderna sredstva komunikacije mogu da pomognu. Na internetu možete pronaći sadržaje koji vas zanimaju, mada to ipak nije kompletna slika jedne zemlje.

Japanska ambasada je jedna od najaktivnijih u sferi kulture. Koliko događaja godišnje organizujete?

Da, zaista nam je stalo da je održavamo konstantnu kulturnu razmenu. Ambasada organizuje dvanaest velikih susreta godišnje na kojima predstavljamo i savremenu i tradicionalnu kulturu. Organizujemo radionice origamija, ikebane, kaligrafije, bonsai biljaka, izložbe ukijo grafike i tradicionalnih lutki, predstavljamo originalni suši i japansku kuhinju. Nismo fokusirani samo na Beograd kao glavni grad. Imamo aktivnosti od Svilajнца, preko Sremske Mitrovice i Indije, do Subotice. Kulturna saradnja je proces i ona je osnova međunarodnih odnosa. Potrebno je

Yuichiro Omori, cultural attaché of the Japanese Embassy made us understand that we should not believe in stereotypes. He is a spontaneous, modern 26 year old Japanese guy who is often late and doesn't understand technology. His job is to spread the spirit of Japanese culture and draw Serbian people closer to the rich tradition of the oldest Far East Empire.

How much do Serbs know about the traditional customs and culture of Japan?

Japanese and Serbian peoples are similar - both are farmers and soldiers. A lot of people here are interested in Japanese martial arts - judo, kendo and karate, and know a lot about traditional Japanese culture. We are geographically far away and it is difficult that someone from Serbia could personally know the way of life, music, customs, language and arts of Japan. However, modern means of communication can help. On the Internet you can find all the contents that interest you, although it's not the whole picture.

The Embassy of Japan is one of the most active in the cultural sphere. How many events are organized per year?

Yes, we care indeed about constant cultural exchanges. The Embassy organizes 12 major meetings every year, where we present the modern and traditional culture. We organize origami, ikebana, calligraphy and bonsai workshops, as well as exhibitions of ukivo-e designs and traditional dolls, We also present original sushi and Japanese cuisine. We are not focused only on Belgrade as capital. city. We have activities from Svilajnac up to Sremska Mitrovica and Indjija and as far as Subotica. Cultural cooperation

JAPAN ILI NIPPON JE CAREVINA OD 6580 OSTRVA. NAJVEĆA SU HONŠU, KJUŠU, ŠIKOKU I HOKAIDO. KAO 63. DRŽAVA PO VELIČINI U SVETU, JAPAN IMA 128 MILIONA STANOVNIKA, A SAMO GLAVNI GRAD TOKIO IMA SKORO 9 MILIONA (VIŠE NEGO CELA SRBIJA). JAPAN JE NAJBOLJI U AUTOMOBILSKOJ I ELEKTRONSKOJ INDUSTRIJI. SVI ZNAMO ZA TOJOTU, HONDU, SONI, NISAN. KAO VELIKA SILA U SFERI ROBOTIKE, POSEDUJE POLA MILIONA AKTIVNIH ROBOTA. NAJBRŽI VOZOV I SU NA JAPANSKIM ŠINKANSEN ŽELEZNICAMA I KREĆU SE DO 440 KM/H, A KASNE NAJVIŠE 6 SEKUNDI. ONO ŠTO GOTOVO SVAKA OSOBA POZNAJE IZ JAPANA SU GEJŠE, SAMURAJI, MANGA STRIPOVI, SUŠI, SAKE, BORILAČKE VEŠTINE I VIDEO-IGRICE.

JAPAN OR NIPPON IS AN EMPIRE ON 6580 ISLANDS. THE LARGEST ARE HONSHU, KYUSHU, SHIKOKU AND HOKKAIDO. AS THE 63RD LARGEST COUNTRY IN THE WORLD, JAPAN HAS 128 MILLION INHABITANTS. ITS CAPITAL CITY, TOKYO, HAS NEARLY 9 MILLION PEOPLE (MORE THAN ALL SERBIA). JAPAN IS THE BEST IN THE AUTOMOBILE AND ELECTRONICS INDUSTRY. WE ALL KNOW ABOUT TOYOTA, HONDA, SONY AND NISSAN. AS A MAJOR FORCE IN THE FIELD OF ROBOTICS, IT HAS HALF A MILLION ACTIVE ROBOTS. THE FASTEST TRAINS IN THE WORLD BELONG TO THE JAPANESE SHINKANSEN RAILWAYS - THEIR SPEED REACHES 440 KM/H AND THEY DELAY A MAXIMUM OF 6 SECONDS. THINGS THAT ALMOST EVERY PERSON RECOGNISES FROM JAPAN ARE THE GEISHAS, SAMURAIS, MANGA COMICS, SUSHI, SAKE, MARTIAL ARTS AND VIDEO GAMES.



*Joićiro Omori, ataše
za kulturu ambasade
Japana -*

//

*Yuichiro Omori,
cultural attaché of the
Japanese Embassy*

obostrano razumevanje i uvažavanje kulture i tradicije drugih, da biste mogli politički i ekonomski da saradujete.

U kom pravcu se razvija savremena japanska kultura?

Pošto smo u eri globalizacije, raznovrsni su uticaji. U muzici, filmu i slikarstvu se oseća duh Evrope i Amerike. Kao i svuda u svetu – prihvataju se trendovi, ali tradicija ipak čuva svoje mesto i u modernim kulturnim sadržajima. Približavamo Srbima japansku kulturu i filmovima Akira Kurosava, koji je ovde popularan, kao i pomoću književnosti. Bibliotekama širom Srbije poklonili smo literaturu iz oblasti

is a process and it is the foundation of international relations. It takes mutual understanding and appreciation of other cultures and traditions, to be able to cooperate politically and economically.

In which direction contemporary Japanese culture is developing?

Since we are in the era of globalization, influences are diverse. In music, film and painting the spirit of Europe and America is present. As elsewhere in the world - popular trends are accepted, but tradition still keeps its place in modern cultural contents. We bring Japanese culture to the Serbian people through movies of Akira Kurosawa, who is popular here and



Japanska trpeza // Japanese food

umetnosti i istorije. Jedan od najpoznatijih japanskih pisaca na svetu, Haruki Murakami, spada među najčitanije književnike u Srbiji. I to je jedan od načina da se upozna gradski milje Japana. Mada je umetnost kreativnija od stvarnosti, ona može zainteresovati ljude i podstaknuti ih na istraživanje o Japanu.

Japan je donirao značajna sredstva školama, javnom prevozu, bolnicama, stipendirate studente i umetnike. Taj iznos je premašio 30 miliona evra za 12 godina. Kako Srbija može da se oduži Japanu za takvu pomoć?

Smatramo da je sreća to što smo treća ekonomska svetska sila. Zato naš narod oseća odgovornost prema drugima kojima treba pomoć. Posedujemo duh saosećanja jer su i nama drugi pomagali da ojačamo posle Drugog svetskog rata. Kada je 2011. godine zemljotres pogodio istočni deo Japana, širom Srbije organizovane su humanitarne akcije za pomoć pogođenom području. Takvu podršku ne možemo da zaboravimo.

Da li ste se susretali sa predrasudama o Japancima?

Čuo sam dosta neverovatnih priča. Nasmejala me je jedna od takvih koja se prepričava – navodno je vozač autobusa negde u Japanu izvršio samoubistvo jer je zakasnio tri minuta. To nije realnost, pa ja prvi često kasnim. Još jedna od predrasuda je da smo strogi

also through literature. We have donated books about art and history to libraries throughout Serbia. Haruki Murakami, one of the most famous Japanese writers in the world is at the same time one of the most widely read writers in Serbia. And that's just one of the ways to know the urban milieu of Japan. Although art is more creative than reality, it can be used to get people interested and to start exploring Japan.

Japan has donated significant funds to schools, public transport, hospitals, and has given scholarships to students and artists. This amount equals to more than 30 million euros in 12 years. How can Serbia repay for such support?

We believe that it is fortunate that we are the third economic power in the world. That's why our people feel the responsibility to help others in need. We possess that spirit of compassion, because others helped us after the World War II. When in 2011 an earthquake hit the eastern part of Japan, charity events across Serbia were organized to help the affected area. We cannot forget such support.

Have you encountered prejudices about the Japanese people?

I've heard a lot of amazing stories. I laughed at one of them which is frequently told - apparently a bus driver somewhere in Japan committed a suicide because he was 3 minutes late. This is not true; I'm often late myself. Another prejudice is that we are strict and business oriented. This is not true either. The degree of spontaneity depends on the

i poslovni. Zaista nije tako, koliko je neko spontan individualna je stvar, kao kod svih ljudi na svetu. Takođe, zabluda je da se svi Japanci razumeju u tehniku i da imaju najnovije gedžete. Lično, uopšte ne pratim šta je novo u tom digitalnom svetu i apsolutno ne znam ništa o tehničkim spravama.

Koliko ste uspeali da se priviknete na život u Beogradu?

Hrana je problem mnogim Japancima. Može se naći soja sos koji je mađarski i pet puta skuplji nego u Japanu. Naš pirinač je sitniji od onog koji se jede ovde. Najteže je naći začine za japansku kuhinju. Mada, navikao sam se na srpsku pljeskavicu, ajvar i druge domaće specijalitete. Osim hranom, zadovoljan sam svojim životom u Srbiji. Možda imam sreće što su moje kolege divni ljudi, a komšije ljubazne. Inače, Srbi su dosta otvoreni u komunikaciji.

Šta je Vaša preporuka za strance koji posete Srbiju?

Oduševljen sam srpskim tradicionalnim kolom. To treba videti obavezno. I manastire – obišao sam ih na desetine i fasciniran sam, ne samo specifičnom arhitekturom, nego i posebnim ambijentom. Ponekad, manastir i ne izgleda lepo spolja, ali vas osećaj duhovnog mira obuzme čim uđete unutra. Inače, u celoj Srbiji su ljudi toliko gostoljubivi, da ćete uživati u svakom delu zemlje koji posetite.

Dragana Milosavljević



Bonsai drvo // Bonsai tree

personality of each individual, just like anywhere else in the world. Another misconception is that all Japanese people understand technology and have the latest gadgets. Personally, I don't follow what's new in the digital world, and I absolutely don't know anything about technical devices.

In what measure have you got used to living in Belgrade?

Food is a problem for many Japanese. Here you find only Hungarian soy sauce that is 5 times more expensive than in Japan. Our rice is smaller than the one eaten here. The most difficult thing is to find spices for Japanese cuisine. Although, I'm now used to Serbian *pljeskavica* (hamburger), *ajvar* (pepper chutney) and other local specialties. Besides food, I am satisfied with my life in Serbia. Maybe I'm lucky because my colleagues are wonderful people, and my neighbors are friendly. Otherwise, Serbs are quite open to communication.

What is your recommendation for everyone who visits Serbia?

I am delighted with Serbian traditional *kolo* (folk dance). It must be seen. Also monasteries are great. I have seen dozens of them and I am fascinated not only with their unique architecture, but also because of the special environment. Sometimes the monastery doesn't look nice from the outside, but when you enter, the feeling overwhelms you. Otherwise. All through Serbia people are so welcoming, that you'll enjoy every part of the country that you visit.

Kako je raspad SFRJ ugrozio turističku viziju bivših članica

How the dissolution of the SFRY affected on tourism of former members?

Kopaonik, Srbija // Kopaonik mountain, Serbia

Ako za nečim treba žaliti, onda je to potencijal onoga što danas zovemo region jer dve decenije kasnije, umesto da na sajmovima prodajemo zajedničke prirodne lepote – mi ih nudimo jedni drugima.

Članice nekadašnje SFRJ sada su zemlje regiona. Mnogo toga se promenilo u odnosu na vreme kada su narodi i narodnosti živeli u istoj državi, a ako zbog nečeg treba žaliti za danima prošlim – to je turistički potencijal bivše nam domovine. Danas je sve, uglavnom, isto. Samo, umesto da prirodne lepote na sajmovima turizma prodajemo zajedno, nudimo ih jedni drugima. Slovenija je skijaški i banjski centar, Hrvatska idealna morska destinacija, Makedonija kulturna oaza bogata istorijskim nasleđem, Srbija zemlja planina i etno-turizma, a Crna Gora potencijalni centar ekskluzivnog i ekološkog turizma.

If we should feel regret for something, that is for the potential of what we now call the "region", because two decades later, rather than selling our common natural attractions at tourism fairs, we offer them one to each other.

The former Socialist Federal Republic of Yugoslavia disintegrated into the countries of the region. Many things have changed from the time when different peoples and nationalities lived in the same State and, if we should feel regret for something, that is for the tourism potential of our former homeland. Today things are mostly the same, only that, instead of selling together our natural attractions at tourism fairs, we offer them one to each other. Slovenia is a ski and spa resort; Croatia is an ideal sea destination;

Ali, da krenemo redom. Srbija ima Kopaonik, Zlatibor, Staru planinu, Divčibare, Rudnik, Zlatar. Neki od ovih zimskih centara ostvarili su svoj maksimum dok većina još čeka na neophodne strane investicije. Banjski turizam je, za razliku od onog u Sloveniji, još u povoju, iako smo osamdesetih negovali banje koje su, doduše, u to vreme više bile medicinski stacionari nego ono što danas zovemo spa centrima. Iz privrednih krugova saznajemo da su Rusi zainteresovani za ulaganje u banjske kapacitete, a budućnost Srbije prepoznata je i u etno-turizmu. Seoska domaćinstva, nezagađena hrana, odmor u prirodi, kao poručeni su za umorne svetske japije.

Naravno, ne treba zaboraviti ni Beograd koji, za sada, najviše novca ubira od turizma. Istorijsko nasleđe, dobar provod, autentična kuhinja, od Avale do Kalemegdana, iz godine u godinu privlače sve veći broj gostiju. I vinski turizam ističe se kao ozbiljan adut Srbije. On podrazumeva posetu autentičnim podrumima, proizvođačima vina i ugostiteljskim objektima koji uz dobru čašicu nude i ukusnu domaću hranu.

Macedonia is a cultural oasis with a rich historical heritage; Serbia has mountains and ethno-tourism, and Montenegro is a potential center of exclusive and ecological tourism.

But first things first. Serbia has Kopaonik, Zlatibor, Stara Planina, Divčibare, Rudnik and Zlatar. Some of these winter centers have achieved their maximum level, while most of them are still waiting for the necessary foreign investments. Unlike Slovenia, Spa tourism in Serbia is still in its infancy. However, in the eighties there were spas in Serbia, but at that time they were medical dispensaries rather than what we now call spa centers. We know from business circles that the Russians are interested in investing in spa facilities and that ethno-tourism has been identified as having a high potential for the future of Serbia. Rural households, uncontaminated food, rest in the nature, seem to be tailor-made for tired yuppies from all around the world.

Of course, we should not forget Belgrade, which right now collects most of its money from tourism. A rich historical heritage, good fun and authentic

Primosten, Hrvatska - Primosten, Croatia





Sveti Stefan, Crna Gora // Sveti Stefan, Montenegro

Ohrid, Makedonija // Ohrid, Republic of Macedonia



*Bledsko jezero,
Slovenija*

//

Bled lake, Slovenia



Srbija, kažu, može da zaradi i na manifestacijama koje iz godine u godinu privlače sve više turista. Guča, Egzit, proslava Nove godine, kolektivna venčanja sada su već stalne manifestacije ucrtane na turističkim mapama.

Za razliku od Srbije, Hrvatska može da računa i na more. Poslednjih godina razvila je ostrvski turizam, pa Hvar, Vis i Pag postaju omiljena letovališta, pre svega, mladih. Istra se odavno promovisala, pa poznati lanci hotela proširuju kapacitete baš u ovom delu Hrvatske. I Crna Gora ima more, a njena relativno mala obala dobro je iskorišćena, od radničkog Sutomora do ekskluzivnog Svetog Stefana, Miločera i Bečića. Uprkos prirodnim potencijalima ostalih, Slovenija je možda najviše napredovala. Osim skijaških centara koji su punim kapacitetima radili i u bivšoj državi, ova nekada najsevernija republika razvila je i banjski turizam. Otvoreni su čitavi spa kompleksi primamljivi i stranim ali i gostima iz regiona. Makedonija promovise Ohridsko jezero i kulturno nasleđe još od Ćirila i Metodija i to je dovoljno za tako malenu državu.

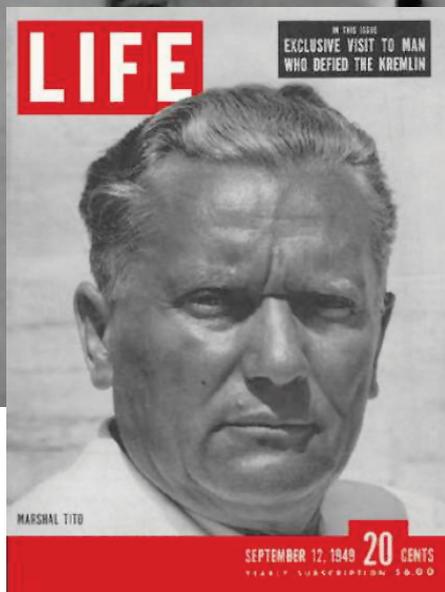
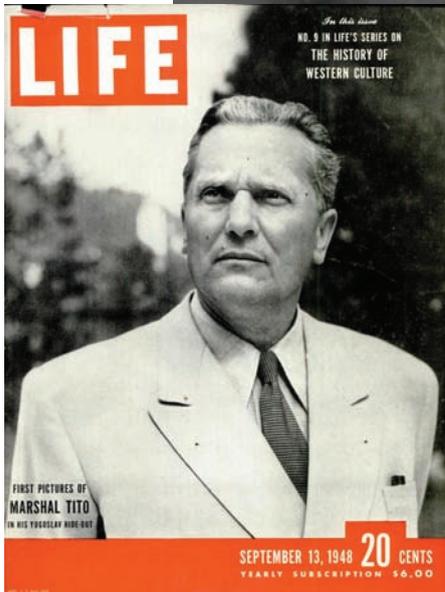
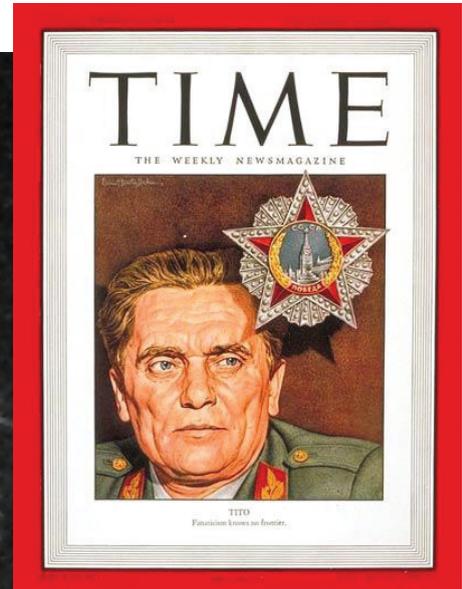
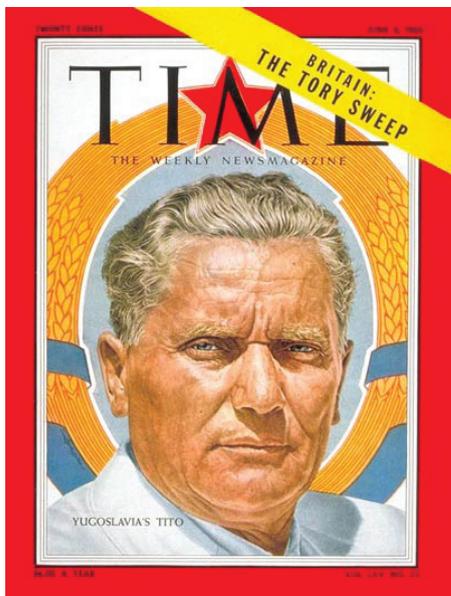
Naravno, region odavno ne čine samo zemlje bivše Jugoslavije. U njega spadaju i Grčka, Bugarska, Kipar... O turističkom potencijalu Grčke izlišno je govoriti. Ova zemlja već decenijama živi od turizma koji nudi vrlo pristupačne sadržaje, ali i one najekskluzivnije po ostrvima Rodos, Mikonos, Krf... Bugarska je dobra destinacija za skijaše ali i za letnji odmor, pa je neko vreme zbog niskih cena i interesantne ponude predstavljala hit letovalište i za naše turiste.

Tamara Torlak

cuisine, from Avala to Kalemegdan, attract an ever-growing number of guests. Also wine tourism has emerged as a serious asset of Serbia. It includes visits to authentic cellars, wine producers and restaurants, which besides a glass of good wine, offer tasty local food, as well.

It has been said that Serbia can make profit from events that attract every year more and more tourists. Guča, Exit, the New Year celebration, collective weddings etc. have become permanent events marked on tourist maps.

Unlike Serbia, Croatia can rely on the sea. In recent years, island tourism has developed and Hvar, Vis and Pag have become popular resorts for young people mainly. Istra has long been promoted and therefore, large hotel networks expand their capacities in that part of Croatia. Also Montenegro has sea and its relatively small coast is well used, from the workers' resort of Sutomore up to the exclusive Saint Stephen, Miločer and Bečić. Despite the natural resources of other former federation members, Slovenia is perhaps the most advanced one. In addition to ski resorts, which were fully operational in the former Yugoslavia, this country, which once was the most northern republic, has developed spa tourism as well. There have been opened entire spa complexes, which attract tourists from the countries of the region and beyond. Macedonia has been promoting the Ohrid Lake and Macedonian cultural heritage from the time of Cyril and Methodius and that is enough for such a small country. Of course, this region is not composed only by the former member states of Yugoslavia. It also includes Greece, Bulgaria, Cyprus ...It is needless to talk about the tourism potential of Greece. For decades that country has been living from tourism, from the most accessible destinations up to the most exclusive ones on Rhodes, Mykonos and Corfu islands ... Bulgaria is a good destination for skiers but also for summer holidays and, for some time it has been a hit summer destination for our tourists, due to good prices and interesting offers.



Srbija izgubila „Bitku na Neretvi”

Serbia lost “Battle of Neretva”

Ruku na srce, ovaj film nikada nije bio srpski, ali nekako sve bivše jugoslovenske republike imaju tendenciju da svojataju ono što je bilo „zajedničko“. Tako je i sa „Bitkom na Neretvi“. Međutim, odlučeno je da se najspektakularniji jugoslovenski vestern ubuduće prikazuje kao vlasništvo hrvatske kinematografije, kojoj sada zvanično pripada. Kritičari su pisali da je to režimski, Titov film, i da nema umetničku vrednost. Međutim, i posle 40 godina, i te kako je aktuelan.

Kada je Hitler 1943. lično naredio da se unište partizanske jedinice i opkole u dolini Neretve, Tito je došao na ideju da se most sruši, protivnik zbuni, a u toku noći napravi privremeni most. Preko njega su se partizani prebacili na drugu stranu reke i sukobili sa četnicima. Na osnovu romantizacije tog događaja, borba partizana protiv nacističkih okupatora i unutrašnjih neprijatelja dospela je u anale umetnosti.

„Bitka na Neretvi” zauzima peto mesto među najskupljim filmovima koji nisu iz holivudske produkcije. Lično je Josip Broz odobrio sredstva za film. Budžet „Neretve” procenjen je na dvanaest miliona dolara, mada je stvarni iznos nemoguće utvrditi – film je sponzorisalo

We can sincerely say that this was never a Serbian film, but all former Yugoslav Republics have the tendency of claiming all what we had “in common”: The same happens with the “Battle of Neretva”. It was decided that, in the future, the most spectacular Yugoslav western film be shown as property of the Croatian cinematography, to which it now belongs. Critics wrote that it is a product of Tito’s regime with no artistic value.

