

XI Balkan Cheese Festival

25-26. april 2020.



Embassy of the Republic of Greece
Francuska 33, Belgrade

Dear Madam / Sir,

The organisers of the Balkan Cheese Festival (www.balkancheesefestival.com), traditional and well established exhibition of the autochthonous cheeses from this part of the Europe, invites the Republic of Greece as a Guest Country of Honour to its 11th exhibition, to be held in Belgrade, capitol of Serbia, on a weekend of 25th and 26th of April 2020.

Cheese producers from Greece, their associations and distributors are invited to exhibit their cheeses at this festival and enable visitors to taste them. Also, at the event itself, through *Business to business* contacts, it will be possible to explore the opportunities for export of cheeses from your country to the market of Serbia (the largest by consumption in this region) as well as the opportunity to establish continuous cooperation with other markets as well.

The event is taking place at the venue of the festival partner, Dom omladine Beograda, at the location in the centre of the capitol. (<http://