When Hitler ordered to destroy all Partisan units and to surround the Neretva valley, Tito decided to destroy the bridge in order to confuse the enemy, and to build a temporary bridge during the night. They would use that bridge to cross the river and clash with the Chetniks. The Seventh Art immortalized a romantic version of these events, the fight against the Nazi occupants and the internal enemies.

It is the fifth most expensive film not produced in Hollywood. Josip Broz personally approved the funds for the film. The budget of the “Battle of Neretva” was estimated at 12 million USD, but the final amount cannot be established. The film was



*Bitka na Neretvi,
autor Pablo Pikaso*

//

*Battle of Neretva
by Pablo Picasso*

58 društvenih preduzeća, vojska i avijacija poklonili su opremu i čak 10 000 njihovih pripadnika statirali su besplatno. Čuveni slikar Pablo Pikaso dizajnirao je jedan od plakata za „Neretvu” – zauzvrat je od režisera Veljka Bulajića tražio samo sanduk najboljeg makedonskog ili slovenačkog vina.

Za potrebe filma napravljeno je i srušeno četiri sela, po jedna crkva i tvrđava, osamdeset bunkera; dva puta je rušen most dug 82 metra – reditelj je želeo realističan snimak pa je zahtevao da se poruši pravi, a potom i privremeni most. Međutim, zbog ogromnih oblaka prašine i pepela od eksplozije, oba puta su snimci bili neupotrebljivi. U trećem pokušaju, odlučeno je da se minira maketa mosta – što je zadržano u finalnoj verziji filma. Uništeno je 75 vojnih oklopnih vozila, 22 aviona, 5.000 pušaka, 380 mitraljeza, više od 2.000 granata i bombi. Za scene masovnih okršaja partizana i neprijatelja iskorišćeno je čak deset tona eksploziva. Snimanje je trajalo osamnaest meseci.

Film „Bitka na Neretvi” prikazan je u 82 zemlje. Zvanično, 550 miliona ljudi ga je gledalo. Na sarajevskoj premijeri, u društvu Tita, bili su Sofija Loren i Omar Šarif. U Japanu je, 1971. godine proglašen za najgledaniji film, a na bioskopskim repertoarima u mnogim zemljama zadržao se mesecima. Iako je Vatikan oštro kritikovao film, već prve večeri prikazivanja privukao je 40 000 ljudi širom Italije. Samo godinu dana nakon snimanja, 1970. godine, bio je nominovan za Oskara u kategoriji najboljeg stranog filma. Osim Velimira Bate Živojinovića, Milene Dravić, Borisa Dvornika i Pavla Vujusića, u glumačkoj ekipi bili su Orson Vels, Jul Briner i Franko Nero.

Dragana Milosavljević

*Sruseni most na
Neretvi*

//

*Destroyed bridge
over the Neretva*



sponsored by 58 public enterprises. The Army and the Aviation donated equipment and 10.000 of their members took part in the film for free. The famous painter Pablo Picasso designed one of the posters for the “Battle of Neretva” and, in return, he asked the director to send him a case of the best Macedonian or Slovenian wine.

The film required the construction and destruction of 4 villages with a church and a fortress each, as well as of 80 bunkers. A 82 meter long bridge was destroyed twice, because the director wished a realistic scene. Therefore, it was necessary to destroy two bridges, the real one and the temporary one. However, the images could not be used, due to the huge cloud of dust and ashes from the explosion. In the third attempt, it was decided to blow up a model of the bridge and those are the images used in the film. There were destroyed 75 armored vehicles, 22 planes, 5.000 guns, 380 machine guns and over 2.000 grenades and bombs. In the scenes showing the massive clashes between Partisans and their enemies, there were used over 10 tones of explosives. The production lasted 18 months.



Wounded must not leave

Tito

The “Battle on Neretva” was shown in 82 countries. It was watched by 550 million people. At the premiere in Sarajevo, Tito was accompanied by Sofia Loren and Omar Sharif. It was declared the most watched film in Japan in 1971. In many countries this film was in the repertoire for several months. Although the Vatican criticized it harshly, more than 40.000 people watched it in Italy. Only one year after its production, the film was nominated in 1970 for the Oscar in the best foreign film category. Besides Velimir Bata Živojinović, Milena Dravić, Boris Dvornik and Pavle Vujusić, the cast of the film included Orson Welles, Yul Brynner and Franco Nero.



Razglednica iz Beograda od holandskog domaćina

Postcard from Belgrade from the Dutch host

Neobičnu gradsku priču saznacete od Ralfa van der Zijdena, Holanđanina koji već dve godine živi u Beogradu i promoviše ga stranim turistima kroz jedinstvene biciklističke ture. Beograd mu se uvukao pod kožu i, kako sam kaže, nije zažalio zbog odluke da ostavi svoj život u Hagu i preseli se.

You'll hear an unusual city story from Ralph van der Zijden, a Dutchman who lives in Belgrade for 2 years now and promotes it to foreign tourists throughout unique cycling tours. Belgrade got under his skin, and as he says himself, he did not regret his decision to leave his life in The Hague and move.



Ralph van der Zijden, iBike - Belgrade

Godinama je, radeći za NVO i kasnije za grad Hag, posećivao zemlje Balkana na svaka dva meseca. Posao mu je bio da održava odnose sa Beogradom, Zagrebom i Sarajevom i da menja imidž Haga – grada koji je mnogo više od Međunarodnog krivičnog suda po kojem ga znamo. Onda je kriza pogodila Holandiju, a njegova putovanja u ove krajeve Evrope su ukinuta. Beogradska atmosfera mu je toliko nedostajala da je kupio kartu u jednom pravcu, spakovao kofere i poneo jedino što Holanđaninu treba da preživi – bicikl.

Koliko se Vaš utisak o Beogradu razlikuje iz perspektive turista i sada kada živite ovde?

Mnogo više sam video za dva godine koliko živim na Dorcolu, nego za sedam godina turističkih i poslovnih poseta. Uvek sam se pitao kako to da u centru grada možete videti Rome koji nasred ulice peru šoferšajbne dok čekate na semaforu. Nije mi bilo jasno zašto se to dozvoljava, a sada sam se i sam navikao. Čudno mi je i to koliko se svi ponose i vole svoj grad, a sa druge strane, niko ne želi da uradi nešto pozitivno – na primer, smeće se baca svuda. Ovo je grad ekstrema i zato je zanimljivo svaki dan.

For years, working for NGOs, and later in The Hague, he visited Balkan countries every 2 months. His job was to maintain relations with Belgrade, Zagreb and Sarajevo, and to change The Hague's image - a city that is much more than the International Court of Justice by which we know it. Then the crisis hit The Netherlands, and his travels to these parts of Europe were canceled. He missed the Belgrade atmosphere so much that he bought a one-way ticket, packed his bags and took one thing that a Dutchman needs to survive - a bicycle.

How much your impression of Belgrade is different from the perspective of tourists and now that you live here?

I saw a lot more in 2 years that I live in Dorcol than in 7 years of tourist and business visits. I always wondered how it is that in the city center you can see Roma people that wash windshields in the middle of the street while you are waiting at the traffic light. It was not clear to me why this people allow this, and now I'm used to it myself. It's strange to me how everybody is proud of their city and they love it, and on the other hand no one wants to do something positive - for example, trash is thrown everywhere. This is a city of extremes, and that's why it's interesting every day.

How did you come up with the idea to start iBike-Belgrade cycling tours?

The problem is that a bicycle in Serbia is seen as something that older people drive or to professional athletes. In Netherlands, you will see businessmen, ministers, students, police officers and children on bicycles. In almost all bigger European cities they are ridden recreationally. And since cycling is my great love, I saw a business opportunity in which I could enjoy – I do what I love, I live where I want and I promote Belgrade to strangers. Otherwise, every day I see something missing, and all that things are chances to start a business. My friends say: "It's easy for you, you're not from around here." I didn't



Kako ste došli na ideju da pokrenete biciklističke ture iBikeBelgrade?

Problem je što se u Srbiji bicikl vezuje za starije ljude koji ne voze kola ili za profesionalne sportiste. U Holandiji ćete na biciklima videti biznismene, ministre, studente, policajce i decu. U svim većim evropskim gradovima se vozi rekreativno. A, pošto je biciklizam moja velika ljubav, u tome sam video poslovnu priliku u kojoj ću uživati – radim ono što volim, živim gde sam želeo i promovisem Beograd strancima. Inače, svaki dan vidim nešto što nedostaje i sve su to šanse za pokretanje biznisa. Prijatelji mi kažu: „Tebi je lako, nisi odavde“. Nisam razumeo takvu logiku – kako meni može biti lakše kada ne znam jezik, ne poznajem nikoga?! Sada mi je jasno, u institucijama se drugačije ponašaju prema strancima. Ipak, nije dobro svakog dana ponavljati kako je nešto nemoguće, jer onda stvarno i poverujete u to. Zato često čujem da ovde nema šta da se radi, a ja stvari vidim drugačije.

Da li je srpski mentalitet zaista specifičan?

Ljudi su gostoljubivi, nekad čak i preteruju u toj želji da ugode. Moj utisak je da mnogo više uživaju od Holanđana, iako je ovde život daleko teži. U Holandiji nema velikih problema. Ako se nezaposlenost popne na 5%, to je katastrofa. Ovde je 25% ljudi nezaposleno, a svi su ipak nasmejani. Holanđani su razmaženi – imaju sve, a ipak ćete na ulici uglavnom videti namrštene ljude. Beograđani su srećni i kad imaju malo. Ali, ne prihvataju lako novine i, kada treba menjati stvari, brzo odustaju.

U šali kažete da ćete se jednog dana kandidovati za mesto u Parlamentu. Koje su to drugačije ideje koje biste mogli da ponudite?

Naravno da to nisu ozbiljni projekti. Možda se to desi kada dobijem državljanstvo. Za sada se samo šalim sa prijateljima kako ću okupiti 1.500 svojih biciklista da me podrže. Fascinira me to da u Skupštini ima 250 ljudi?! Da li je Srbija deset puta demokratskija od Nemačke ili Holandije? Broj službenih automobila za zvaničnike je čisto rasipanje. Kandidovao bih se za poslanika i pokazao dobar primer – svaki dan bih išao biciklom na posao. U Holandiji je uobičajeno da ministri voze bicikl i šetaju bez obezbeđenja. Ovde kao da se svi plaše nekog atentata, pa su im neophodne kolone od pet blindiranih automobila. Meni je sve to samo predstava. Političari u Srbiji su isti. Niko ne nudi nešto drugačije. Trebalo bi da se kandiduje neko ko će reći: „Ne nudim vam nikakav plan, ne obećavam ništa osim da neću krasti vaš novac.“ - taj bi pobedio sigurno!

Za sebe kažete da ste jugonostalgicar, iako nika da niste bili u Titovoj Jugoslaviji?

Pošto sam rođen 1977, odrastao sam osamdesetih godina. Svaki dan smo gledali dokumentarce o

understand such logic - how can it be easier for me when I don't understand the language, and I don't know anyone?! Now I know, in institutions they behave differently toward strangers. However, it is not good to repeat every day that something is impossible, because then you really believe in that. So often I hear that there is nothing to do here, and I see things differently.

Is Serbian mentality really specific?

People are very hospitable, and sometimes they even exaggerate at this desire to please. My impression is that they enjoy much more than the Dutch people, although here life is far more difficult. In The Netherlands there are no major problems. If the unemployment rate rises to 5%, it is a disaster. Here it's 25% and people are still smiling. Dutch are spoiled - they have everything, and yet on the street you see people with mostly somber expression on their faces. Belgraders are happy even when they have little. But they do not accept new things easily, and when it comes to changing things, they give up quickly.

As a joke you say you will one day run for the seat in the Parliament. What are those different ideas that you can offer?

Of course that is not a serious project. It may happen once I get citizenship. For now, I just joke with friends that I will bring together 1500 of cyclists to support me. It fascinates me that there are 250 people in the Parliament?! Is Serbia 10 times more democratic than Germany or The Netherlands? Number of business cars for officials is pure waste. I would run for the member and show a good example - every day I would go to work by bicycle. In The Netherlands it is common for ministers to ride a bike and to walk without security. Here it seems as if every politician is afraid of some assassination attempt, so they need 5 lines of armored cars. To me it's all just a show. Serbian politicians are all the same. Nobody offers something different. Someone who will say: "I do not offer you any plan, I cannot promise you anything, except that I will not steal your money." should run for a member – and that one would win for sure!

You say for yourself that you are Yugo-nostalgic, even though you have never been in Tito's Yugoslavia?

Since I was born in 1977, I grew up in the '80's. Every day we watched documentaries about communism, and got books in school with the most terrible images of Eastern Europe. I thought that behind the Iron Curtain, everybody drives Lada, that all buildings are gray and that the totalitarianism rules. I was fascinated by these stories. While other kids wanted to go to Disneyland and ride a pony there, I imagined how I would go to the "restricted" side of the Berlin Wall. Because of propaganda I believed that things



komunizmu, a u školi dobijali knjige sa najstrašnijim slikama o Istočnoj Evropi. Mislio sam da iza gvozdenih zavese svi voze lađu, da su sve zgrade sive i da vlada jednoumlje. Bio sam fasciniran tim pričama. Dok su druga deca želela da odu u Diznilend i tamo jašu ponija, ja sam maštao kako ću preći na „zabranjenu“ stranu Berlinskog zida. Zbog propagande sam verovao da su stvari crno-bele. Tek kada sam sa 16 godina otišao autobusom u Prag, shvatio sam da i tamo „ima boje“ i da su ljudi ljubazniji nego u Holandiji. Bio sam oduševljen. Tada sam odlučio da studiram sociologiju, istoriju i međunarodne odnose. Kasnije sam počeo da upoznajem Balkan.

Ima li Beograd svoju, posebnu atmosferu?

Beograd je kao vremeplov – imate male, neobične zanatske radnje (npr. jorgandžijska i četkarska) i

are black and white. Then when I was 16 years old and I went to Prague by bus, I realised that everything was “in color” and that people are even nicer than in The Netherlands. I was thrilled. Then I decided to study sociology and international relations. Later, I began to travel to the Balkans.

Does Belgrade have its own, special atmosphere?

Belgrade is like a time machine - you have small, unusual craft shops (e.g. store for custom made mattresses, or brushes) and taverns that bring you to the past, where waitresses look like the ones from “Allo ‘Allo” series. I like that atmosphere of Belgrade more than the one I call “McDonaldization” - every European city has same chain restaurants, boutiques of popular store brands, modern shopping malls. That’s not interesting. I light up when I see Yugo car.

kafane koje vas vrate u prošlost, gde konobarice izgledaju kao u seriji „Alo, alo!“. Volim tu atmosferu Beograda više nego onu koju zovem „mekdonaldizovanom“ – svaki evropski grad ima iste lance restorana, butike popularnih robnih brendova, moderne tržne centre. To nije zanimljivo. Ozarim se kada vidim jugo automobil. Voleo bih da idem na odmor preko Jugotursa ili da kupujem garderobu u Jugoeksportu. Uvek govorim turistima – Beogradu ne trebaju muzeji, on je sam po sebi muzej. Šetate ulicom i razgledate eksponate na svakom koraku. I ja to obožavam.

Kakva je turistička ponuda Beograda?

Staromodna i već viđena mnogo puta. Nije poenta da stranci vide samo Kalemegdan, crkvu Sv. Save, zgradu Parlamenta i slične atrakcije. Treba pokazati

I would like to go on vacation with Yugotours or to buy clothes in Yugoexport. I always tell the tourists - Belgrade doesn't need museums, it is itself a museum. You're walking down the street and looking around the exhibits at every turn. And I love that.

What is the tourist offer of Belgrade like?

The way most organizations promote Belgrade is old-fashioned and already seen many times. It's not the point that foreigners only see Kalemegdan, Saint Sava temple, House of Parliament and similar attractions. You need to show things that are not in the classic guidebooks and that are not offered somewhere else in the world. You have more beautiful and larger churches in Rome, in Paris you have a more impressive Parliament building - we cannot





stvari koje nisu u klasičnim turističkim vodičima i koje se ne nude na drugim mestima u svetu. Lepšu i veću crkvu imate u Rimu, u Parizu impresivniju zgradu Parlamenta – ne možemo se sa time takmičiti. Beograd je neobičan zbog svoje novije istorije, bio je prestonica države koja više ne postoji. E, to je zanimljivo strancima, da saznaju o bivšoj Jugoslaviji, o NATO bombardovanju. Toga nema na drugim mestima. Ljudi iz turizma misle da treba pokazati samo lepe stvari, a ja sam od stranaca čuo da im je fascinantna Geneks kula ili zgrada Generalštaba koja je u centru grada, a porušena. Turisti iz Amerike, Australije, Britanije, Holandije, Gvatemale i Skandinavije žele da čuju kako je došlo do raspada Jugoslavije, ko je i zašto bombardovao Srbiju. Ne treba skrivati „ružne“ stvari. Dobar pristup je okrenuti to u svoju korist. Na našim jugoturama bile su ekipe državne televizije Hong Konga i najvažnijeg turističkog vodiča na svetu, Lonely Planet. Svidelo im se što Beograd predstavljamo onakvim kakav stvarno jeste, kao grad kontrasta.

Kako izgleda netipično razgledanje grada na dva točka?

Sada je najatraktivniji vikend turizam, tzv. „city break“. Nije potrebno da planirate odmor mesecima ranije i da štedite da biste putovali. Sve češće se dešava da Evropljani dolaze u Beograd zbog jeftine avio karte od 20-30 evra, a da ne znaju ništa o Srbiji, čak ni gde se nalazi. Očekuju da se dobro zabave i vide nešto novo. „iBikeBelgrade“ ture počinju svakog dana kod Gradske biblioteke u Knez Mihailovoj. Od Sportskog centra „Milan Gale Muškatirović“ kreće vožnja uz reku do Brankovog mosta, Palace Srbije (SIV), hotela Jugoslavija, zgrade Geneksa, pa do Zemuna i onda brodićem na Adu Ciganliju. Odatle se vozimo nazad, pored Save. Usput pravimo nekoliko pauza i pričamo o Beogradu. Nema dosadnih opširnih istorijskih podataka, samo ako nekog baš zanima. Imali smo u grupi i bebu sa roditeljima i starije turiste od 75 godina. Naravno, ono po čemu smo najpoznatiji je noćni život. Pokazujemo strancima kako se provodi u kafanama, kako se pije rakija i jedu pljeskavica ili burek u 5h ujutru. Mi smo tu da otkrijemo stvari, jer znamo da će Beograd sam po sebi zaintrigirati svakog stranog turistu da se vrati i ponovo oporba u gradskoj avanturi. Neki i ostanu, ja sam jedan od njih.

Dragana Milosavljević

compete with that. Belgrade is unusual because of its recent history; it was the capital of the state that no longer exists. That is what is really interesting to foreigners, to learn about the former Yugoslavia, about NATO bombing. You don't have that in other places. People who work in tourism think they should show only the good things, but I heard from foreigners that Genex Tower, or General Staff building, which is located in the city center and destroyed, fascinates them. Tourists from the United States, Australia, Britain, Netherlands, Guatemala and Scandinavia want to hear how it came to the breakdown of Yugoslavia, who and why Serbia was bombed. "Ugly" things should not be hidden. A good approach is to turn that into our advantage. On our bicycle-tours we had Hong Kong state television crews and the most important tourist guide in the world - Lonely Planet. They liked the fact that we represent Belgrade in the way it really is, a city of contrasts.

How does unusual sightseeing on two wheels look like?

Weekend tourism, called "city break" is now the most attractive. You don't need to plan a vacation months earlier and to save up money for traveling. More and more often it happens that Europeans come to Belgrade because of cheap flights of 20-30 euros, and that they know nothing about Serbia, not even where it is. They expect to have good fun and see something new. "iBikeBelgrade" tours starts every day in front of the City Library in Knez Mihajlova Street. From sport center "Milan Gale Muskatirović" the ride moves along the river to Branko's Bridge, Palace of Serbia (SIV), Hotel Yugoslavia, Genex building, to Zemun and then to Ada Ciganlija by boat. From there we drive back down the Sava-river. Along the way we make a few breaks and talk about Belgrade. No boring historical data, only if someone really wants to know something. We had a group with a baby and parents and tourists older than 75 years. Of course, what makes us the most famous is the nightlife. We show foreigners how to have fun in the taverns, to drink rakija (alcoholic spirit) and eat pljeskavica (hamburger) or burek (pastry) at 5 o'clock in the morning. We are here to discover things, because we know that Belgrade itself will intrigue every foreign tourist to go back and try the city adventure again. Some even stay, and I am one of them.

SPRING IN BELGRADE

See it, live it, feel it

SIGHTSEEING

Walk Through Belgrade Town and the Belgrade Fortress

Departure: Saturdays in front of the Tourist Info Centre
Language: 11:00h (in Serbian), 13:00h (in English)
Duration: 120 min

Old Zemun

Departure: Sunday 12:00h
Main St. in front of the Post building
Language: Serbian
Duration: 120 min
Tickets: Tourist Info Centre

The Royal Compound

Saturday and Sunday - 10:30h and 13:30h
Applications: Tourist Info Centre with an ID.

Open bus sightseeing tours

Information and reservation in Tourist Info Centre

Belgrade Underground Tour

Information and reservation
in Tourist Info Centre

PROLEĆE U BEOGRADU

Vidi, doživi, oseti

RAZGLEĐANJA

Šetnje Beogradom

Šetnja kroz Beogradsku varoš i Beogradsku tvrđavu.
Polazak ispred Turističkog informativnog centra
Polasci: Subotom 11:00h (srp), 13:00h (eng)
Trajanje: 120 min

Šetnje Zemunom - nedeljom u 12:00h (srp)

Polazak: Ispred zgrade Glavne pošte u Zemunu
Prodaja karata kod turističkog vodiča ili u
Turističkom informativnom centru. Trajanje: 120 min

Dvorski kompleks

Subotom i nedeljom 10:30h i u 13:30h
Obavezna prijava u Turističkom informativnom centru

Redovna razgledanja otvorenim autobusima

Informacije i rezervacije u Turističkom informativnom centru

Tura podzemnim Beogradom

Informacije i rezervacije u Turističkom informativnom centru



Belgrade City Guide



Turistički info centar

Knez Mihailova 5 (Centar grada)
pon. - sub. 10-19č, nedelja 10-15č
tel. 011 2635-622 i 2635-343
bginfo.knezmihailova@tob.co.rs

Tourist Info Centre

Knez Mihailova 5 (City Center)
tel. +381 11 26 35 622
Mon-Sat. 10-19h, Sun. 10-15h
bginfo.knezmihailova@tob.co.rs

Turistička
organizacija
Beograda



Tourist
Organization
of Belgrade

tripadvisor

www.travel-belgrade.com

OD SKADARLIJE DO AVALE

FROM SKADARLIJA TO AVALA

LEONARDY^{studio}
by Vladimir Vasić

foto TOB

Turistička organizacija Beograda brine da boravak u srpskoj prestonici bude organizovan i kvalitetan. Direktor Dejan Veselinov kaže da je glavni grad prepoznat kao dobro mesto za kratki gradski odmor.



foto TOB

Tourist Organization of Belgrade takes care that tourists stay in Belgrade is well organized and of good quality. Director Dejan Veselinov says that the capital is recognized as good destination for short city holiday.

By which qualities does Belgrade attract neighbours and tourists from other parts of world?

In the last few years Belgrade has become popular tourist attraction on European market for city break stay. In order to make tourist offer of Belgrade

Skadarlija, ulica boema

//

Skadarlija, bohemian street

Čime to Beograd privlači komšiluk, ali i turiste iz drugih delova sveta?

Beograd je u poslednjih nekoliko godina aktuelna turistička destinacija na evropskom tržištu. Radi kvalitetnijeg i konkurentnijeg nastupa na inostranom tržištu sa turističkom ponudom Beograda kao poželjne destinacije za City Break – kratki gradski odmor, Turistička organizacija Beograda, JAT Airways, Aerodrom "Nikola Tesla", receptivne turističke agencije i beogradski hoteli potpisali su protokol o saradnji. Činimo sve u cilju da Beograd postane kosmopolitski lider među gradovima jugoistočne Evrope.

Poslednjih godina Beograd posećuju i zbog manifestacija kao što su Karneval brodova, Latino maraton, Ulica otvorenog srca...

Među najznačajnijim događajima su BELEF, Karneval brodova, Mikser, Letnji program Skadarlije, Beogradizacija Beograda, Beer Fest, Basker Fest, Beogradska regata i mnogi drugi. Manifestacije i kalendar događaja Turističke organizacije Beograda jesu nešto što okuplja sve veći broj posetilaca iz godine u godinu. Najveći broj turista smo zabeležili tokom održavanja velikih i masovnih festivala poput Festivala piva, velikih koncerata, kao i tokom festivala Exit i Guča. „Dani evropske baštine“ su važna evropska turističko-kulturna manifestacija koja se održava tokom septembra i promoviše kulturno i prirodno nasleđe kao zajedničku baštinu evropskih naroda.



foto TOB

*Dejan Veselinov, direktor turističke organizacije Beograda
//
Director of Tourist Organization of Belgrade*



Studentski park // Students Park

foto TOB

KAJAKOM PO UŠĆU

PONUDE AKTIVNOG ODMORA SU JOŠ NEKE OD NOVINA, ŠTO JE U SKLADU SA TRENDOVIMA U EVROPI I SVETU. OVOG LETA PROMOVISAN JE SPORTSKI REKREATIVNI TURIZAM KOJI UKLJUČUJE KAJAK TURE SAVOM I DUNAVOM U CENTRU BEOGRADA, KAO I PLOVIDBE KANU ČAMCIMA KOLUBAROM DO UŠĆA U SAVU, ŠTO U VELIKOJ MERI TURISTIČKU PONUDU BEOGRADA ČINI JOŠ RAZNOVRNIJOM.

TRAVELLING BY KAYAK AT THE CONFLUENCE OF SAVA AND DANUBE RIVERS

OFFERS OF ACTIVE HOLIDAYS ARE ONE OF THE NOVELTIES IN ACCORDANCE WITH TRENDS IN EUROPE AND WORLDWIDE. THIS SUMMER WE HAVE PROMOTED SPORTS AND RECREATIONAL TOURISM WHICH INCLUDES KAYAK TOURS ACROSS SAVA AND DANUBE IN THE CENTRE OF BELGRADE, AS WELL AS SAILING ON CANOE BOATS ACROSS KOLUBARA TO ITS CONFLUENCE WITH SAVA, WHICH MAKES TOURIST OFFER OF BELGRADE MORE DIVERSE.

which is of good quality and competitive on foreign market and presents Belgrade as attractive destination for City Break, that is short city holiday, the Tourist Organization of Belgrade, JAT Airways, the Airport "Nikola Tesla", receptive tourist agencies and Belgrade hotels signed the agreement on cooperation. The goal is that Belgrade becomes cosmopolitan leader among cities of South-Eastern Europe.

In the last few years Belgrade is visited because of manifestations such as Boat Carnival, Latino Marathon, Open Heart Street...

Most important among them are BELEF, Boat Carnival, Mixer, summer program of Skadarlija, Belgradization Belgrade, Beer Fest, Basker Fest, Belgrade Regatta and many more. Events and the calendar of events of the Tourist Organization of Belgrade are something that brings together the increasing number of visitors each year. The greatest number of tourists is present when large and massive festivals take place, such as Beer Fest, big concerts, as well as during Exit and Guca festivals. European Heritage Days is an important European tourist and

Knez Mihailova ulica
//
Knez Mihailo street





foto TOB

Koje to lokalitete turisti rado posećuju tokom boravka u glavnom gradu?

Beograd je, kod nas i u inostranstvu, poznat po Beogradskoj tvrđavi, Skadarliji, Terazijama, Trgu Republike, Savskom pristaništu, hramu Svetog Save. Uz podršku Skupštine grada svake sezone radimo na afirmaciji turističkih vrednosti ovih ambijentalnih celina. Prošlog leta pokrenut je program u Skadarliji. Izložbe cveća, suvenira, starih zanata i umetničkih predmeta, kulturno-umetnički programi samo su deo bogatog programa u kojem učestvuju afirmisani glumci, muzičari i umetnici.

Turistima pomažete da se lakše snađu i da od posete dobiju maksimum. Šta je to što mogu da urade u vašoj organizaciji?

U ponudi su brojne ture razgledanja grada: šetajuće, iz otvorenog i zatvorenog autobusa, tramvajске ture, razgledanje grada brodom. Tražena je tura „Podzemni Beograd“ tokom koje se obilaze podzemni lokaliteti, lagumi, pećine, tuneli, bunker. Popularni su i obilasci pod nazivom „Andrićevim koracima“, izleti do Avale, poseta Belom dvoru na Dedinju...

cultural event, taking place in September and promoting cultural and natural heritage as common heritage of European nations.

Which places do tourists enjoy visiting during their stay in the capital?

Belgrade is famous, both in our country and abroad, for Belgrade Fortress, Skadarlija, Terazije, Republic Square, Sava River port, Temple of Saint Sava. With the support of the Assembly of the City of Belgrade, we started a programme in Skadarlija last summer. Exhibitions of flowers, souvenirs, old crafts and art objects, cultural and artistic programmes are only a part of vast programme with participation of renowned actors, musicians and other artists.

You help tourists to get around easily and to take full advantage of their visit. Which tours do you organize?

We offer a number of sightseeing tours: walking tours, bus tours (including open top bus tours), tram tours, sightseeing boat tours. One of the most popular tour is Belgrade Underground Tour, which

Trudite se da turistima omogućite sve pogodnosti informacionih tehnologija. Odnedavno, putem aplikacija na mobilnom telefonu, mogu da saznaju sve neophodne informacije vezane za naš grad.

Uveli smo iPhone i Android besplatnu aplikaciju koja pruža sve potrebne informacije za snalaženje domaćih i stranih gostiju po gradu. Aplikacija uključuje sve gradske sadržaje, muzeje, institucije, lokalitete, i sve to prikazuje na mapi na kojoj su jasno obeležene lokacije i uputstva kako do njih doći. Takođe, veb-sajt Turističke organizacije Beograda preveden je na sedam jezika i konstantno se ažurira najnovijim vestima i informacijama. Mogućnost dobijanja titule *Evropske prestonice kulture* je stvar prestiža, ali i sredstvo za veoma brz i sveobuhvatan razvoj izabranog grada.

*Tamara Torlak
fotografije: TOB*

PREDAH U BEOGRADU

CITY BREAK PAKET JE SVE POPULARNIJA PONUDA TURISTIČKE ORGANIZACIJE BEOGRADA. KRATAK GRADSKI ODMOR U SRPSKOJ PRESTONICI POKAZAO SE KAO ZANIMLJIV IZBOR TURISTA IZ EVROPE. OBUHVATA AVIO-KARTE IZ BERLINA, LONDONA, AMSTERDAMA, MILANA, PARIZA, SOLUNA, ISTANBULA, TEL AVIVA, ATINE, GETEBORGA, STOKHOLMA, KOPENHAGENA, MOSKVE, CIRIHA, BEČA, RIMA, FRANKFURTA, DIZELDORFA, LARNAKE I BRISELA UZ DVA DO TRI NOĆENJA U HOTELIMA OD 3 DO 4 ZVEZDICE I JEDNO RAZGLEDANJE GRADA.

BREAK IN BELGRADE

CITY BREAK PACKAGE IS INCREASINGLY POPULAR OFFER OF THE TOURIST ORGANIZATION OF BELGRADE. SHORT CITY HOLIDAY IN SERBIAN CAPITAL PROVED TO BE INTERESTING CHOICE FOR EUROPEAN TOURISTS. IT INCLUDES PLANE TICKETS FROM BERLIN, LONDON, AMSTERDAM, MILAN, PARIS, THESSALONIKI, ISTANBUL, TEL AVIV, ATHENS, GOTHENBURG, STOCKHOLM, COPENHAGEN, MOSCOW, ZURICH, VIENNA, ROME, FRANKFURT, DUSSELDORF, LARNACA AND BRUSSELS PLUS TWO OR THREE NIGHTS IN HOTELS WITH 3 OR 4 STARS AND ONE SIGHTSEEING TOUR.



includes visiting of underground sites, passages, caves, tunnels and bunkers. Other popular tours are: Following Andric's Steps, excursions to Avala, visit to White Palace in Dedinje...

You strive to offer tourists all benefits of digital technologies. Since recently they can find out all necessary information related to our town through applications on their mobiles.

We introduced free iPhone and Android application providing all necessary information to local and foreign visitors for getting around town. The application includes all city offers, museums, institutions, tourist sites and shows them on the map along with clear instructions for getting to the place of interest. Furthermore, the website of the Tourist Organization of Belgrade is translated into seven languages and is constantly updated with the latest news and information. Potential of getting a position of European capital of culture 2020. is a great prestige, but it is also positive for fast and comprehensive development of the chosen city.



Avalski toranj

//

Avala tower



foto TOB

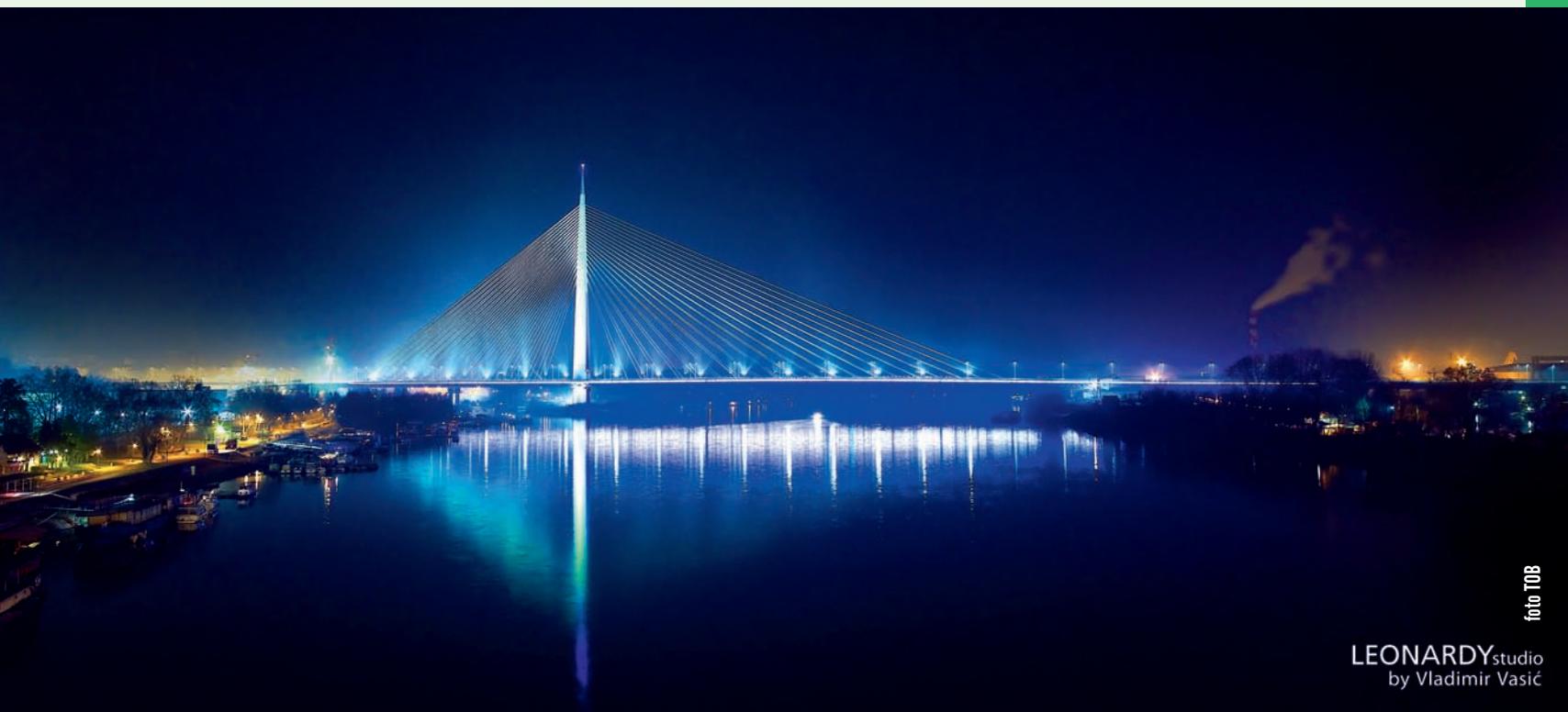


foto TOB

KAKO JE VOJVODINA OSTALA BEZ MORA, A DOBILA TVRĐAVU, SALAŠE I VRHUNSKO VINO

DUNAVSKA RAPSODIJA

HOW DID VOJVODINA REMAIN WITHOUT SEA, BUT GOT A FORTRESS, SALASH FARMS AND GREAT WINE?

DANUBE RHAPSODY

Danas je pokrajina, zahvaljujući razvoju turističkih kapaciteta, nezaobilazna tačka na mapama brojnih posetilaca

*Gledam Banat, Srem i Bačku, s Fruške gore,
Gledam tako a u duši lom,
Tu je nekad, kažu knjige, bilo more,
Čekalo me, pa presušilo.*

Za morem u Panonskoj niziji žali još samo Đorđe Balašević. Ostali Vojvođani su se pomirili sa geografijom i uživaju u onome što Pokrajina danas nudi. Kad nema mora, kažu, dobro je i jezero. Ionako legenda kaže da je najpoznatije, Paličko, nastalo od ostataka gore pomenutog Panonskog mora. Jezero u blizini Subotice atraktivno je, pre svega, kupaćima ali sam centar nudi i druge vidove zabave, sportske aktivnosti, kao i obilazak rezervata prirode, posmatranje ptica, pešačke ture i foto-safari. Obala je privlačna zbog peščanih sprudova i staza za bicikliste. Posetioci dolaze i radi lekovitog blata i izvora mineralne vode koji imaju temperaturu od 25 stepeni.

Thanks to the development of tourist capacities, the region has become a must for numerous visitors.

*Banat, Srem and Bačka, from Fruška Gora everything I see,
My soul is full of debris and waste
Books say that here there was once a sea
Which dried up while waiting that I come*

Only Đorđe Balašević longs for the sea in the Panonian depression. All other Vojvodinians accepted their geography and enjoy what the region can offer to them. When there is no sea, a lake is good. The legend says that Palić lake is the remains of the Panonian sea. The lake near Subotica is attractive, first of all, for swimmers, but the tourist center offers numerous amusements, activities, as well as a walk through the natural reservation, birth watching, hiking and photo-safari. The shore is attractive because of the sandbanks and bike paths. Visitors come also because of the curative mud and the mineral water springs that have a temperature of 25°C (77°F).

FRUŠKA GORA

Fruška gora je nacionalni park koji se prostire na 255 kvadratnih kilometara. Ima najveću šumu lipe u Evropi, 700 vrsta lekovitog bilja, voćnjake, vinograde i šesnaest pravoslavnih manastira, pa je nazivaju srpskom Svetom gorom. Na Fruškoj gori nalazi se i banja Vrdnik.



Pogled na Vrdnik // View at Vrdnik

Nastala je kao posledica pojave termalne vode konstantne temperature 32.8 C stepeni u rudniku mrkog uglja koji je, posle 164 godine postojanja, zatvoren 1968. godine, usled potapanja rudarskog okna termalnom vodom. Prvi pacijenti Banje bili su rudari koji su blagotvorna dejstva termalne vode osetili još u devetnaestom veku kvaseći stopala u toploj, zelenkastoj vodi čija su svojstva ublažavala reumatske tegobe. Savremeni razvoj počinje izgradnjom kvalitetnih i funkcionalnih smeštajnih i lečilišnih kapaciteta kao i otvorenih i zatvorenih bazena sa pratećom infrastrukturom.

ZEC, LISICA, JAREBICA...

Vojvodina je poznata i po brojnim lovištima. Jedno od najposećenijih je nekadašnje omiljeno Titovo odmaralište – Karadorđevo. Nalazi se u jugozapadnom



Karadorđevo // Karadjordjevo

FRUŠKA GORA



Stražilovo, Fruška Gora, Srbija

//

Strazilovo, Fruška Gora mountain, Serbia

Fruška Gora is a national park that stretches over 225 square kilometers. It has the largest lime tree forest in Europe, 700 kinds of curative plants, orchards, vineyards and 16 Orthodox monasteries. That is why it is called the "Serbian Mount Athos". Also the Vrdnik thermal bath is situated there.

The bath appeared as a consequence of the thermal waters that emerge with a constant temperature of 32.8°C (91°F) from a brown coal mine that was closed in 1968 after 164 years of existence due to the inundation of the mining shaft with thermal water. The first patients of the bath were the miners

DONESI VINA KRČMARICE...

VOJVODANSKA KLIMA I NJENO PLODNO ZEMLJIŠTE POGODNI SU ZA VINOGRADARSTVO. PRVU VINOVOU LOZU NA FRUŠKOJ GORI ZASADIO JE JOŠ RIMSKI CAR PROBUS. U POČETKU JE UZGOJ GROŽĐA BIO PRIVILEGIJA BOGATIH FEUDALACA I CRKVE, A VREMENOM JE VINOGRADARSTVO POSTALO ZNAČAJNA GRANA POLJOPRIVREDE. ŠIROM VOJVODINE NIČU VINSKI PODRUMI KOJI SU OVU GRANU POLJOPRIVREDE PODIGLI NA INDUSTRIJSKI NIVO. KOLIKO JE ZEMLJIŠTE FRUŠKE GORE PLODNO, GOVORI I PODATAK DA DANAS AR ZEMLJE KOŠTA I DO 20 000 EVRA.

MORE WINE, INNKEEPER!

THE WEATHER AND FERTILE SOIL OF VOJVODINA ARE SUITABLE FOR VITICULTURE. THE FIRST VINE IN FRUŠKA GORA WAS PLANTED BY THE ROMAN EMPEROR PROBUS. IN THE BEGINNING, WINE PRODUCTION WAS A PRIVILEGE OF FEUDAL LORDS, BUT IT TIME IT BECAME AN IMPORTANT FIELD OF AGRICULTURE. THERE ARE MANY WINE CELLARS IN VOJVODINA, WHICH HAVE RAISED THAT FIELD OF AGRICULTURE TO THE LEVEL OF AN INDUSTRY. HOW FERTILE THE SOIL IS IN FRUŠKA GORA CAN BE SEEN IN THE FACT THAT NOWADAYS IT MAY COST UP TO 20,000 EUR.

delu Bačke, 50 kilometara od Novog Sada, a osnovano je 1885. godine kao državno imanje Austrougarske monarhije, odnosno ergela u sastavu poznate mađarske ergele „Mezchegues“. Zbog prisustva retkih biljnih i životinjskih vrsta, jedan deo Karađorđeva zaštićen je kao Specijalni rezervat prirode. Zahvaljujući bujnim šumama hrasta, bagrema i vrbe, koje u sebi kriju brojnu visoku i nisku divljač velike trofejne vrednosti, lovište Karađorđevo privlači brojne lovce iz zemlje i inostranstva. Dugo godina je Karađorđevo dominiralo u organizovanom lovu na fazane, što je rezultiralo osnivanjem fazanerije „Vranjak“, jedne od najmodernijih u našoj zemlji. Pored lova, gostima se nudi mogućnost izleta do čuvene ergele sa muzejom čije vitrine krasi trofeji sa brojnih hipodroma, a u ponudi je i jahanje konja u prirodi, vožnja fijakerom, obilazak tvrđave Bač i manastira Bođani, piknik u centru „Vranjak“...

OSAM TAMBURAŠA S PETROVARADINA

Petrovaradinsku tvrđavu na ostacima prethodnih utvrđenja, od 1692. do 1780. godine gradili su Austrijanci kao zaštitu od turske vojske. Gibraltar na Dunavu, kako su zbog sigurnosti često zvali utvrđenje, danas je istorijski spomenik pod zaštitom države. Petrovaradinska tvrđava građena je po planovima Kajzersferda i Marsilija, a vojni graditelji su bili Vamberger, Gisenbir, Doksat, Manet i Šreder – ugledna

themselves, who felt the beneficial effects of the thermal water in the nineteenth century, when they soaked their feet in the warm greenish water, which alleviates rheumatic pains. The modern development of the bath began with the building of high-quality and functional lodging and curative facilities, as well as indoor and outdoor baths with the necessary infrastructure

RABBITS, FOXES AND PARTRIDGES...

Vojvodina is well known for its numerous hunting areas. One of the best known is the Karađorđevo resort, which once was Tito's favorite. It is located on the South-West of Bačka, 50 kilometers away from Novi Sad. It was founded in 1885 as a State owned property of the Austro-Hungarian monarchy, more exactly as a horse farm, part of the famous "Mezchegues" horse farms. Due to the presence of rare plants and animals, a parte of Karađorđevo was protected as a Special Natural Reserve.

Thanks to the dense oak, black locust and willow forests that harbor numerous species of large and small animals with trophy value, the Karađorđevo





imena vojne arhitekture austrijske carevine. Posebno je značajno podzemlje tvrđave na četiri sprata, sa šešnaest kilometara dugačkim hodnicima i odmorištima, kao i veliki bunar, koji je bio rezerva za snabdevanje vodom u slučaju duže opsade tvrđave. Obilazak podzemnih galerija preporučuje se uz stručne vodiče Muzeja grada Novog Sada. Na tvrđavi se danas nalaze **Muzej i Arhiv Novog Sada, hoteli i restorani, ateljei i galerije likovnih umetnika, Akademija umetnosti, astronomska opservatorija, planetarijum** i mnogi drugi sadržaji.

hunting area attracts many hunters from Serbia and abroad. For many years "Karadorđevo" predominated in the organized hunt of pheasants and that situation led to the creation of the "Vranjak" pheasant farm, one of the most modern in our country. Besides hunting, guests have the chance of visiting the famous horse farm and its museum, where they can see trophies from many hippodromes. They can also ride horses in the nature, take a fiacre ride, visit the Bač fortress and Bođani monastery or have a pick-nick at "Vranjak" Center...

GULAŠ, RINFLAJŠ, ŠTRUDLA S MAKOM

VOJVODINA JE POZNATA I PO SVOJOM GASTRONOMSKOM PONUDI. SPECIFIČNO PODNEBLJE NA KOME SE MEŠAJU RAZLIČITE KULTURE — SRPSKA, MAĐARSKA, NEMAČKA I SLOVAČKA, STVORILO JE SPECIFIČNU KUHINJU U KOJOJ DOMINIRAJU MESO, DIVLJAČ I DIZANO TESTO. KARAKTERISTIČNA JELA SU: PARIKAŠ, GULAŠ, ČORBA S KNEDLAMA, RINFLAJŠ, ŠTRUDLE S MAKOM I ORASIMA I SVE TO, NARAVNO, UZ ČAŠU DOBROG VOJVODANSKOG VINA. NEKADA SU SALAŠI BILI VRSTA IMANJA KARAKTERISTIČNOG ZA SEVER POKRAJINE. DANAS SU TO MESTA ZA ODMOR I UŽIVANJE U DOBROM ZALOGAJU.

GOULASH, RINFLAISH AND STRUDEL WITH POPPY SEED

VOJVODINA IS FAMOUS FOR ITS GASTRONOMIC OFFER. THE MIX OF DIVERSE CULTURES - SERBIAN, HUNGARIAN, GERMAN AND SLOVAK — HAS CREATED A SPECIFIC CUISINE RICH IN MEAT, VENISON AND PASTA. ITS MOST CHARACTERISTIC DISHES ARE: STEW, GOULASH, SOUP WITH DUMPLINGS, RINFLAISH, STRUDEL WITH POPPY SEED AND WALNUTS, ALL OF THEM WITH A GLASS OF GOOD WINE, OF COURSE.

SALASH FARMS WERE ONCE CHARACTERISTIC FOR THE NORTH OF THE REGION. TODAY THEY ARE PLACES FOR REST AND A GOOD MEAL.

EIGHT TAMBURITZA PLAYERS FROM PETROVARADIN

The Austrians built the Petrovaradin Fortress between 1692 and 1780 on the remains of former fortresses, as a defense from the Turkish army. Known once as the "Gibraltar on the Danube", the fortress is nowadays a historic monument protected by the State. Petrovaradin was built on the model of Kaiserswerth and Marseille and it was designed by Wamberg, Giessenbier, Doksat, Manet and Schoeder, all of them famous architects of the Austrian Empire. The basement of the fortress is particularly interesting, with its four levels, 16 kilometers of corridors and a large well, which was a water reserve in case that the fortress would be besieged for a long time. It is recommended to visit the underground galleries in the company of one of the professional guides of the Museum of Novi Sad. The fortress shelters the **Museum and Archive of Novi Sad, hotels, restaurants, workshops and galleries of painters, the Academy of Arts, the astronomical observatory, the planetarium** etc.

NEKAD DVORAC, DANAS HOTEL

Još jedna građevina je nezaobilazna tačka na turističkim mapama putnika namernika. Zamak Dunderški kod Bečeja, građevina s kraja devetnaestog veka, pravljena u baroknom, romantičarskom i neo-klasičnom stilu, danas je hotel „Fantast“. Dobio je ime po omiljenom grlu Bogdana Dunderškog, konju Fantastu, koji je godinama osvajao sve moguće nagrade na beogradskom hipodromu. Kada je uginuo, vlasnik ga je iz poštovanja sahranio na svom imanju, a njegove kosti kasnije su premeštene u jednu od vitrina dvorca. Iako je nameštaj posle Drugog svetskog rata razgrubljen i uništen, dvorac Dunderški danas je omiljeno mesto za venčanja mnogih parova.

Vojvodina je, iako bez mora s početka priče, postala omiljena turistička destinacija stranih gostiju. Izvozu hlebnog žita, voća i povrća sve ozbiljnije konkuriše ravničarski turizam.

ONCE A PALACE, NOWADAYS A HOTEL

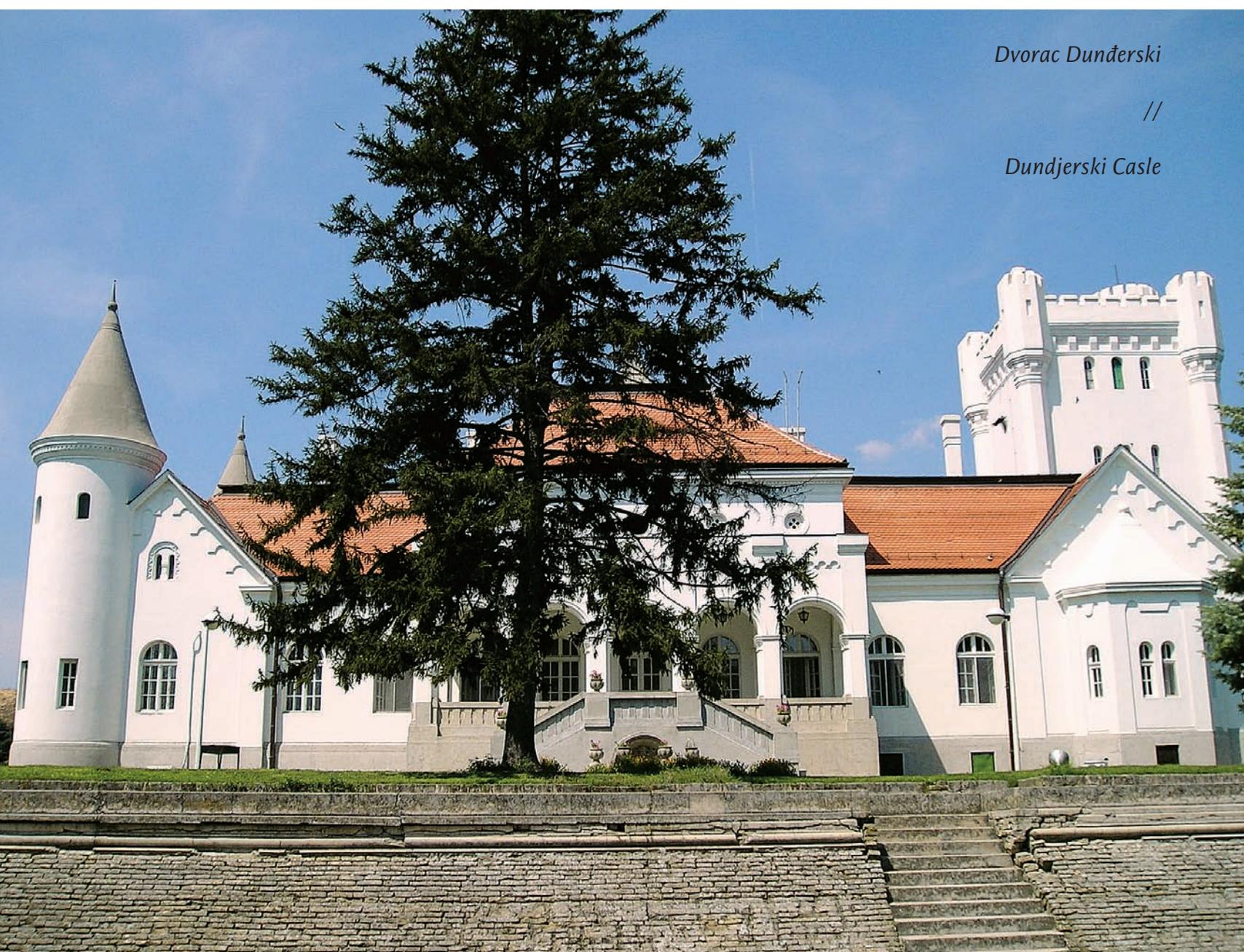
Another building that is a must on the tourist map is the Dunderški Palace near Bečej, a building from the end of the nineteenth century, built in baroque, romantic and neo-classical styles. Nowadays it is the hotel Fantast, named in that way after Bogdan Dunderški's favorite horse, which won all possible awards at the Belgrade Hippodrome. When the horse died, its owner buried it in the farm as a sign of respect, but later on its bones were placed in one of the showcases of the palace. Although its furniture was robbed and destroyed during Second World War, Dunderški Palace is nowadays a favorite place for marriages.

Even without a sea, Vojvodina has been one of the favorite destinations of foreign tourists. Prairie tourism competes with the export of wheat, fruits and vegetables.

Dvorac Dunderški

//

Dundjerski Casle



Turska — Vaša sledeća destinacija sa turističkom agencijom Lafete

Turkey — your next destination with Lafete travel agency

Ukoliko već razmišljate gde biste voleli da provedete odmor Lafete Travel vam preporučuje Tursku - Antalijsku regiju, tradicionalna, a ipak tako moderna!

Turska i njena predivna letovališta već godinama su među najtraženijim destinacijama, koje godišnje ugoste oko 20 miliona turista iz celog sveta. Najtraženija letovališta su Antalija, Alanja, Kemer, Belek, Side, a ništa manje popularne nisu ni destinacije poput Marmarisa, Bodruma, Kuşadasija.

Antalija je glavni i najveći grad sredozemne oblasti Turske, a sa više od milion poseta godišnje važi za turističku prestonicu Turske. Ovaj predivan milionski grad prepun je kontrasta, veličanstven je spoj prošlosti i sadašnjosti jer je podeljen na dva dela gde je moderan deo grada veoma liči na moderne

If you are already thinking where you'd like to spend your holiday, Lafete Travel recommends Turkey - Antalya region. Turkey is traditional, yet so modern!

Antalya is the capital and largest city of the Mediterranean area of Turkey, with more than a million visitors annually. This beautiful city is filled with millions of contrast, is a magnificent blend of the past and present as it is divided into two parts where the modern part of the city looks much like a modern european metropolis with wide boulevards, modern buildings, luxury hotels that are drawn out of the city and are the beautiful and famous beaches like Konyalti and Lara. Second part of the city, Kaleidži characterized by narrow winding streets with old houses leaning against the walls of an ancient



evropske metropole sa širokim bulevarima, modernim zdanjima, luksuznim prodavnicama, vrhunskim hotelima koji su izvučeni van grada i nalaze se na prelepim i poznatim plažama kao što su Konyalti i Lara. Drugi deo grada, Kaleidži koga karakterišu uske krivudave ulice sa starim kućama koje se naslanjaju na zidine drevne tvrđave predstavlja stari deo grada, oko stare luke.

Belek je savremen turistički centar, oko 30 km istočno od Antalije, sve je popularniji zahvaljujući luksuznim hotelskim kompleksima, peščanim plažama i golf terenima okruženim zelenilom. Izuzetno je poznat po izvanrednim igralištima za golf. U blizini Beleka je letovalište i antički grad Side.

Side se nalazi 55 kilometara istočno od Antalije, sa plažama sa obe strane poluostrva i praktično je sa skoro svih strana okruženo zlatnom peščanom plažom. Side ima dugu i bogatu istoriju. Zanimljivo je to da su se na njegovim plažama tajno sastajali Antonije i Kleopatra. Side danas predstavlja kombinaciju starog i novog: na jednoj strani su antički ostaci, a na drugoj moderni hoteli, kafići i restorani i upravo to privlači različite segmente turista. Dve prelepe zlatne peščane plaže okružene borovom šumom sa planine Taurus nikoga ne ostavljaju ravnodušnim. Side ima tipičnu mediteransku klimu sa blagim zimama i toplim letima. Brojni restorani i taverne upotpunjuju turističku ponudu Sidea. Ako ste ljubitelj prirode i istorije ovo mesto će nesumnjivo zadovoljiti Vaš ukus.

Kemer se nalazi u antalijskom zalivu, 40 kilometara zapadno od Antalije i jedno je od najpoznatijih i najluksuznijih letovališta Turske. Poznat je po mediteranskoj klimi (suvo i toplo vreme pogodno za posetioce koji imaju problema sa respiratornim organima), obiljem zelenila, luksuznim hotelima i po dugim peščanim i šljunkovitim plažama i kristalno čistom moru.

fortress old town, around the old harbor.

Belek, a resort town on the Turkish Riviera, is known for very clean, white-sand beaches surrounded by pine forests. History buffs should plan day trips to the Roman ruins at Perge and the Aspendos amphitheater. Or if you'd prefer a round of golf, bring your clubs—there are excellent courses in the area.

Side is a beautiful coastal resort on the Mediterranean. It is approximately 15kms east of Antalya and is located on a small peninsula only 800m in length. In this pretty town, modern architecture, chic shops and late night bars stand in oposit with the ruins of an ancient city. Flanked by two stretches of golden beach, surrounded by the sparkling waters of Mediterranean on both sides and bestowed with the endless archeological wonders - Side is one of the most popular resorts for holidaymakers from across the globe. If you want to experience the perfect harmony of history and nature you should definitely include Side in your itinerary.

Approximately 40 miles southeast of Antalya, you will find the beautiful coastal resort of Kemer at the foot of the majestic Taurus Mountain. Enjoy a walk along the promenade and a visit a reconstructed tent city that reflects the life of the Turkish nomads. You can watch carpet weavers at work and sample Turkish specialties such as ayran (yogurt drink) and gözleme (pancakes). Close by is a cable car that lifts you right to the top of Tahtali Mountain (2,365 meters). Kemer is known for its Mediterranean climate (dry and warm weather perfect for visitors who are having problems with the respiratory organs).

Alanya is the liveliest summer vacation destination of Turkey. Starting from smiting natural beauty, rich historical charm, modern



Šetalište na severnoj strani grada vodi direktno do plaže koja ima "Plavu zastavu" dobijenu od EU za najlepše i najuređenije plaže. Kemer ima veliki udeo u hotelskim kapacitetima Antaljske regije, a pošto je poznat i kao idealno mesto za odmor i relaksaciju, privlači sve veći broj turista iz celog sveta. Spoj je tri prirodne lepote: mora, planine i borove šume, čini ga harmoničnim mestom za odmor duha i tela.

Alanja je jedno od najpopularnijih letovališta u Turskoj udaljeno je oko 130 km od Antalij. Grad je smešten u istočnom delu turske obale a odlikuju ga veoma izraženi kontrasti. Duge peščane plaže i hladne planinske reke, drevne ruševine iz rimskog doba i moderni hoteli, Orijent i Evropa na jednom mestu. Grad je podeljen stenovitim poluostrvom na istočni deo, gde se nalaze plaža Keikubat, luka i sam centar grada, i na zapadni deo – Kleopatrina i plaža Delmeš. Kleopatrina plaža duga je 3 km i Ataturkova tj. Alanjina plaža čiji se kraj ne vidi golim okom. Noćni provod u ovom gradu je nezaboravan. Klubovi i diskoteke Robin Hood, Havana club, Bistro Bellman, Queens Garden, noćno krstarenje sa pena žurkom i mnoge druge atrakcije će učiniti Vaše letovanje nezaboravnim.

Hotelskim kompleksima u Turskoj teško mogu da pariraju ostale zemlje Mediterana. Hoteli su pravljani po meri gosta. ROYAL HOLIDAY PALACE HOTEL , MAXX ROYAL BELEK GOLF&SPA, CRYSTAL SUNRISE QUEEN LUXURY RESORT & SPA, LONG BEACH RESORT HOTEL, AKKA HOTELS, RIXOS HOTELS samo su neki od mnogobrojnih hotela u kojima bi trebalo da provedete zasluženi odmor. Prelepi pejzaži smaragdnh uvala, kilometri peskovitih plaža, bistra tirkiznoplava voda, mediteranska klima, tradicionalna kuhinja, krstarenja, luksuzni hoteli...spisak je veoma dug, kao i lepote ove predivne zemlje. Ništa vam ne preostaje drugo, već da se spakujete, a Lafete će biti Vaš najbolji vodič kroz ovu avanturu , jer smo u tome, kažu, veoma dobri.

*Luksuz više nije nedostižan.
Vaš vodič kroz svet! Lafete!*



facilities to loads of adventure - you name it; Alanya has it. The place with a great atmosphere, jolly crowds buzzing around in beaches, streets, shops and hotels. Alanya will prove to be an ideal choice for your summer travel. You will be welcomed by mediterranean landscapes, magnificent Turkish traditions and historical wealth. The Eastern beach and the Cleopatra beach is the perfect place to enjoy sun and the sea. Alanya also hosts the International Folklore Festival in August and you will find a general ambience of merriment in those times. Going around Alanya is easy with widely available shuttle buses and taxis. Alanya is an exotic place and perfect for your summer tour. It promises you good food, a nice tan, a fabulous holiday and much more.

Hotels are tailor-made for customers. ROYAL HOLIDAY PALACE HOTEL , MAXX ROYAL BELEK GOLF&SPA, CRYSTAL SUNRISE QUEEN LUXURY RESORT & SPA, LONG BEACH RESORT HOTEL, AKKA HOTELS, RIXOS HOTELS are just some of the many hotels where you should spend your well-deserved vacation. The beautiful scenery of emerald coves, miles of sandy beaches, clear turquoise waters, mediterranean climate, traditional cuisine, cruises, luxury hotels ... the list is very long, and the beauty of this wonderful country. Nothing else is left but to pack up and Lafete Travel will be your best guide through this adventure because we're at it, they say, is very good.

Luxury is no longer unattainable.

Lafete Travel

*- Your personal guide for traveling
across the globe!*

Beograd

Belgrade

Najznačajnija domaća turistička destinacija poslednjih godina ostvaruje konstantnu stopu rasta i unapređuje kvalitet turističkih proizvoda. Beograd postaje sve atraktivniji na turističkoj mapi Evrope i sveta. Prošle godine, prestonicu Srbije posetilo je više od 660.000 turista, od toga 471.000 iz inostranstva i oko 200.000 domaćih turista. Najveći broj dolazi iz Bosne i Hercegovine, Slovenije i Crne Gore, a slede turisti iz Hrvatske, Italije, Nemačke, Makedonije.

Svake godine zabeležen je i konstantan rast onih koji dolaze brodovima. Prošle godine Beograd je ugostio preko 50.000 turista koji su stigli brodovima, a najbrojniji su bili iz SAD, Nemačke i skandinavskih zemalja, što pokazuje da je Beograd važan deo transevropskog plovidbenog sistema u dunavskom regionu.

Beograd je „stara-nova destinacija” koja se, posle niza godina političke nestabilnosti, uspešno vraća i pozicionira na međunarodnom turističkom tržištu gde se promovise kao City Break destinacija. Širom sveta u ekspanziji je gradski turizam. Glavni motivi dolaska u velike gradove su: posao, kulturno-istorijsko nasleđe, šoping, manifestacije, različiti događaji i noćni život. Orijentacija ka City Break turizmu, dolazak niskobudžetnih avio-kompanija, i kvalitetni smeštajni kapaciteti omogućuju da Beograd postane regionalni lider u turizmu.

Grad ima više od 8.000 kulturnih događaja godišnje što ga svrstava u red najznačajnijih centara Evrope i dobrog domaćina međunarodnih sportskih takmičenja. Beograd je kandidat za Evropsku prestonicu kulture 2020.godine.

Prioritet grada Beograda je, između ostalog, i repositioniranje grada Beograda na kongresnoj mapi Evrope i

In recent years, our most important tourist destination has achieved a constant growth rate and improved the quality of tourism products. Belgrade is becoming an increasingly attractive destination on the tourist map of Europe and the world. Last year, the capital of Serbia was visited by more than 660,000 tourists, out of whom 471,000 were foreign tourists and about 200,000 domestic tourists. The highest number came from Bosnia-Herzegovina, Slovenia and Montenegro, followed by tourists from Croatia, Italy, Germany and Macedonia. Every year there is an increase of those arriving by ship. Last year, Belgrade hosted more than 50,000 tourists that arrived by ship. The largest numbers were from the U.S., Germany and the Scandinavian countries, which shows that Belgrade is an important part of the trans-European navigation system in the Danube region.

Belgrade is an 'old-new destination', which after years of political turmoil, successfully returns to the international tourist market, where it is promoted as a city-break destination. All around the world city tourism is in expansion. The main reasons for coming to a large city are: business, cultural and historical heritage, shopping, cultural manifestations, various events and nightlife. The orientation towards city-break tourism and the arrival of low-cost airlines, together with high-quality accommodation facilities, will allow Belgrade to become a regional leader in tourism.

The city hosts more than 8,000 cultural events per year, making it one of the most important urban centers of Europe and a good host for international



ГРАД БЕОГРАД
СЕКРЕТАРИЈАТ ЗА ПРИВРЕДУ
Сектор за туризам,
угоштитељство и трговину

КАТЕГОРИЗАЦИЈА ПРИВАТНОГ СМЕШТАЈА НА ТЕРИТОРИЈИ ГРАДА БЕОГРАДА

ОД ИДЕЈЕ ДО УСПЕШНОГ ПОСЛОВАЊА

Ако поседујете предузетнички дух,
врло лако, једноставно и брзо,
легално, уз подршку града Београда,
покрените сопствени посао.
Уз мало улагања остварите додатни приход
и запослите чланове Ваше породице.

ИМАТЕ НЕИСКОРИШЋЕН СТАМБЕНИ ПРОСТОР?

Процедура пријављивања физичких и
правних лица објављена је
на интернет презентацији града Београда

www.beograd.rs

и у брошури

„10 корака до категоризације“

ДОЧЕКАЈТЕ СПРЕМНО ТУРИСТЕ!



sveta. Kongresni, konferencijski i sajamski potencijali Beograda nisu mali, mada je neophodna izgradnja hotela visoke kategorije kako bi Beograd bio još konkurentniji u toj oblasti. Ekonomski efekti su poznati i merljivi – kongresi i konferencije traju između tri i pet dana, a svaki učesnik potroši u proseku oko 350 evra dnevno.

Beograd je jedan od najzelenijih evropskih gradova koji ulaže u očuvanje svojih zelenih površina: Avala, Topčider, Košutnjak, Bojčinska, Lipovička, Zvezdarska šuma, šetališta na obalama reka koje postaju sve atraktivnije. Ada Ciganlija, poznato „beogradsko more“ sa dobro uređenim jezerom, osam kilometara dugom peščanom plažom, raznovrsnom ugostiteljskom ponudom, terenima za golf i druge sportove i veoma bogatim sadržajima za zabavu na vodi i kopnu, predstavlja utočište ne samo za sve generacije posetilaca već i za sve stanovnike Beograda.

Na levoj obali Save, Novi Beograd prerasta u savremeni poslovni centar veoma privlačan za strane investitore, sa izgrađenim novim poslovnim i velikim trgovinskim centrima, inostranim bankama i budućim planovima za izgradnju raznovrsnih pratećih i turistički atraktivnih sadržaja. Samim tim, novobeogradski tržni centri predstavljaju veliki deo šoping tura koje su sve češće u turističkoj ponudi.

Turistička organizacija Beograda brojnim aktivnostima i dobro osmišljenim nastupima na domaćim i inostranim sajmovima turizma, doprinela je promeni imidža čitave Srbije. Neke od najatraktivnijih manifestacija su gradski doček Nove godine, Ulica otvorenog srca, Leto u Beogradu, Karneval brodova, Beer fest i sl.

Turisti koji posete Beograd, opisuju ga i preporučuju kao grad nezaboravne zabave i noćnog života, grad koji živi 24 časa. Topao i gostoprимljiv, kosmopolitski i evropski orijentisan, usmeren ka razvoju i napretku, Beograd je sve to.

sports competitions. Belgrade is candidate for the "European Capital of Culture 2020".

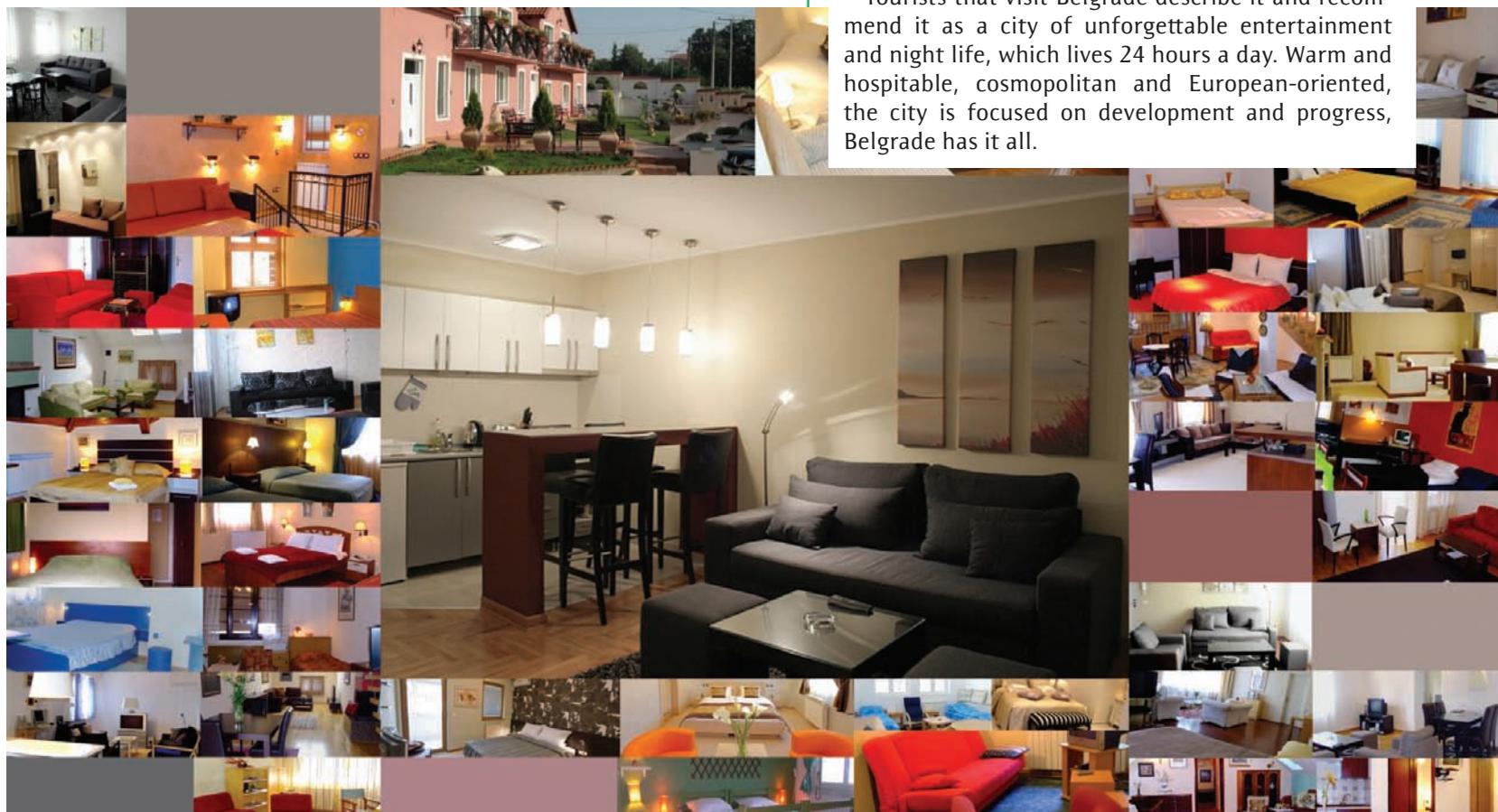
The priority of Belgrade is to reposition the city on the congress map of Europe and the world. Belgrade has a large potential for congresses, conferences and fairs, but is necessary to build highly rated hotels, so that the city will become more competitive in this area. The economic effects are known and measurable - congresses and conferences last between three and five days, and each participant spends an average of 350 Euros per day.

Belgrade is one of the greenest cities in Europe and it constantly invests in the preservation of its green areas, including: Avala, Topčider, Košutnjak, Bojčinska, Lipovička, Zvezdara forest and the promenades on the banks of the river, which are becoming more attractive. Ada Ciganlija, better known as the "Belgrade Sea", has a well-kept lake, an eight kilometer long sandy beach, restaurants, golf courses and other sport facilities, as well as rich entertainment activities in water and on land. It is a real haven for visitors and residents of all generations.

On the left bank of the Sava, Novi Beograd is becoming a modern business center, very attractive for foreign investors. There have been built large business and commercial centers, as well as international banks and there are future plans to build and support a variety of attractive tourist facilities. Novi Beograd and its malls offer fantastic shopping tours, which are each day more frequent in the tourist industry.

The Tourist Organization of Belgrade has contributed to the image of all Serbia by organizing numerous activities and well-conceived appearances at domestic and international tourism exhibitions. Some of the most attractive events are: the local New Year's Eve, the Open Heart Street, Summer in Belgrade, the Carnival ships, the Beer Fest etc.

Tourists that visit Belgrade describe it and recommend it as a city of unforgettable entertainment and night life, which lives 24 hours a day. Warm and hospitable, cosmopolitan and European-oriented, the city is focused on development and progress, Belgrade has it all.



Oproštajni koktel u ambasadi Japana

Japanski ambasador Tošio Cunozaki u februaru je završio svoju diplomatsku misiju u Srbiji. U oproštajnoj poseti sastao se sa premijerom Ivicom Dačićem. Konstatovao je značajan doprinos ambasadora Cunozakija u unapređenju tradicionalno dobrih odnosa između dve zemlje.

Na oproštajnom koktelu priređenom u japanskoj ambasadi, sumirajući svoj četvorogodišnji mandat u Beogradu, Cunozaki je podsetio da je poslednjih godina unapređena kulturna saradnja, donirane obrazovne i javne institucije, kreditirana TE "Nikola Tesla" i 2011. godine organizovana prva poseta predsednika Srbije i predsednice Skupštine Japanu. Takođe, ukinute su japanske vize za građane Srbije. Kako je sam rekao, drago mu je što odlazi sa veoma lepim uspomenuama i novim prijateljstvima i što je baš Srbija poslednja stanica u njegovoj diplomatskoj karijeri. Prijemu u rezidenciji ambasadora Japana prisustvovali su i brojni predstavnici diplomatskog kora, ličnosti iz kulturnog, političkog i javnog života Srbije. Tošio Cunozaki je na dužnost ambasadora Japana stupio 2009. godine, a zbog zasluga u razvijanju saradnje i prijateljskih odnosa Srbije i Japana, dobitnik je Ordena srpske zastave drugog stepena 2012. Novoinimenovani ambasador Japana, Masafumi Kuroki, u Srbiju je stigao početkom marta nakon misije u Kambodži.

Svejapanski Kendo Savez donirao opremu za mlade kendoiste

Masafumi Kuroki, novoimenovani ambasador Japana, prisustvovao je primopredaji opreme Kendo Savezu Srbije, kao donacije Svejapanskog Kendo Saveza.

Povodom vredne donacije (dvadeset kompleta kendo opreme), u SC „Šumice“ u Beogradu upriličena je prigodna svečanost kojoj su prisustvovali Njegova Ekselencija Masafumi Kuroki, ambasador Japana, Miloš Pavlović, predsednik Kendo Saveza Srbije, kao i Novica Stanišić, predsednik UO Sportskog centra „Šumice“. Primopredaji skupocenog poklona prisustvovali su i mali vežbači, kao i

Farewell cocktail at the Japanese embassy

In February Japanese Ambassador Toshio Tsunozaki ended his diplomatic mission in Serbia. In his farewell visit, he met Prime Minister Ivica Dačić. There was highlighted ambassador Tsunozaki's contribution to the development of the traditionally good relations between the two countries.

During the farewell cocktail served at the Japanese embassy, Tsunozaki summarized his four-year term in Belgrade, pointing out that in recent years cultural cooperation was enhanced, educational and public institutions received donations, the "Nikola Tesla" Thermal Power Plant was granted a credit and that in 2011 there was organized the first visit of the President of Serbia and the President of Serbian Parliament to Japan. Also, Japanese visas were abolished for citizens of Serbia. He said that he was glad to leave office with very nice memories and new friendships, and that Serbia was the last stop in his diplomatic career. The reception organized at the residence of the Japanese Ambassador was attended by numerous representatives of the diplomatic corps, as well as by personalities from the cultural, political and public life of Serbia. Toshio Tsunozaki was appointed ambassador in 2009 and was awarded with the Order of the Serbian Flag, second degree, in 2012, as an acknowledgment to his merits in the development of cooperation and friendly relations between Serbia and Japan.

The newly appointed Ambassador of Japan, Masafumi Kuroki arrived in Serbia in early March after a mission in Cambodia.



Nj.e.g. Masafumi Kuroki, ambasador Japana

H.E.mr.Masafumi Kuroki - Japanese ambassador



Gospodin Macamura, majstor kendo veštine, sa decom
 //
Mr Matsumura, master of kendo, with children

representativci Srbije, a ovom prilikom gosti su mogli da vide i kratku demonstraciju ove drevne japanske veštine mačevanja, uz vođenje Micunori Macamura, kendo majstora 7. dan, koji je završio svoju dvogodišnju volontersku obuku u Srbiji i vraća se u Japan. Osim zaštitne opreme (štitnici za glavu, grlo, abdomen i ruke – po deset za odrasle i deset za decu), darodavci su srpskim kendoistima poklonili i dvadeset „šinaia“ (bambusovih mačeva) sa specijalnim karbografitnim delovima, pa ukupna vrednost pošiljke iz Japana premašuje 20.000 evra.

„Posebno smo zahvalni zbog dečije opreme u koju roditelji teško ulažu, jer je mališani brzo prerastu, a osnovni delovi za kendo, po đaku, iznose minimum 300 evra“, istakao je Miloš Pavlović povodom primopredaje opreme.

Japanese Kendo Federation donated equipment for young kendokas

Masafumi Kuroki, the newly appointed Ambassador of Japan, attended the handover ceremony of equipment for the Kendo Federation of Serbia. The equipment was donated by the All Japanese Kendo Federation.

On the occasion of the donation of 20 valuable sets of kendo equipment to the „Šumice“ Sport Center of Belgrade there was organized a commemorative ceremony attended by: Masafumi Kuroki, Ambassador of Japan, Miloš Pavlović, president of the Kendo Federation of Serbia and Novica Stanišić, President of the Administrative Board of „Šumice“ Sport Center. The transfer of the expensive gifts was attended by the young kendokas, as well as by members of Serbia's National Team. The guests had the chance to watch a short demonstration of this ancient Japanese martial art, under the guidance of Micunori Macamura, a 7-th Dan kendo expert that ended a two-year volunteer training and will return to Japan. Besides the protective

*Demonstracija
 borbe*

//

*Demonstration
 fighting Kendo*



U ambasadi Rusije obeležen Dan branilaca Otadžbine

Povodom ruskog nacionalnog praznika Dana zaštitnika domovine, 21. februara priređen je prijem u ambasadi Rusije u Beogradu. Ambasador Aleksandar Vasiljevič Čepurin i vojni izaslanik Valerij Volkov ugostili su premijera Srbije i ministra unutrašnjih poslova Ivicu Dačića, ministarku zdravlja Slavicu Đukić Dejanović, direktora vladine kancelarije za Kosovo i Metohiju Aleksandra Vulina, načelnika Generalštaba Ljubišu Dikovića i druge vojne zvaničnike. Obeležavanju ruskog nacionalnog praznika prisustvovali su i tužilac za ratne zločine Vladimir Vukčević, kao i brojni predstavnici diplomatskog kora, urednici medija i brojne ličnosti iz javnog života. Ruska Federacija Dan branilaca Otadžbine obeležava 23. februara. To je jedan od najvećih ruskih praznika, a pod tim imenom slavi se od 1993. godine. Za vreme Sovjetskog Saveza bio je to Dan Crvene armije i Vojno-pomorske flote.

Najbolje iz Srbije

U oštroj konkurenciji 120 brendova, statuete „Najbolje iz Srbije“ za 2012.godinu dodeljene su za dvadeset najboljih kompanija, a među njima je i teniser Novak Đoković, nagrađen za lični doprinos u

equipment, including protection devices for the head, neck, abdomen and arms, ten for adults and then for children, the donors gave to the Serbian kendokas 20 "shinaia" bamboo swords with special carbo-graphite parts. The total value of the donation exceeded 20,000.

"We are especially grateful for the children's equipment, which is particularly expensive for parents, because children grow quickly and the basic kendo equipment costs at least 300 EUR" - said Miloš Pavlović on the occasion of the handover of the equipment.

The Russian Embassy celebrated Day of the Motherland's Defenders

On the occasion of Russia's national holiday, February 21, the Day of the Motherland's Defenders, there was organized a reception at the Russian Embassy in Belgrade. Ambassador Alexander Vasilyevich Chepurin and Military Attache Valery Volkov welcomed the Prime Minister of Serbia and Minister of the Interior Ivica Dačić, the Health Minister Slavica Đukić Dejanović, the Director of the Government Office for Kosovo Aleksandar Vulin, the Chief of the General Staff Ljubiša Diković and other military officials. The Russian national holiday was attended also by the War Crimes Prosecutor Vladimir Vukčević, as well as by many members of the diplomatic corps, editors, and numerous celebrities. The Russian Federation

Najbolje iz Srbije, nagrađeni // Best of Serbia, awarded companies



promociji Srbije. Cilj ove akcije je promovisanje domaće privrede i imidža srpskih brendova, ali i nagrađivanje inostranih kompanija koje su unapredile tržište Srbije. Deveti put zaredom su, 6.marta, Privredna komora Srbije, Ministarstvo trgovine i list „Privredni glasnik“ zajednički organizovali akciju „Najbolje iz Srbije“. Uz pomoć stručnog žirija i potrošača koji glasaju putem internet stranice, nagrađeni za 2012. su:

Roba svakodnevne potrošnje – hrana, korporativni brend:

BAMBI-BANAT a.d. Beograd

Roba svakodnevne potrošnje – hrana, robni brend: **ISKON - suncokretovo ulje, Victoriaoil d.o.o.Šid**

Roba svakodnevne potrošnje – piće, robni brend: **JELLEN PIVO, Apatinska pivara, Apatin**

Roba svakodnevne potrošnje – hemija, kozmetika i farmacija, korporativni brend:

DAHLIA d.o.o. Beograd

Roba svakodnevne potrošnje – hemija, kozmetika i farmacija, robni brend:

MAXIPOL, Maxima d.o.o. Lučani

Roba svakodnevne potrošnje – odeća i obuća, korporativni brend:

MONA d.o.o. Beograd

Roba svakodnevne potrošnje – odeća i obuća, robni brend:

EXTREME INTIMO, Jasmil, Arilje

Proizvodna dobra i poslovne usluge, korporativni brend:

NIS a.d. Novi Sad

Proizvodna dobra i poslovne usluge, robni brend: **NU-TRIKO KONCENTRATI, Nutriko d.o.o. Vranje**

Trajna potrošna dobra, korporativni brend:

SIMPO a.d. Vranje

Sektor usluga – trgovina, korporativni brend:

PTP DIS d.o.o. Krnjevo

Sektor usluga – mala i srednja preduzeća, korporativni brend:

SLOBODNA ZONA PIROT, Piro

Sektor usluga – ostale usluge, korporativni brend:

LASTA, Saobraćajno preduzeće, Beograd

celebrates the Day of the Motherland's Defenders on February 23. This is one of the most important Russian holidays, celebrated with that name from 1993. In the times of the Soviet Union it was called the Day of the Red Army and the Military Navy.

Best of Serbia

Amidst a fierce competition by 120 brands, the "Best of Serbia" statuettes for 2012 were granted to the top 20 companies of our country, and to tennis player Novak Đoković, who was awarded for his personal contribution to the promotion of Serbia. The goal of this campaign is to promote the local economy and the image of Serbian brands, but also to reward foreign companies that have improved the Serbian market. For the ninth time in a row, the Serbian Chamber of Commerce, the Ministry of Commerce and the Newspaper "Privredni Glasnik" (Economic Bulletin) have jointly organized the action "Best of Serbia" on March the sixth. With the help of a professional jury and consumers who voted through the internet, the awards of 2012 were granted to:

Everyday consumer goods - food, corporate brand:

BAMBI-BANAT ad, Belgrade

Everyday consumer goods - food, commodity brand:

ISKON - sunflower oil, Victoriaoil ad Šid

Everyday consumer goods - drinks, commodity brand:

JELLEN BEER, Apatinska brewery, Apatin

Everyday consumer goods - chemicals, cosmetics and pharmaceuticals, corporate brand:

DAHLIA doo, Belgrade

Everyday consumer goods - chemicals, cosmetics and pharmaceuticals, commodity brand:

Maxipol, Maxima doo, Lučani

Everyday consumer goods - clothing and shoes, corporate brand:

MONA doo, Belgrade

Everyday consumer goods - clothing and shoes, commodity brand:

EXTREME INTIMO, Jasmil, Arilje

Manufactured goods and business services, corporate brand:

NIS ad, Novi Sad

Manufactured goods and business services, commodity brand:

NUTRIKO CONCENTRATES, Nutriko Ltd., Vranje

Durable goods, corporate brand:

SIMPO ad Vranje

Service sector - Corporate Trade Brand:

PTP DIS doo, Krnjevo

Service sector - small and medium-sized enterprises, corporate brand:

PIROT FREE ZONE, Piro

Service sector - other services, corporate brand

LASTA Transport Company, Belgrade

Foreign corporate brand:

FIAT AUTOMOBILES SERBIA, Kragujevac

International commodity brand with the status of domestic products:

SOMERSBY, Carlsberg Serbia, Čelarevo



*Dodela nagrada Najbolje iz Srbije
//
Best of Serbia awards*

Inostrani korporativni brend:
FIAT AUTOMOBILI SRBIJA, Kragujevac
Inostrani robni brend sa statusom domaćeg
proizvoda:
SOMERSBY, Carlsberg Srbija, Čelarevo
Najbolja trgovinska marka:
PREMIA, Delhaize Serbia, Beograd
Najbolji lokalni brend:
LUNA d.o.o. Požarevac
Najuspešnije uvođenje novog brenda:
**BEST sladoled Angel and Devil, Nestle Adriatic
Foods, Beograd**
Najbolji lični brend u funkciji promocije Srbije:
NOVAK ĐOKOVIĆ

Biznis sa socijalnom misijom

Sajam socijalnog preduzetništva održan je 20. februara u Privrednoj komori Beograda. Četrdeset socijalnih preduzeća i organizacija predstavilo je raznolikosti proizvoda i usluga koje nude. Sajam je obilovao inovativnim idejama, kreativnošću i bogatstvom rešenja na izazove i probleme sa kojima se društvena zajednica danas suočava.

- Forum mladih sa invaliditetom već nekoliko godina organizuje različite aktivnosti koje doprinose povećanoj motivisanosti pojedinaca i organizacija za obavljanje privrednih delatnosti, ali i na jačanju njihovih znanja, veština i kapaciteta. Sa druge strane, putem promotivnih aktivnosti, utičemo na povećanu vidljivost datog koncepta i podizanje svesti javnosti o njegovom značaju – istakla je Jovana Krivokuća-Milovanović, direktorka Forum mladih sa invaliditetom. Grad Beograd od 2008. godine posvećuje veliku pažnju socijalnom preduzetništvu, podsetio je član Gradskog veća Aco Petrović.

- Interes Grada je da konkretno pomogne svim ugroženim kategorijama građana, koji su maltene izopšteni iz našeg društva. Socijalno preduzetništvo i novi gradski centar treba da pomognu da ti ljudi dođu do posla, posebno kada je reč o osobama starijim od 50 godina i pripadnicima manjinskih zajednica. Grad će im konkretno pomagati mogućnošću da se dokvalifikuju ili prekvalifikuju, kao i da akcijama zainteresuje, pre svih, male zanatske radnje da angažuju ovu populaciju – ukazao je Petrović.

Sajam je organizovan uz pokroviteljstvo Ambasade Kraljevine Norveške, Ministarstva rada, zapošljavanja i socijalne politike, Sekretarijata za socijalnu zaštitu grada Beograda, Sekretarijata za privredu grada Beograda, Privredne komore Beograda, Gradskog centra za socijalno preduzetništvo Beograda, kao i kompanija Eurobank i Ernst&Young.

Potreba za novom ekonomskom politikom

Jubilarni, dvadeseti „srpski Davos“, održan od 12. do 15. marta u organizaciji Saveza ekonomista Srbije i Udruženja korporativnih direktora Srbije, protekao

Best trademark:
PREMIA, Delhaize Serbia, Belgrade
The best local brand:
Luna doo, Požarevac
The most successful introduction of a new brand:
**BEST Ice Cream Angel and Devil, Nestle Adriatic
Foods, Belgrade**
The best personal brand in the promotion of Serbia:
Novak Đoković

Business with a social mission

The Social Entrepreneurship Fair was held on February 20 at the Belgrade Chamber of Commerce. Forty social enterprises and organizations presented a variety of products and services. The fair was full of innovative ideas, creativity and solutions to the challenges and problems that the community faces today.

- For many years the Forum of Young People with Disabilities has organized different activities that motivate individuals and organizations to carry out economic activities and to enhance their knowledge, skills and capacities. On the other hand, through promotional activities, it is possible to increase the visibility of the concept and raise public awareness of its importance - said Jovana Krivokuća-Milovanović, Director of the Forum of Young People with Disabilities. Since 2008 the city of Belgrade pays special attention to social entrepreneurship - said the Aco Petrović, member of the City Council.

- The interest of the city is to assist all vulnerable people, who are practically ostracized from our society. Social entrepreneurship and the new City Center should help these people find jobs, especially when it comes to people older than 50 years and members of minority communities. The city will assist them by offering them the chance of training or retraining, as well as by organizing actions intended to arouse the interest especially of small workshops to employ this segment of the population - said Petrović.

The fair was organized under the auspices of the Embassy of the Kingdom of Norway, the Ministry of Labor and Social Affairs, the Secretariat for Social Protection of Belgrade, the Secretariat of Economy of Belgrade, the Belgrade Chamber of Commerce, the City Center for Social Entrepreneurship of Belgrade, as well as the companies Eurobank and Ernst & Young.

Necessity for a new concept of economic policy

The Jubilee 20-th "Serbian Davos", held from 12 to 15 of March and organized by the Serbian Association of Economists and the Serbian Association of Corporate Directors, was characterized by productive discussions between business and State representatives. Last night, the participants of the Kopaonik

je u znaku produktivne rasprave predstavnika privrede i države. Učesnici Kopaonik biznis foruma izrazili su očekivanje da će Forum definisati novi koncept ekonomske politike u pravcu reindustrijalizacije, reforme javnog sektora i razumne fiskalne politike. Forumu je prisustvovalo više od 500 učesnika – ministri i predstavnici državnih institucija, eksperti, bankari, predstavnici diplomatskog kora, biznismeni i organizacije stranih i domaćih investitora.

Najviši državni zvaničnici pozvali su privrednike da učestvuju u stvaranju povoljnijeg regulatornog okvira, a naročito u pripremi Zakona o radu, čija neefikasnost, kako je rečeno, najviše sputava poslovanje. Diskutovano je o pojedinim sektorskim mogućnostima, ulozi finansijskih institucija i problemu regionalnog razvoja. Verica Kalanović, ministarka regionalnog razvoja i lokalne samouprave, najavila je mere pomoći najsiromašnijim delovima na jugu Srbije koja stanovništvo masovno napušta.

„Najveći dužnik srpskoj privredi je država, koja privatnim kompanijama duguje više od milijardu evra“, rekao je biznismen Milan Beko. On smatra da se vlast mnogo više bavi političkim nego ekonomskim problemima i da politika ne dozvoljava privredi da se razvija.

Strani investitori i predstavnici Svetske banke i Međunarodnog monetarnog fonda govorili su o potrebi za efikasnijom i reformisanom javnom upravom. Korporativizaciju javnih preduzeća podržala je i guvernerka Narodne banke Srbije, Jorgovanka Tabaković, naglasivši da izvršna vlast i NBS moraju da sarađuju, jer se samo kroz koordinaciju monetarne i fiskalne politike mogu stvoriti uslovi za dugoročnu makroekonomsku stabilnost i jak dinar. Tabakovićeva je napomenula da cilj nije fiksni kurs dinara, ali da neće dozvoliti „da neko zarađuje na oscilacijama u plitkom tržištu Srbije, koje može da se zaljulja i najmanjim novčanim iznosima i pritiscima“. Šef Kancelarije Međunarodnog monetarnog fonda u Beogradu Bogdan Lisovolik rekao je da nova Vlada Srbije ima dobru šansu da krene „od nule“ i postavi razumne fiskalne ciljeve koje može da realizuje.

Savet ambasadora Sjedinjenih Američkih Država Majkla Kirbija jeste da Srbija ne treba da juri za krupnim stranim investitorima, već da teži da privuče više manjih.

Šef Delegacije EU u Srbiji Vensan Dežer i ambasadori Nemačke i Italije, Hajnc Vilhem i Armando Varrickio poručili su da je važno da Srbija radi na razvoju infrastrukture, uklanjanju monopola i smanjenju birokratije jer će na taj način postati konkurentnije tržište.

Filipos Karamanolis, predsednik Helenskog poslovnog udruženja u Beogradu, istakao je da je za svaku zemlju značajno da ima dobar imidž u svetu ako želi da privuče strane investitore, a da je za Srbiju posebno važno da izgradi nacionalni brend po kome će biti prepoznatljiva u svetu.

Dragana Milosavljević i Nada Grujić

Business Forum expressed their hope that the Forum will define a new concept of economic policy towards reindustrialization, public sector reform and reasonable fiscal policies. The forum was attended by more than 500 participants - ministers and representatives of State institutions, experts, bankers, representatives of the diplomatic corps, business leaders, foreign and domestic organizations.

The highest state officials urged businessmen to participate in the creation of a favorable regulatory framework and especially in the preparation of the Labor Law, whose inefficiency hampers business the most. The discussions included various sectoral opportunities, the role of financial institutions and issues of regional development. Verica Kalanović, Minister of Regional Development and Local Government, announced measures to help the poorest regions of southern Serbia, which is massively abandoned by its population.

The largest debtor of the Serbian economy is the State, which owes to private companies more than one billion EUR, said the businessman Milan Beko. He believes that the government is much more concerned with political issues than with the economic ones, and that politics do not allow economy to grow.

Foreign investors and representatives of the World Bank and the International Monetary Fund spoke about the necessity for a more efficient and reformed public administration. The corporatization of public enterprises was supported by the Governor of the National Bank of Serbia, Jorgovanka Tabaković, adding that the Executive Power and the National Bank of Serbia must work together, because only through the coordination of monetary and fiscal policy it is possible to create the conditions for long term macroeconomic stability and a strong dinar. Tabaković pointed out that goal is not to achieve a fixed exchange rate, but that it will not be allowed that "someone profits from fluctuations in the fragile Serbian market, which can be rocked by the smallest amounts of money and pressures." Bogdan Lisovolik, Head of the International Monetary Fund in Belgrade, said that the new government of Serbia has good chances to start "from the scratch" and to set reasonable fiscal goals that can be realized.

The advice of Michael Kirby, Ambassadors of the United States, is that Serbia should not go after large foreign investors, but it should attract smaller ones.

The Head of EU Delegation to Serbia, Vincent Deger, the German Ambassador Heinz Wilhelm and the Italian Ambassador, Armando Varrickio, said that it is very important that Serbia works on the development of infrastructure, the elimination of monopolies and the reduction of bureaucracy, because in this way it will be more competitive on the market.

Philippos Karamanolis, President of the Hellenic Business Association of Belgrade, said that for every country it is important to have a positive image in the world, in order to attract foreign investors, and that it is especially important for Serbia to build a national brand, which will be recognizable all around the world.

Otvoren Istorijski muzej Srbije

The Historical Museum of Serbia renovated

Obnovljen Istorijski muzej Srbije je 12. aprila svečano otvorio predsednik Srbije Tomislav Nikolić. Zvanice, među kojima su bili patrijarh Irinej, brojni kulturni poslenici i predstavnici diplomatskog kora, imale su priliku da pogledaju više od 400 predmeta u postavci „Karađorđevići i Obrenovići u zbirkama Istorijskog muzeja Srbije”.

The renovated Historical Museum of Serbia was officially opened on 12 April by the President of Serbia, Tomislav Nikolic. The guests, among which were the Patriarch of the Serbian Orthodox Church, Irenaeus, as well as many cultural workers and members of the diplomatic corps, had the opportunity to see more than 400 items in the exhibition named, "The dynasties Karadjordjevic and Obrenovic in the collections of the Historical Museum of Serbia".



*Ambasador Crne Gore
Igor Jovović sa
suprugom Vesnom
//
Igor Jovic Ambassador
of Montenegro
with his wife*

*Princeza Jelisaveta
Karađorđević
//
Princess Jelisaveta
Karađorđević*

*Patrijarh Srpski Irinej
//
Serbian Patriarch Irinej
(Irenaeus)*

*Predsednik Republike Srbije Tomislav Nikolić
sa suprugom Dragicom Nikolić
//
Tomislav Nikolic, President of Serbia and
his wife Dragica Nikolic*

Nakon završetka prve faze rekonstrukcije, Istorijski muzej Srbije otvorio je za javnost izložbeni prostor od oko 1.500 kvadratnih metara. Sledeće godine biće privedena kraju i druga faza rekonstrukcije, čime će celokupan prostor Muzeja biti stavljen u funkciju. U okviru izložbe „Karađorđevići i Obrenovići u zbirkama Istorijaskog muzeja Srbije”, izloženi su vrlo vredni eksponati. Među njima se, posebnim umetničkim kvalitetom i istorijskim značajem, izdvajaju kraljevske insignije Petra I Karađorđevića, voždov jatagan sa raskošnim ornamentima, sablja Aleksandra Obrenovića i nakit porodice Obrenović. Izložba

After completion of the first phase of reconstruction, the Historical Museum of Serbia was opened to the public in an exhibition area of about 1,500 square meters. Next year, the second phase of reconstruction will come to its end. Thus the entire museum space will be put into use. The exhibition "The dynasties Karadjordjevic and Obrenovic in the collections of the Historical Museum of Serbia" presents very valuable exhibits. The ones which distinguish themselves among other exhibits, by their artistic quality and historical significance, are the royal insignia of Peter I Karadjordjevic; the Duke Karadjordje's lavishly ornamented yataghan; the saber of Aleksandar Obrenovic, and jewelry of the Obrenovic family. The exhibition will be open every day except Monday, until September. During this period there will be daily guided tours of the setting for interested visitors.

"The task of the Historical Museum is to preserve the memory of this people, which we must do regardless of temptation of general globalization or attempts to delete all the folk



će biti otvorena svakog dana osim ponedjeljka, do septembra meseca, a tokom njenog trajanja će, za zainteresovane posetioce, biti organizovana svakodnevna stručna vođenja kroz postavku.

„Zadatak Istorijskog muzeja je da čuva sećanje naroda, što moramo da činimo bez obzira na iskušenja sveopšte globalizacije i pokušaja brisanja svih narodnih baština i osobina. To ne znači da srpsko društvo nije otvoreno za najbolje uticaje savremenog sveta, ali mi uvek moramo da znamo ko smo“, rekao je Nikolić.

Prema njegovim rečima, nedostatak sredstava ne može da bude opravdanje za neodgovoran odnos prema istoriji, i zbog toga Narodni muzej, kao i muzeji širom Srbije, moraju biti što pre obnovljeni kako se ne bi dozvolilo brisanje i iskorenjivanje kolektivnog sećanja i istorije.

„Stvarnog napretka Srbije neće biti sve dok ne budemo uspeli da u duhovni, javni, kulturni i privredni život uključimo sve najbolje što Srbija ima i da stvorimo uslove za demokratski i uspešan razvoj društva i države“, zaključio je predsednik Srbije.

„Za samo mesec i po dana otvorili smo novi dragulj u centru Beograda, mesto u kome ćemo pokazivati i pripovedati o našoj kulturnoj tradiciji i baštini“, rekao je Bratislav Petković, ministar kulture i informisanja. On je dodao da će Muzej u punom sjaju dočekati obeležavanje stogodišnjice početka Prvog svetskog rata, kao i da sledi otvaranje Konaka kneza Miloša, Muzeja Srpske pravoslavne crkve, zgrade Kinoteke, Narodnog muzeja i ostalih kulturnih dobara.

Na svečanoj ceremoniji otvaranja, predsednik Srbije uručio je Sretenjski orden trećeg stepena Istorijskom muzeju Srbije za zasluge u oblasti kulturnih delatnosti, a povodom pedeset godina postojanja i uspešnog rada.

Nada Grujić

heritage and characteristics. This does not mean that the Serbian society is not open to the best influences of the modern world, but that we still need to know who we are, “Nikolic said. According to him, the lack of funds can not be an excuse for an irresponsible attitude towards history. For that reason the National Museum, as well as museums all over Serbia, must be restored as soon as possible, so as not to allow for the collective memory and history to be rooted out or deleted.

“There will be no real progress for Serbia until we have managed to incorporate all the best that Serbia has into its spiritual, civil, cultural and economic life, in order to create conditions for democratic and successful development of both society and the state,” concluded the President of Serbia.

“In just a month and a half, we have opened a new gem in the center of Belgrade; a place where we will narrate about and show our cultural tradition and heritage,” said Bratislav Petkovic, Minister of Culture and Information, adding that the Museum, in its full glory, will celebrate the centennial of the beginning of the First World War, and that what will follow will be the opening of these buildings: the Palace of Duke Milos, the Museum of the Serbian Orthodox Church, the building of the Film Archives, the National Museum, and many other cultural goods.

At the opening ceremony the President of Serbia presented the medal Sretenje of the third degree to the Historical Museum of Serbia for its merit in the field of cultural activities, on the occasion of 50 years of its existence and successful activities.



Lifestyle

Travel

Travel

Food&Drink

Food&Drink

Design

Design

Putovanje

Putovanje

Hrana&piće

Hrana&piće

Dizajn

Dizajn

PREKO SAHARE I MEDITERANA DO SRBIJE

ACROSS THE SAHARA AND MEDITERRANEAN TO SERBIA

Ambasada Tunisa je 20. marta obeležila Dan nezavisnosti. Taj dan se slavi kao godišnjica osamostaljenja od francuskog protektorata. Osim brojnih članova diplomatskog kora, koktelu je prisustvovao i predsednik Srbije Tomislav Nikolić, prestolonaslednik N.J.K.V. Aleksandar Karađorđević sa suprugom i drugi gosti. Ambasador Mažid Hamlaoui na dužnosti je tek tri meseca. Kao pravi domaćini, gospodin i gospođa Hamlaoui podelili su sa nama svoje utiske o Srbiji. Ambasador kaže da su ljudi u Srbiji divni i trudi se da mu, i pored razdvojenosti od porodice, život u Srbiji bude lakši i lepši. Kako je rekao ambasador Hamlaoui, moderne žene žele da budu uspešne u svojim karijerama, ali i da brinu o porodici. Upravo takva žena je njegova supruga Rim Hamlaoui sa kojom smo razgovarali.

On March the 20-th, the Embassy of Tunisia celebrated Independence Day. That day is celebrated as the anniversary of the independence from the French protectorate. Besides many members of the diplomatic corps, the cocktail was attended by Mr. Tomislav Nikolić, President of Serbia, his Royal Highness Alexander II, Heir to the Throne of Serbia, his wife and other guests. Ambassador Majid Hamlaoui has been in office for only three months. As good hosts, Mr. and Mrs. Hamlaoui shared with us their impressions of Serbia. The Ambassador says that people in Serbia are wonderful and that he tries to make his life in Serbia easier and more pleasant, in spite of the separation from his family. As Ambassador Hamlaoui said, modern women want to be successful in their careers, but also



*Rim, Jasin, Emira
i Mažid Hamlaoui*

//

*Rym, Yassin,
Emira and Majid
Hamlaoui*

Kakav je Vaš utisak o Srbiji?

Moj suprug je u Srbiji, a deca i ja dolazimo samo kada su raspusti. Emira ima 12, a Jasin 10 godina tako da idu u tunisku školu. Nismo želeli da ih upišemo u internacionalnu školu jer smatramo da treba da uče arapski, svoj maternji jezik. Plašim se da će, ako se preselimo iz Tunisa, izgubiti dodir sa svojim poreklom i domovinom. Sa druge strane, ja sam advokat i usredsređena sam na svoju karijeru. Ne mogu često da izostajem sa posla.

Ali, kada bismo odlučili da odemo iz Tunisa, Srbija bi sigurno bila pravi izbor. Vreme provodimo najčešće u Beogradu, ali smo posetili i Novi Sad, koji je predivan, a za novogodišnje praznike smo zimovali na Zlatiboru. Deca su uživala na snegu i mnogo im se dopao odmor na planini.

Po čemu se Srbi razlikuju od Tunišana?

Imamo mnogo zajedničkih karakteristika, iako ne izgleda tako na prvi pogled. U Srbiji stičete utisak da su ljudi neposredni i pozitivni. Zato

to take care of their families. Exactly that kind of woman his wife, Mrs. Rym Hamlaoui, with whom we had the pleasure to talk.

What is your impression of Serbia?

My husband works in Serbia and I use to come with our children, when they are on vacations. Amira is 12, and Yassine is 10 years old, and they go to tunisian school. We did not want to enroll them in an international school, because we feel that they should study in Arabic, their mother language. We are afraid that if we move from Tunisia, they will lose contact with their homeland and origin. On the other hand, I am a lawyer and I am very focused on my career. I cannot be absent from work often.

But if we ever decide to leave Tunisia, Serbia would certainly be the right choice. We spend most of the time in Belgrade, but we have also visited Novi Sad, which is beautiful, and we spent the New Year holidays in Zlatibor. The children played on the snow and they really enjoyed the vacation on the mountain.

REPUBLIKA TUNIS NA SEVERU I NA ISTOKU IZLAZI NA SREDOZEMNO MORE. NA ZAPADU SE GRANIČI SA ALŽIROM, A NA JUGOISTOKU S LIBIJOM. GLAVNI GRAD JE TUNIS, KOJI SE NALAZI NA SEVERU ZEMLJE. DRŽAVA IMA VELIKU OBALU OD 1.298 KILOMETARA. U SMERU JUGOZAPAD-SEVEROISTOK PROTEŽE SE PLANINSKI LANAC, KOJI JE DEO ISTOČNOG DELA ATLASA. IZMEĐU PLANINA U TOJ REGIJI NALAZE SE DOLINE I PLODNE RAVNICE. SAHARA, KOJA SE NALAZI NA JUGU ZEMLJE, POKRIVA OKO 40% TERITORIJE TUNISA. KLIMA JE PODLOŽNA SREDOZEMNIM I SAHARSKIM UTICAJIMA.

LETNJU SEZONU OBELEŽAVA SUVA KLIMA SA VISOKIM VRUĆINAMA I SUŠOM KOJA DOLAZI SA JUGA ZEMLJE.

U PODRUČJIMA PLANINA KRUMIRI MOGUĆE SU TEMPERATURE OKO 0°C ZIMI I OKO 50°C LETI U PUSTINJSKIM PODRUČJIMA. NAJVAŽNIJA PRIRODNA BOGATSTVA SU: NAFTA, FOSFATI, OLOVO, CINK, SO I OBRADIVA ZEMLJIŠTA. TUNIS IMA VRLO RAZNOLIKU PRIVREDU. GLAVNU SEKTORI SU: POLJOPRIVREDA (MASLINE, MASLINOVO ULJE, AGRUMI, ŽITARICE I BADEMI), INDUSTRIJA (TEKSTIL, OBUĆA I AUTOMOBILSKI DELOVI), TURIZAM I RUDARSTVO.

IN THE NORTH AND THE EAST, THE REPUBLIC OF TUNISIA HAS ACCESS TO THE MEDITERRANEAN SEA. TO THE WEST IT BORDERS WITH ALGERIA, AND TO THE SOUTHEAST WITH LIBYA. THE CAPITAL CITY IS TUNIS, WHICH IS SITUATED IN THE NORTH OF THE COUNTRY. THE COUNTRY HAS A LARGE COASTLINE OF 1,298 KILOMETERS. A MOUNTAIN RANGE STRETCHES IN DIRECTION SOUTHWEST-NORTHEAST. IT IS PART OF THE EASTERN ATLAS MOUNTAINS. BETWEEN THE MOUNTAINS OF THAT REGION THERE ARE VALLEYS AND FERTILE PLAINS. THE SAHARA, WHICH LIES TO THE SOUTH OF THE COUNTRY, COVERS ABOUT 40% OF THE TERRITORY OF TUNISIA. THE CLIMATE IS SUBJECT TO MEDITERRANEAN AND SAHARAN INFLUENCES.

THE SUMMER SEASON IS CHARACTERIZED BY DRY WEATHER, HIGH TEMPERATURES AND DROUGHTS, WHICH COME FROM THE SOUTH OF THE COUNTRY. TEMPERATURES CAN REACH ABOUT 0°C IN WINTER ON THE KRUMIRI MOUNTAINS AND 50°C DURING SUMMER IN THE DESERT AREAS. ITS MAIN NATURAL RESOURCES ARE: OIL, PHOSPHATES, LEAD, ZINK, SALT AND ARABLE LAND. TUNISIA HAS A DIVERSIFIED ECONOMY. THE MAIN SECTORS ARE: AGRICULTURE (OLIVES, OLIVE OIL, CITRUS FRUITS, CEREALS AND ALMONDS), INDUSTRY (TEXTILES, FOOTWEAR AND AUTOMOBILE SPARE PARTS), TOURISM AND MINING.

Sa proslave Dana nezavisnosti Tunisa u Beogradu

//

Independance Day celebration for the Tunisia



mislim da bih ovde mogla da živim, jer se ne osećam daleko od Tunisa – baš kao da sam svoj na svome. Posetili smo mnoge zemlje, ali Srbija je jedna od retkih u koju bih se preselila. I ovde se jede začinjena hrana kao kod nas. Baš smo na Zlatiboru probali neka tradicionalna jela i uživali smo.

Kada sam prvi put u Beogradu otišla u šoping, bilo mi je neprijatno što me ljudi čudno posmatraju. Onda mi je prišao jedan gospodin i rekao: „Gospođo, izledate prelepo“. Tada mi je bilo jasno da niko nema lošu namenu, samo sam im zanimljiva.

Da li je nešto ostavilo poseban utisak na Vas?

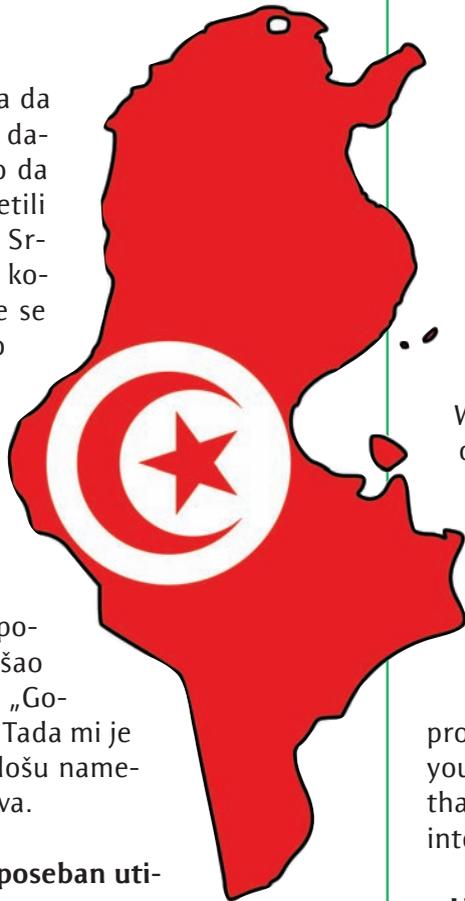
Na primer, ovde sam u marketu kupila maslinovo ulje koje je preskupo. U Tunisu proizvodimo maslinovo ulje visokog kvaliteta, ali je mnogo jeftinije. Tu ima prostora da naše dve zemlje razvijaju ekonomsku saradnju i trgovinsku razmenu. To je jedna stvar koju sam primetila, ali postoje i drugi segmenti u kojima bismo mogli da saradujemo.

Šta obavezno treba videti u Tunisu?

Tunis je zemlja neverovatne prirode. Ako odete na sever, srešćete se sa planinama u čijem podnožju je more. Neverovatan prizor je kada ste na obali, a iza vas su snežne planine. U centralnom delu države je drugačija klima i tu su predivne plaže sa peskom koji je sitan kao puder. Na jugu je Sahara, pa možete da se oprobate u skijanju na pesku.

Dragana Milosavljević

*Rim i Emira Hamlaoui na proslavi Dana
Nezavisnosti Tunisa
//
Rym and Emira Hamlaoui*



What are the differences between Serbs and Tunisians?

We have many common features, although it does not seem so at first glance. In Serbia, you get the impression that people are direct and positive. That is why I think that I could live here, because I do not feel far from Tunisia. It is just like being at home. We have visited many countries, but Serbia is one of the few where I could move. Here food is spicy, just like ours. We tried some traditional dishes in Zlatibor and we really enjoyed them.

When I went to make shopping in Belgrade for the first time, I felt embarrassed because people were staring at me in a strange way. Then I was approached by a gentleman, who said, "Madam, you look great". In that moment I understood that no one had any bad intention. I was just interesting for them.

Has anything made a special impression on you?

For example, I bought at the supermarket olive oil, which was too expensive. Tunisia, produces high quality olive oil, which is much cheaper than the one you buy here. There is room for our two countries to develop economical cooperation and commercial exchange. That is just one thing that I noticed, but there are certainly other segments, where we can cooperate.

What must be seen in Tunisia?

Tunisia is a country that has an incredible nature. If you go north, you will find mountains emerging out of the sea. It is an incredible sight to stand on the shore and look at the snowy mountains behind. The central part of the country has a different climate and gorgeous beaches with sand as fine as talc powder. If you travel to the south you will reach the Sahara, where you can try to ski on the sand.



VERICA RAKOČEVIĆ

Jedrenje je moja opsesija

VERICA RAKOČEVIĆ Sailing is my obsession

Verica Rakočević, poznata modna dizajnerka, za maj priprema spektakularnu reviju kojom će, po ko zna koji put, zadati domaći zadatak svojim kolegama. Iako ima mnogo posla, ova živahna dama uspeva da putuje po svetu, odakle kupi inspiraciju za svoje kolekcije. Intervju smo radili nakon njene posete Njujorku, dok je pre „velike jabuke“ uživala i na egzotičnom Baliju.

– Lepim putovanjima obiluje moj život, novac sam sa uživanjem trošila putujući. Ipak, nezaboravno putovanje koje me je i lično promenilo se desilo u novembru 1993. godine. Bio je to sedmodnevni odmor u malom meksičkom selu, Puerto Valjarta. U prašumama iznad ovog mesta sniman je film „Noć iguane“, a tu su se drugi put venčali Liz Tejlor i Ričard Barton. Hotel „Šeraton“ na plaži, saksofon, meksičke kafane, hodanje bosim nogama u najsvečanijoj haljini, restoran „Bogart“ sa atmosferom iz filma „Kazablanka“. I, posle toga, ništa više nije bilo kao pre. Najgore je bilo u paketu sa najboljim. U povratku su kasnili moji koferi, a onda su mi, na aerodromu u Budimpešti, carinici ili ne znam ko, „opelješili“ kofer pun dragocenih delova garderobe.

Nabrojte top pet destinacija koje ste posetili i koje želite da posetite?

– Havana, Punta Kana, Puerto Valjarta, Petrograd, Peking. To su mojih top pet posećenih destinacija. Ostaje mi da obavezno vidim Peru, Tibet, Indiju, Japan i Brazil. To mi je petogodišnji plan.

Da li više volite da idete preko agencija ili samostalno?

– Uvek više volim da putujem samostalno iako je, kada su daleke destinacije u pitanju, možda sigurnije ići preko agencije. Moj favorit je „Kon Tiki“.

Verica Rakočević, celebrity fashion designer, prepares for May a spectacular show that will, for the umpteenth time, assign tasks to her colleagues. Despite having a great deal of work, this vivacious lady manages to travel around the world from where she draws inspiration for her collections. We did this interview after her visit to New York, while she was enjoying the exotic Bali and before her visit to the “Big Apple”.

“My life is full of beautiful trips and I gladly spend money on traveling. However, unforgettable trip that changed me personally, happened in November 1993. It was a week-long vacation in a small Mexican village, Puerto Vallarta. The film “The Night of the Iguana” was shot in the jungles beyond this place and Liz Taylor and Richard Barton got married there for the second time. Hotel “Sheraton” on the beach, sax, Mexican bars, walking barefoot in the most glamorous dress, the restaurant “Bogart” with the atmosphere from the film “Casablanca.” After that, nothing was like before. The best and worst moments came together. On the way back my luggage was late, and then at the Budapest Airport customs officials or someone else, stole the precious pieces of clothes from my suitcase.”

Can you list the top five destinations you have visited and places you want to visit?

“Havana, Punta Cana, Puerto Vallarta, St. Petersburg, Beijing. These are the top five destinations I have visited. I have yet to visit Peru, Tibet, India, Japan and Brazil. It is my five-year plan.”

Do you prefer to travel using agency or independently?

“I always prefer to travel independently, although when it comes to long destination, it might be safer to travel with agency. My favorite is Kontiki.”

Preferirate li luksuzne hotele ili smeštaj u opstvenoj režiji?

– Ako ne mogu da budem u najboljem hotelu, ne idem. Radije ostanem kod kuće i skupljam novac za vreme kada taj plezir mogu sebi da priuštim. I, hvala Bogu, uvek sama sebi plaćam put, tako da sam gospodar svog vremena. Najskuplji i najluksuzniji hotel koji sam posetila je „Bel Er“, na Bel Eru u Los Anđelesu.

Gde biste voleli opet da odete, kakav tip putovanja volite i sa kim?

– Jedrenje je moja opsesija. Na žalost, teško nalazim saputnike za ovaj poduhvat. Jedne godine sam bila sa sinom i ćerkom, a već sledeće sa Leontinom i Irenom Grahovac. Oba puta su to bila nezaboravna letovanja. Krstarile smo hrvatskim primorjem. San mi je da jednom odem dve nedelje sa nekim ko to isto voli koliko i ja. I da taj neko bude, recimo, moj čovek.

Hrana koju ste probali i ostala Vam je u sećanju?

– Ovog januara sam provela dve čarobne nedelje u mestu Punta Kana u Dominikanskoj republici. Njihova hrana mi je prijala, mnogo egzotičnog voća, ribe i divno crno vino iz Dominikane.

Kako se pakujete, šta nikako ne zaboravljate da ponese i, naravno, kakav odmor volite?

– Pakovanje za put je, u mom slučaju, pravi pakao. Nikada ne umem da odem sa malo stvari. Ne znam korisno da iskombinujem stvari, pa potrpam u kofere tonu potrebnih i nepotrebnih komada. Nikada ne zaboravljam kofer sa kozmetikom. Mnogo vodim računa o svojoj koži i kosi, tako da je kofer sa kozmetikom uvek pun krema za lice, telo, kosu, maski, pakovanja i još milion čarobnih bočica punih lepote. Volim dodir sa prirodom, da osetim pesak, zemlju, vodu, miris drveća i nikako nisam ljubitelj krstarenja kruzerima, jer mi je to nekako suviše daleko od onoga kako ja zamišljam opuštanje i odmor. Prija mi odmor u prirodi, volim naša etno sela, gde mogu da se osetim kao da sam izopštena iz realnog sveta. Još nisam bila na splavarenju, tako da ću i to uvrstiti u ovogodišnji plan. O, da, i volim mnogo da ronim.

Nada Grujić

Do you prefer luxury hotels or privately arranged accommodation?

“If I can’t stay in the best hotel, I simply don’t go. I’d rather stay home saving money for the moment when I could afford it. Thank God, I always pay trips from my pocket so I’m the master of my time. The most expensive and most luxurious hotel I have visited was the “Bel Air” located in Bel Air, Los Angeles.”

Where would you like to go again, what type of trips do you like and with whom?

“Sailing is my obsession. Unfortunately it is hard to find companions for such venture. One year I was with my son and daughter, and the following with Leontina and Irena Grahovac. Both of those were unforgettable vacations. We cruised in Croatian coast. My dream is to sail for two weeks with someone who loves it as much as I do. And, let’s say, that someone is my man.”

The food you’ve tried and that remained in your memory?

“This January I spent two magical weeks in Punta Cana in the Dominican Republic. I loved their food, a lot of exotic fruits, fish and a wonderful Dominican red wine.”

How do you pack, what do you always bring along, of course, what type of holiday do you prefer?

“Packing for a trip, in my case, is a living hell. I don’t know how to travel with a few things. I don’t know how to combine useful, so I pack in my suitcases a ton of necessary and unnecessary items. I never forget a bag with cosmetics. I care a lot about my hair and skin so this bag is always filled with face creams, body and hair creams, masks, cosmetics packaging and a million bottles full of magical beauty. I love being in contact with nature, feel the sand, soil, water, smell of trees and I’m not a fan of cruise by cruise ships, because it’s too far away from my idea of a relaxing holiday. I feel good while relaxing in nature, like our ethnic villages where I can feel like I’m taking a break from the real world. So far, I have not been on rafting, so I will include it in my plan for this year. Oh yeah, and I really like to dive.”





Prekmurska vs Međimurska Gibanica



Prekmurian vs Medjimurian Gibanica



Ako u Srbiji poručite gibanicu, dobićete slano predjelo. U komšiluku, serviraće vam sočni, kalorični desert. Slovenci su, kao izvorni nacionalni specijalitet, zaštitili recepturu i ime svoje prekmurske gibanice. Njihovi susedi u Hrvatskoj našli su način kako da isti kolač, ponude pod drugim imenom.

Red kore od lisnatog testa, po sloj maka, nemasnog sira, oraha i jabuka između kora, pa se onda sve to duplira, prelije pavlakom i pospe mlevenim šećerom. To je najkraća verzija za osam slojeva poslastice iz Prekmurske pokrajine (preko reke Mure). Najvažnije u pripremi ovog dezerta je da ne pomešate redosled nadeva. Da ponovimo: u finalnoj fazi, mak je na donjoj kori, pa sir, orasi i jabuke na vrhu. U suprotnom, umesto prekmurske možete dobiti međimursku gibanicu! Možda ovo zvuči kao šala, i nije baš najjasnije zašto je bitno gde se koji fil ređa kad sve ide u isti stomak? Čitava zbrka oko recepture i polaganja prava na istu seže daleko u istoriju, ali je svoj konačni epilog dobila pre tri godine kada je u službenom glasniku Evropske komisije objavljeno kako je prekmurska gibanica izvorni slovenski proizvod. Na

If you order a gibanica in Serbia, you will get a sweet appetizer, while in the neighboring countries you will get a high-calorie dessert. Slovenians protected the receipt and the name of their prekmurian gibanica as an original national delicacy, while their Croatian neighbors found a way to offer the same layer cake under a different name.

This specialty consists of flaky dough layers with poppy seed, low-fat cheese, walnut and apple fillings between them. Everything is doubled, dressed with sour cream and sprinkled with grinded sugar. This is the shortest version with eight layers for the desert of the Prekmurian region (the region beyond the Mur River). The most important, when preparing this receipt, is not to confuse the order of the fillings. Let us repeat: poppy seeds are on the lowest layer. After that comes the cheese, then the walnuts and finally the apples on the top. Just be careful to respect the order of layers, because otherwise, instead of a Prekmurian gibanica, you will get a Medjimurian one! Maybe this sounds like a joke, because why should the position of the filling be so important when everything ends

severu Hrvatske u neverici su dočekali vest da čuveni osmoslojni specijalitet ide u tuđe ruke, iako su ga njihove bake pravile odvajkada. Odakle je krenuo i kuda se preko Mure kretao recept, teško je utvrditi. "Ne može nama niko ništa da zabrani!" – besneli su čelnici Međimurske županije. Kada se prašina slegla, dosetili su se epohalnog rešenja – u njihovim restoranima neće se služiti prekmurska (zaštićena) nego međimurska gibanica. I vuk sit i ovce na broju! A, pošto osim imena i receptura pripada Slovencima, kolač iz Međimurja imaće iste nadeve, samo drugačije poređane. Genijalno! Umesto mak, sir, orasi pa jabuka, kreće se sa orasima, pa mak, jabuke i sir na kraju. Osam slojeva može lako da se kombinuje, pa nije bilo teško doskočiti problemu. Da se ne uvrede Međimurci ako pogrešno poređamo:

Lisnato testo:

(mogu i obične kore za pitu)

500 g brašna
mlaka voda
1 jaje
2 kašike ulja
malo limunovog soka
prstohvat soli

Preliv:

60 dl kisele pavlake
2 jajeta

Peče se na 175° C,
otprilike 75 min.
Kada je gotova, stavlja se
preliv i posipa mleveni
šećer po želji.

Fil od maka:

200 g mlevenog maka
50 g šećera
1 dl mleka
1 vanilin šećer

Fil od sira:

500 g mladog, nemasnog
švapskog sira
suvo grožđe
1 jaje
1 dl slatke pavlake
1 kašika šećera

Fil od oraha:

200 g mlevenih oraha
50 g šećera
1 vanilin šećer
1 dl mleka

Fil od jabuka:

500 g rendanih jabuka
30 g šećera
kora limuna
malo cimeta

Savršena poslastica uz popodnevnu kafu. Samo treba voditi računa koliko pojedete jer je dosta kalorična. I pamтите kojim redosledom filujete kore, ako vam neko zatraži recept da znate da li je prekmurska ili međimurska. Ili ako poručujete ovaj kolač u restoranu, nikako nemojte reći da je svejedno. Možda se neko uvredi. Jer, zna se šta je čije.

Dragana Milosavljević

up in the stomach. The entire confusion about this receipt and the rights over it goes back deep in history and was settled three years ago, when the Official Gazette of the European Commission announced that the Prekmurian gibanica is an original Slovenian product. In the North of Croatia, people were perplexed when they heard the news that the famous eight-layer delicacy was handed out to someone else, because their grandmothers used to prepare it from time immemorial. How the receipt traveled across the Mur and where it came from is something that no one knows. "No one can prohibit us anything!" – said in anger the leaders of Medjimurje County. When the dust settled down, they got to an epochal solution. Their restaurants will not offer Prekmurian gibanica, which is protected, but Medjimurian gibanica. In this way everyone is happy! And, given that the Slovenians own not only the name, but also the receipt, the cake from Medjimurje has the same layers, but in a different order. Brilliant! Instead of poppy seeds, cheese, walnut and apple, you must begin with the walnut, then add the poppy seeds, the apple and finally the cheese. Eight layers can be combined in different ways, so it was not difficult to solve the problem. We hope that the people from Medjimurje will not get angry if we make a mistake in the sequence of layers.

Poppy seed filling:

200 g of grinded poppy seeds
50 g of sugar
1 dl of milk
1 vanilla sugar

Flaky dough:

(there can be used dough
layers for cake)
500 g of wheat
lukewarm water
1 egg
2 spoon of oil
a bit of lemon juice
a pinch of soil

Cheese dressing:

500 g of unripe, low-calorie
German cheese
raisins
1 egg
1 dl sweet cream
1 spoon of sugar

Dressing:

60 dl of sour cream
2 eggs

Walnut filling:

200 g of grinded walnuts
50 g of sugar
1 vanilla sugar
1 dl of milk

It must be baked at 175° C,
for about 75 min.
When it is ready, the cake is
dressed with it
and sprinkled with sugar.

Apple filling:

500 g of sliced apples
30 g of sugar
lemon peel
a bit of cinnamon

It is the perfect sweet for the afternoon coffee. Just pay attention to how much you eat, because it has a lot of calories, and, of course, remember the order of the layers, so that, if someone asks you for the receipt, you will know whether it is Prekmurian or Medjimurian gibanica. One last advise, if you order a gibanica at the restaurant, do not say to anyone that Prekmurian and Medjimurian are the same, because that could be an offense, because everyone knows what belongs to whom.



Njeno Veličanstvo Šljivovica

Her Majesty
The Slivovitz

Sve što ima epitet tradicionalnog, u Srbiji se poštuje i neguje. Tako je i sa mitom o šljivovici. Smatra se nacionalnim srpskim pićem, i ponosno se prepričava kako nema gosta iz inostranstva koji je imao okršaj sa našom domaćom ljutom, a da je ostao na nogama. Ipak, šljivovicu su baš pod tim imenom, mnogo pre nas zaštitili Česi, Nijemci i Italijani. Možda su bili brži da registruju našu rakiju, ali sigurno nisu brendirali i tradicionalno srpsko konzumiranje šljive u svim prilikama, veselim i neveselim, kućnim i kafanskim, i u bilo kom delu dana.

Ljubitelji smatraju da ni jedna jutarnja kafa ne razbudjuje kao crna turska uz domaću šljivu. Popodne se, kažu znalci, pije kao aperitiv pre ručka da otvori apetit. A uveče, obavezno nekim povodom: ako se desi nešto loše - piješ da zaboraviš; ako se desi nešto lepo – da proslaviš; ako se ništa ne dešava – piješ da bi se nešto desilo. (Čarls Bukovski)

Tradicionalno u Srbiji, kad govorimo o šljivovici, je i to što je nekulturno odbiti ako vam se ponudi. To

In Serbia, everything that is considered traditional is respected and cherished. The same thing is with the myth of slivovitz. It is considered to be national drink, and it is retold with great pride how there isn't any foreign guest who confronted our homemade very strong brandy and stood on his feet. But, slivovitz was copyrighted, by that very name, by Czechs long before us. They may have been faster to register our brandy, but for sure they haven't branded traditional Serbian consuming of slivovitz at all occasions, happy or sad, at home or in the pub, at any time of day.

Devoted users think that no morning coffee can wake you up as black turkish coffee combined with homemade slivovitz. Experts say that it should be drunk in the afternoon as an aperitif, before lunch, to whet your appetite. And at night, there always has to be a reason: if something bad happens – you drink

se smatra lošim kućnim vaspitanjem i izgovori da ne smete jer vozite, ili ste pod terapijom, ne prihvataju se. Ne daj Bože da vam izleti kako ne volite ni meku rakiju (od 20 - 30% alkohola) ni prepečenicu (od 40 - 70% alkohola). A onda, ako pristanete samo na jedan čokanjčić iz pristojnosti, reći će – na tome se ne staje, pa imaš dve noge!

Kod drugog već shvatite da je previše, ali ako vas navedu na treći, sledeći se i ne broje. Ono čega ćete se sledeće sećati je glavobolja, delimično od same rakije, a većim delom od šoka kad vam drugi ispričaju kako je ljuta šljiva u vama probudila neki alter alter ego. Naravno, ako ne prepoznajete ni deo sebe u tim pijanim anegdota, sve to mirne savesti možete pripisati šljivovici. Stari Latini govorili su „Deca i pijanci ne lažu“ (Vinum et pueri veraces), i to za decu su u pravu, ali je ovaj drugi deo diskutabilan – verovatno su mislili samo na pijanstva od vina, jer „U vinu je istina“ (In vino veritas). U šljivovici sigurno nije. Da su Latini probali domaću ljutu, ona izreka nikad ne bi nastala, jer kakvih se sve superherojskih priča, bajki i basni možete naslušati za stolom gde se pije šljivovica... Ali, to je već materijal za scenario jednog ozbiljnog SF filma.

Realnost je da skoro 500 000 tona šumadijske šljive godišnje završi u kazanima za rakiju. Međutim, na ovim prostorima, nije se oduvek pila šljivovica. Istorijski podaci pokazuju da su pra Srbi pili uglavnom pivo i vino. Najstariji pisani trag o alkoholnim pićima kod Srba nalazi se u pismu kralja Vladislava (vladao od 1233. do 1242. godine) u kom se pravno reguliše obavezno predavanje hmelja potrebnog za proizvodnju piva.

Osim piva i vina, proizvodila se i medovina. Rakija, u nekom obliku, u Srbiji se pojavljuje tek dolaskom Turaka, stotinu godina kasnije. Brzo je prihvaćena u narodu i potpuno potisnula proizvodnju piva. Zbog odgovarajuće klime i zemljišta, u narednih nekoliko vekova Srbija je postala zemlja šljive, pa je i proizvodnja rakije, bezbojne ili žućkaste šljivovice neprestano rasla. A prve kafane otvorene su sredinom 16.veka.

Da li je, ako se oslonimo na ovakvu istorijsku verziju, medova rakija nepravedno zapostavljena? Medovača (rakija od meda) nije isto što i medovina (fermentirani med). Malo je poznato da je medovača važila za piće Starih Slovena još u 7.veku. Pravi se od voća kao baze (najčešće jabuka, šljiva, kajsija, dunja),

to forget; if something nice happens – you drink to celebrate; if nothing happens– you drink to make something happen. (Charles Bukowski)

Traditionally, in Serbia, it is considered rude to turn down slivovitz if it is offered to you. It is considered a sign of your bad upbringing and using excuses

like “I’m driving” or “I’m under medication” is not accepted. God forbid that you blabber that you don’t like weak brandy (20 – 30% alcohol) or very strong brandy (40 – 70% alcohol). And then, if you agree to have just one courtesy shot, they’ll say – you can’t stop now, one shot for each leg! By second shot of brandy you realize that you had enough, but if they talk you into drinking the third one, then you stop counting. Next thing you’ll remember is a headache, partially from brandy itself, but mostly



from shock you will have when others tell you about how very strong brandy awoke your alter alter ego. Of course, if you can’t recognize not even a part of yourself in that drunken anecdotes, you can, with clear conscience, blame it on the slivovitz. Ancient Romans used to say “Children and drunks don’t lie” (Vinum et pueri veraces), and they were right about children, but the second part of proverb is questionable – they were probably talking about getting drunk on wine, because “Truth is in the wine” (In vino veritas) Truth certainly isn’t in the slivovitz. Have Romans tried very strong homemade brandy, they would probably never come up with that saying, because of all the superhero stories, fairytales and fables you can hear at the table when slivovitz is the drink of choice....But, that’s really some serious SF movie material.

In reality, almost 500 000 tons plums in Šumadija end up in brandy cauldrons annually . However, in this region, slivovitz wasn’t always a drink of choice. Historical data show that ancient Serbs usually drank beer and wine. The oldest written evidence about Serbian alcoholic beverages is a letter of king Vladislav (ruled from 1233. to 1242.) in which he legally regulates an obligation to submit hop needed for beer production.

meda, propolisa i lekovitih biljaka, pa joj se ukus razlikuje zavisno od kombinacije voća i biljaka. Procenat alkohola je od 16 – 25 %, a retko se nalazi sa 40 % alkohola. Poznavao ci tvrde da medovača ne deluje kao druge rakije – ne muti razum i ne izaziva veštačko uzbuđenje. Lekovita je, podstiče na prirodnu veselost i, što je najvažnije, dan posle ne dočekuje se sa glavoboljom i mučninom. Kako kažu, posle 2 - 3 čašice medene rakije bićete čak i zdraviji. Neiskusni u ispijanju rakije ne treba nikome da veruju na reč, niti da uzimaju zdravo za gotovo da se od šljivovice dobija sindrom pijanog superheroja, ni da je medovača pravi alkoholni eliksir – sve je individualno i najbolje je lično proveriti. Lokacije za eksperimentisanje sa šljivovicom su restorani, kafane i gotovo svaka kuća u Srbiji ponudiće vam rakiju koju ili sami prave, ili lično poznaju čoveka koji



Except beer and wine, honey brandy was also produced. Brandy, in some form, appears in Serbia after arrival of the Turks, a hundred years later. People quickly accepted it, which led to reduced beer production. In following centuries Serbia became known as the country of plums, because of appropriate climate and soil, and production of brandy, clear and light yellow colored, continually grew. First taverns opened in mid 16th century.

Was honey brandy unjustly neglected according to this version of history? Honey brandy (medovaca) is different from mead (fermented honey). Little is known that honey brandy was

ancient Slavs drink of choice as early as from 7th century. It is made from fruit base (mostly apples, plums, apricots, quinces), honey, propolis and herbs, so its taste may vary depending on combination of fruits and herbs. It has 16 – 25 % and very rarely up to 40 % of alcohol. Experts claim that it doesn't have the same effect as other brandies – it doesn't cloud your mind nor it creates artificial excitement. It is remedial, boosts natural cheerfulness and, most importantly, day after drinking there is no headache or nausea. It is said that after 2 – 3 glasses of honey brandy you even become more healthy. Inexperienced brandy drinkers shouldn't take anyone's word for it, neither take it for granted that slivovitz gets you "drunk superhero syndrome" nor that honey brandy is true alcoholic elixir – everything varies from person to person so you should see for yourself. You can experiment with slivovitz in restaurants, taverns, pubs and almost every house in Serbia will offer you brandy that is either made by themselves or by a man they personally know. Honey brandy is a whole different story – it can be found in brandy bars, modern night clubs and exclusive restaurants. Honey brandy is far more popular in capital's night life. As for younger generation, there is an increasing number of those who would rather choose some sort of liqueur (honey brandy is a liqueur brandy) than strong Serbian brandy (in western countries slivovitz is also known as plum brandy).

Sweet or strong, it is a matter of personal taste. What is universal is finding right measure for yourself, always and in all things. Especially if it is labeled as "traditionally ours", so it is understood that every proud Serb feels about it as his heritage, that he

NA SAJTU ZAVODA ZA ZAŠTITU INTELKTUALNE SVOJINE POSTOJI SPISAK OD 45 DOMAĆIH PROIZVODA KOJI SU ZAŠTIĆENI I IMAJU OZNAKU GEOGRAFSKOG POREKLA. MEĐU NJIMA SU UŽIČKA PRŠUTA, RTANJSKI ČAJ, HOMOLJSKI SIR, PIROTSKI ČILIM, KLADOVSKI KAVIJAR, ARILJSKA MALINA I VALJEVSKI DUVAN ČVARCI. ŠLJIVOVICA, KAO I DRUGE DOMAĆE RAKIJE, NISU NA TOM SPISKU.

ON THE WEBSITE OF THE INTELCTUAL PROPERTY OFFICE OF THE REPUBLIC OF SERBIA THERE IS A LIST OF 45 DOMESTIC PRODUCTS THAT ARE COPYRIGHTED AND HAVE INDICATIONS OF GEOGRAPHICAL ORIGIN. SOME OF THEM ARE: UŽICE PROSCIUTTO, RTANJ TEA, HOMOLJE CHEESE, PIROT CARPET, KLADOVO CAVIAR, ARILJE RASPBERRY AND VALJEVO PORK CRACKLINGS. SLIVOVITZ AND OTHER DOMESTIC BRANDIES ARE NOT LISTED.

je pravi. Sa medovačom je malo drugačija situacija – može se naći u rakija barovima, modernim klubovima i ekskluzivnijim restoranima. U noćnom životu prestonice daleko je popularnija medena rakija. Među mlađim generacijama sve je više onih koji će se radije odlučiti za neku vrstu likera (medovača je liker rakija) nego za oštru srpsku varijantu brendija (u zapadnim zemljama šljivovica poznaju kao brendi od šljive).

Slatka ili ljuta, pitanje je ličnog afiniteta. Ono što ima univerzalno važenje je naći pravu meru za sebe, uvek i u svemu. Naročito kada nosi epitet "tradicionalno naše", pa se podrazumeva da svaki ponosni Srbin tako nešto oseća kao svoje, promovise i održava kult nacionalnog i autentičnog.

I ko će danas da razluči šta je čije - Portugalci imaju nacionalnu liker - rakiju od višnje ginjinha, mi imamo višnjevaču; Grci uzo od anisa, mada od iste biljke u severnoj Africi pravi se arak, u Francuskoj pastis i absinthe, u Turskoj raki, u Italiji sambuca; Rusi i Poljaci imaju vodku od krompira; Nemci se ponose voćnom rakijom šnaps, ali jabukovaču, dunjevaču, kajsijevaču, kruškovaču (viljamovku) imaju svi narodi Balkana; u Srbiji možete poručiti lozovaču, u Italiji biste dobili čašicu rakije grappa, u Španiji orujo; škotski i irski viski, ili američki burbon su pića od žitarica sa manje – više istim sastojcima; Japancima se odaje priznanje za pirinčani sake, ali ga pod drugim imenom ima širom Azije, kao i najprodavanijeg žestokog pića na svetu - kineske rakije baiđiu.

Da biste se opustili uz neko žestoko piće bilo gde na planeti, osim obaveznog predznanja od čega se koje piće sastoji, nije važno kome pripada. Kako stvari stoje, uz šljivovicu (pálinka, plum brandy, slivova...) možete nazdraviti bilo gde u svetu. Mada, sigurno ima i onih koji će reći da srpska domaća rakija najbolje "klizi niz grlo" u Šumadiji.

Dragana Milosavljević

promotes and cherishes its national and authenticity cult. And who can distinguish which drink belongs to whom nowadays – Portuguese have national liqueur – cherry brandy called ginjinha, we also have a type of cherry brandy called "višnjevača"; Greeks have ouzo made from anise, although from the same type of plant drink called arak is produced in North Africa, pastis and absinthe in France, raki in Turkey and sambuca in Italy; Russians and Poles have potato vodka; Germans are proud of their fruit schnapps, but all Balkan nations have jabukovača (apple brandy), dunjevača (quince brandy), kajsijevača (apricot brandy), kruškovača, viljamovka (pear brandy); in Serbia you can order lozovača (grape brandy), in Italy you would get shot of grappa brandy, and orujo in Spain; Irish and Scotch whiskey or American bourbon are beverages made from grains and have, more or less, same ingredients; Japanese are recognized for rice sake, although the same drink with a different name can be found all across Asia, which is also true for the best selling drink in the world – Chinese liquor baijiu.

Apart from required knowledge on drink's ingredients, it is not important to whom which drink belongs, to be able to relax with a drink anywhere in the world. As things stand you can make a toast with slivovitz (pálinka, plum brandy, slivova...) anywhere in the world. Although, some would say that Šumadija is the best place to slide one Serbian home-made brandy down the throat.





PRIRODNE RAKIJE OD 100% VOĆA



PRODUCTS OF SERBIA
DESTILERIJA
ZARIĆ-Kosjerić

Maksima Markovića 42, Kosjerić

www.destilerijazaric.com office@destilerijazaric.com +381 (0)11 318 52 99, 318 42 70

Pravljenje proizvoda pod sopstvenim prezimenom je velika odgovornost. Uz upotrebu najsavremenije tehnologije uspjeli smo da zadržimo sve karakteristike voća od koga je rakija napravljena. U vašim rukama je proizvod za koji garantujemo da sadrži samo najkvalitetnije plodove. Svaki gutljaj naše voćne rakije zadovoljiće sva Vaša čula.
ŽIVELI!



Making products under an own name presents a large responsibility. We have managed, applying the most up-to-date technology, to preserve all the characteristics of the fruit that are used to make our brandy. You are holding in your hands the product which is guaranteed to contain solely the fruits of the highest quality. Every sip of our fruit brandy will satisfy your every sense.
CHEERS!

**ZAŠTIĆENO GEOGRAFSKO POREKLO KOSJERIČKOG VOĆARSKOG PODRUČJA
 WITH PROTECTED GEOGRAPHICAL ORIGIN OF KOSJERIĆ ORCHARDS**

Nenad Radujević

Ponosan sam što je Beograd postao regionalni modni centar Balkana

Nenad Radujević

I am proud that Belgrade became the regional fashion center of the Balkans

Modna manifestacija 33. Perwoll Fashion Week, koja je u Beogradu održana od 28. marta do 5. aprila, svečano je zatvorena revijama Bate Spasojevića („Cult of Personality”) i dizajnerke Biljane Tipsarević koja se predstavila kolekcijom „The Countess“. Kao i svake godine, revije su održane u Belexpocentru na Novom Beogradu, a prateći program na nekoliko vrlo atraktivnih lokacija u gradu, kao što su Etnografski muzej, Mikser house i hotel Metropol.

The 33rd Perwoll Fashion Week, which was held in Belgrade from March 28 until April 5, was solemnly close with the fashion shows of Bato Spasojević - "Cult of Personality" and of the designer Biljana Tipsarević, who presented the collection "The Countess". As every year, the main program of the fashion show was held in Belexpocentar in Novi Beograd, while the secondary program took place in several attractive locations in the city, including the Ethnographic Museum, the Mikser house and the Metropol hotel.



Danica Maksimović - glumica / actress, Biljana Tipsarević - modni dizajner / fashion designer, Nenad Radujević, direktor modnog studia Click / director of the fashion studio Click

Gost domaćin ovog Fashion Week-a bila je Velika Britanija, te su posebno predstavljeni gosti iz Londona i njihov program, dok je prva revija bila posvećena slavnom britanskom bendu Depeche Mode koji 19. maja nastupa po prvi put u Beogradu.

Na početku razgovora s Nenadom Radujevićem, direktorom Modnog studija Klik, prisetili smo se početka Beogradske nedelje mode koja je postala jedna od najuticajnijih modnih manifestacija na Balkanu.

Kada i kako je sve počelo?

– Preko Francuskog kulturnog centra Beograd je, 1994. godine, posetio Havijer Šaumet, istoričar mode i profesor u prestižnoj ESMOD pariskoj školi za modu i tražio da se upozna s našim mladim kreatorima. Ljudi iz Francuskog kulturnog centra su odabrali mene za taj zadatak. Pozvao sam sve dizajnere sa kojima sam tada radio da se predstave svojim skicama i modelima. Tada sam shvatio kolikim potencijalom raspolažemo. Sledeće godine, Dragana Ognjenović i ja smo dobili poziv od Havijera da budemo njegovi gosti na Pariskoj nedelji mode. Tada sam prvi put video kako izgledaju ozbiljne revije. Za nepune dve nedelje, videli smo dvadesetak revija – Gotjea, Iv Sen Lorena, Valentina, Pako Rabana, kao i nekih mladih i alternativnih dizajnera. Pored toga, uspeo sam da vidim kako stvari funkcionišu i u back stage-u i uživo video

The guest of this "Fashion Week" was Great Britain. There was a special program with guests from London and the first fashion show was dedicated to the British band "Depeche Mode", which will appear for the first time in Belgrade on May 19.

When we started our conversation with Nenad Radujević, Director of the Fashion Studio "Click", we remembered the beginnings of the Belgrade "Fashion Week", which became one of the most influential fashion manifestations in the Balkans.

When and how did everything begin?

"Javier Chaumet, fashion historian and professor at the famous ESMOD Fashion School of Paris, visited us in 1994 through the "French Cultural Center" and expressed his wish to meet our young creators. The "French Cultural Center" representatives chose me for that mission and I called all the designers, with whom I used to work then, so that they could present their sketches and models. In that moment I realized how large our potential is. A year later Dragana Ognjenović and I were invited by Javier to be his guests at the "Paris Fashion Week". There I saw how serious fashion shows look like. In less than two weeks we saw about twenty fashion shows of Gautier, Yves Saint Laurent, Valentin, Paco Rabanne and even of some young and alternative designers.

Biljana Tjpsarević



tada neprikosnovene manekenske zvezde – Naomi, Klaudiju Šifer, Nađu Aurman, Helenu Kristensen. Bili smo i na Gotjeovom partiju, videli zanimljive modne izložbe u Luvru... Sve u svemu, osetio sam neverovatno inspirativnu energiju. Godinu dana kasnije, uspeo sam da sa svojim timom organizujem prvi Belgrade Fashion Week. Sedamdeset odsto ljudi s kojima sam tada razgovarao ubeđivali su me da još nije vreme za tako nešto. Bio sam uporan znajući da u početku neće biti onako kako sam zamišljao, ali sam verovao da će se pokrenuti ideja koja ima sve uslove da se razvija u pravom smeru.

Po čemu se ovogodišnji Fashion Week razlikuje od prethodnih?

– Svaka nedelja mode je posebna priča iako, možda, posmatraču sa strane konceptualno liče jedna na drugu. Prethodni put smo pokrenuli projekat „Zona 45“ koji ima za cilj da regionalnim dizajnerima pruži priliku da zajedničkim snagama nastupe na nekim trećim tržištima. Drago mi je da je to zaživelo i da su revije u okviru te regionalne modne platforme izazvale veliku pažnju i kod nas i u zemljama regiona. Koncept Beogradske nedelje mode je prvi put obogaćen i projektom koji Modni studio Klik organizuje sa različitim ambasadama u Beogradu. Ove sezone, Velika Britanija je zvanični gost-domaćin BFW-a i poseban akcenat je stavljen na britansku modu, popularnu kulturu i edukaciju u domenu mode. Na ovaj način nastavljamo uspešnu saradnju sa British Council-om koji je počeo u Londonu na International Fashion Showcase-u, u specijalnom programu London Fashion Week. Početak revijalnog programa upriličen je revijom „Black Celebration“ koja je bila posvećena kulturnom britanskom bendu Depeche Mode, a u susret njihovom dugo očekivanom i prvom velikom koncertu u Beogradu. Na ovoj reviji je dvadesetak istaknutih domaćih modnih dizajnera predstavilo omaž muzici i modi koje se nepogrešivo već decenijama susreću u njihovoj muzici.

Zatim je, u saradnji sa britanskom ambasadom i British Council-om, organizovana modna konferencija na kojoj su predavanja održali vrhunski stručnjaci iz različitih sfera modnog biznisa. Konferencija

Besides that, I succeeded to see how things work in the “back stage” and I personally saw untouchable models, such as: Naomi, Claudia Schiffer, Nadia Auermann, Helena Christensen etc. We were at a Gautier party and saw very interesting fashion expositions at the Louvre. In general, I felt an incredibly inspiring atmosphere. A year later, my team and I succeeded to organize the first “Belgrade Fashion Week”. Seventy percent of the people, with whom I talked, tried to convince me that it was not the right time for that. I persevered, because I knew that at the beginning things will not be as I intended them to be, but that eventually it was a process that would develop in the right direction.

What makes this edition of the “Fashion Week” different from the previous ones?

“Every Fashion Week is a special story, even if they look conceptually similar one to each other if you see it from outside. Last time, we began the project “Zone 45”, whose goal was to offer to regional designers the opportunity of joining forces to appear in third markets. I am glad that I began this project and that the fashion shows within that regional fashion platform attracted great interest in our country and the region. For the first time, the “Belgrade Fashion Week” concept was enriched by a project organized by the Fashion Studio “Click” in collaboration with different Embassies from Belgrade. During this season, Great Britain was the guest-host of the BFW and special attention was given to the British fashion, popular culture, and education in the field of fashion. In that way, we continue our successful collaboration with the “British Council”, which began in London at the “International Fashion Showcase”, with the program “London Fashion Week”. The program began with the show “Black Celebration”, which was



Nenad Radujević, direktor modnog studia Click

//

Nenad Radujevic, director of the fashion studio Click

Ana Šekularac



je održana u atraktivnom prostoru renoviranog Mikser House-a, gde se u poslednje vreme koncentriše beogradska kreativna energija, a jedan od predavača je bio Martin Roberts, osnivač i direktor organizacije Fashion Scout London. Povodom njegovog dolaska istog dana organizovana je i revija pod nazivom „B Futur“, koja okuplja desetak najperspektivnijih diplomaca i mladih dizajnera; zatim je Hana Kontu, profesorka fakulteta London College of Arts, koja se bavi ulogom socijalnih mreža u kreiranju identiteta brendova u modnoj industriji, održala predavanje na temu „Fashion and Social Media“. Nakon toga je Bek Grej, PR menadžerka agencije Bloodygray, beogradske publici predstavila iskustva sa londonske modne scene tokom predavanja na temu „Survive on Fashion Market“. Istog dana, videli smo i kolekciju THALIA, kreatorke luksuzne odeće za žene – Džejn Pirson, koja je istu kolekciju prikazala i na upravo završenoj londonskoj Nedelji mode. Džejnina kolekcija bila je upotpunjena nakitom dizajnerke Nine Kazani sa Royal College of Arts-a iz Londona. Finale britanskog prisustva bila je promocija 11. izdanja magazina FAAR, koji je za svoju inspiraciju imao britansku pop kulturu. Gošća urednica – Ana Ljubinković zadala je temu „Cloudbusting“, inspirisana poznatim hitom Kejt Buš iz osamdesetih godina i spotom urađenim za istu pesmu.

dedicated to the British band “Depeche Mode” ahead of their first long expected concert in Belgrade. At this fashion show about 20 distinguished Serbian Fashion Houses presented an homage to the music and fashion that are impeccably combined in their music.

After that, in collaboration with the British Embassy and the “British Council” we organized a fashion conference, in which first-class professionals held lectures on different fields of the fashion business. The conference took place in the attractive facilities of the renovated “Mikser House”, where the creative energy of Belgrade has recently concentrated. One of the lecturers was Martin Roberts, founder and director of the organization “Fashion Scout London”. On the occasion of his visit there was organized in the same day a fashion show called “B Future”, which gathered about ten of our most perceptive graduates and young designers. After that, Hanna Kontu, professor at the “London College of Arts”, who works on the role of the social networks in the creation of brand identity in the modern industry, held a lecture on “Fashion and Social Media”. Then the PR manager Becc Gray from the “Bloodygray” presented to the Belgrade public her experiences regarding the London fashion stage through her lecture “Survive on Fashion Market”. In the same day we say the collection “THALIA” by the creator of luxury clothes for women Jane Pierson, who presented the same collection during the London Fashion Show that had just ended. Jane’s collection was adorned by the jewelry of the creator Nina Khazani from



Gde se nalazi domaća modna scena u odnosu na svet? I pored gostovanja stranih dizajnera, verni ste domaćim kreatorima?

– Evidentno je da je sve više ljudi zainteresovano da prati šta se dešava u Beogradu. Poslednjih nekoliko godina stalni gosti su nam i novinari iz Italije, Francuske, Španije, Nemačke, Britanije. Poenta je da je Fashion Week još 1996. godine postavljen na vrlo ozbiljnoj osnovi, sa jasnim ciljem i planom i na taj način se razvija svih ovih godina. Konkretno, evidentno je da postoje rezultati kojima možemo da se pohvalimo. Prijem u Svetsku modnu asocijaciju samo potvrđuje poziciju BFW-a kao jednog od važnijih svetskih centara mode, a svakako i poziciju vodećeg modnog projekta u našem regionu. Gosti iz inostranstva su tu kako bi naša publika uživo videla rad i osetila duh svetskih modnih stvaralaca, a osnovni zadatak Beogradske nedelje mode jeste predstavljanje i promovisanje domaćih autora.

Koje su karakteristike ulične mode koju vidamo u Beogradu, a koje scenske? Pitam i za mušku i za žensku modnu scenu. Pretpostavljam da i tu kaskamo za svetom?

– Naprotiv, apsolutno smo u skladu sa svetom. Sigurno se oseća manjak budžeta za odevanje, ali ne onoliko koliko je to zaista realno. Globalna moda vrši veliki uticaj, na ulici su, generalno, svi slično obučeni. Razliku pravi mali broj kreativaca i hrabrih muškaraca i žena koji cene i na adekvatan način konzumiraju modni dizajn. Inače, mislim da naši ljudi prilično vode računa o tome kako su obučeni. Što se tiče scenske mode, tu se možda još više oseća nedostatak budžeta za filmske i pozorišne projekte, ali naši kreativci su često vrlo snalažljivi i pokazuju odlične rezultate.

the "Royal College of arts" of London. This program, dedicated to Great Britain, ended with the promotion of the 11th edition of the FAAR magazine, which was inspired by the British Pop Culture. The guest editor Ana Ljubinković presented the theme "Cloudbusting" inspired by the famous hit of Kate Bush from the 80ies and the videospot created for that song.

What is the situation of Serbian fashion in comparison to world

fashion? After hosting those foreign fashion creators, do you remain loyal to Serbian fashion?

"Evidently there are more and more people interested in what is going on in Belgrade. Journalists from Italy, France, Spain, Germany and Great Britain have been our constant guests in the last few years. The point is that "Fashion Week" has been set on very solid bases, with very clear goals and plans from 1996, and that is the way it has developed during all these years. We have recently had results that we can be proud of. Our admission into the World Fashion Association confirms the position of BFW as one of the important fashion centers of the world and as the leading fashion center of our region. Together with our public, our foreign guests had here the chance of seeing the work and feeling the spirit of fashion creators from the entire world, but the main task of the "Belgrade Fashion Week" is to present and promote national authors.

Which are the characteristics of the street fashion that we see in Belgrade and which are the ones of the stage fashion. I ask about both, women and men. I suppose that also here we fall behind the rest of the world.

"On the contrary, we absolutely keep the pace with the world. Of course, you can feel a budget shortage, but that is not the really important. Also here Global fashion has a great influence and people on the street wear in a similar way. The difference is made by a small number of creators, brave men and women, who appreciate and consume fashion design in a right way. In fact, I think that here people pay a lot of attention to the way they wear. As for stage fashion, the lack of budget for film or theater projects is more acute, but our creators are very ingenious and show excellent results.

Srce za Tijanu

// Heart for Tijana //



Bata Spasojević



Jedan roker je rekao da se strancima čini da su srpske žene prelepe jer ih, za razliku od onih u svetu, vidamo na ulicama... Zašto? Zato što u svetu svaka lepotica napravi neku karijeru? Da li je u pravu?

– Naše društvo još nije toliko socijalno raslojeno da na ulicama ne možete da vidite sve kategorije stanovništva, uključujući i one takozvane VIP ličnosti. Pored toga, ranije sam već rekao da naši ljudi generalno drže do toga kako su odeveni i to se vidi. Na žalost, vrlo su primetni i loši uticaji, tako da imate priliku da vidite previše „skockane ljude“ na ulici usred dana. Mislim da lepota nije preduslov za dobru karijeru, mada u savremenoj komunikaciji umnogome pomaže i u poslovnom svetu.

Slovenska lepota je nadaleko cenjena, a razna ukrštanja koja su se dešavala na našem prostoru samo su nam koristila i mi, generalno gledano, po oceni mnogih stranaca, jesmo lep narod, mada ja ne volim takve generalizacije.

Kako će se dalje Nedelja mode razvijati, u kom smeru? Da li Vam je ikada palo na pamet da date svoje ime nekoj modnoj kolekciji?

– Treba iskoristiti priliku koja nam se ukazuje. Beograd je potvrđen kao regionalni modni centar. Mi smo bez problema dovodili razne strance, priznate u svetu mode. Imali smo njuh za mnoge nove dizajnerske nade, a sada je nekolicina njih zajedno sa našim Slobodanom Mihajlovićem u novoj modnoj bibliji zvanoj „100 new fashion designers“. Vrlo sam ponosan što se u toj knjizi, na vrlo afirmativan način spominje i naš Fashion Week. Ako bi se na tome strateški radilo, za dvadeset godina bismo mogli da dostignemo nivo ozbiljne modne industrije – kao što je Španija za dve decenije iznedrila „Zaru“, najveći svetski masovni brend. Do tada, ja ću nastaviti da promovišem našu modu u inostranstvu pokušavajući da otvorim i ta mala vrata, a činjenica da naša kreativnost ima potencijala potvrđena je i na ovogodišnjem London Fashion Week-u, gde je Srbija imala svoje predstavnike u okviru International Fashion Showcase-a. Pohvale koje smo dobili od posetilaca i organizatora događaja sigurno predstavljaju vetar u leđa za naše kreativce. Što se tiče drugog dela pitanja, prvenstveno se brinem za adekvatnu produkciju i promociju kvalitetnih kolekcija i nemam ambiciju da i sam nešto uradim na tom polju jer dobrih dizajnera kod nas ima dovoljno, a definitivno nedostaju kvalitetni menadžeri koji su u stanju da na pravi način vode njihovo pozicioniranje.

Nada Grujić

A rocker once said that foreigners find Serbian women gorgeous, because you can see them on the street, unlike women abroad... Why? Is it because every beauty abroad is building a career? Is that why?

“Our society still is not so socially divided, that you cannot see on the street all social categories, including the so-called VIP personalities. Besides that, as I said before, our people usually care about the way they dress and you can see it. Unfortunately, you can also see bad influences, such as people who dress “too stylishly” on the street in the middle of the day. I do not think that beauty is a condition for a good career, even though it helps a lot in the communication with the modern business world.

Slavic beauty is much appreciated and the different blood crossings that took place in this region had a positive effect. Therefore, we can say that in general, according to many foreigners, we are a beautiful nation, but I do not like this kind of generalizations.

How will the Fashion Week develop? In what direction? Have you ever thought to name a fashion collection with your name?

“You must use the chances that you have. Belgrade is confirmed as a regional fashion center. We have successfully brought several foreigners recognized in the world of fashion. We have also had flair for finding new talents in the field of design. Some of them have participated, together with Slobodan Mihajlović, in the new fashion bible, called “100 New Fashion Designers“. I am very proud that our “Fashion Week” is positively mentioned in that book. If we worked strategically on that, in twenty years we could achieve the level of a serious fashion industry, just like Spain, which two decades ago launched “Zara“, the largest massive world brand. Until then, we will continue to promote our fashion abroad and try to open the small doors also. The fact is that our creativity has confirmed its potential in this year’s edition of the “London Fashion Week“, where Serbia had its representatives within the “International Fashion Showcase“. The praises that we received from both, visitors and organizers, are like wind for the sail of our creators. As for the second part of the question, my first priority is to ensure the adequate production and promotion of high-quality collections and I do not have the ambition of promoting myself in that field, because there are many good designers in our country, but there is certainly a deficit of good managers, who are able to direct and position them in the right way.

Boško Jakovljević



Milica Opačić



Jaya Misra



PROLEĆE U BEOGRADU

Vidi, doživi, oseti



RAZGLELANJA

Šetnje Beogradom

Šetnja kroz Beogradsku varoš i Beogradsku tvrđavu.
Polazak ispred Turističkog informativnog centra
Polasci: Subotom 11:00h (srp), 13:00h (eng)
Trajanje: 120 min

Šetnje Zemunom - nedeljom u 12:00h (srp)
Polazak: Ispred zgrade Glavne pošte u Zemunu
Prodaja karata kod turističkog vodiča ili u Turističkom informativnom centru. Trajanje: 120 min

Dvorski kompleks

Subotom i nedeljom 10:30h i u 13:30h
Obavezna prijava u Turističkom informativnom centru

Redovna razgledanja otvorenim autobusima

Informacije i rezervacije u Turističkom informativnom centru

Tura podzemnim Beogradom

Informacije i rezervacije u Turističkom informativnom centru



Belgrade City Guide



Turistički info centar

Knez Mihailova 5 (Centar grada)
ponedeljak - subota 10-19č nedelja 10-15č
tel. 011 2635-622 i 2635-343
bginfo.knezmihailova@tob.co.rs

www.travel-belgrade.com

Turistička
organizacija
Beograda



Tourist
Organization
of Belgrade

tripadvisor



www.globe-magazine.com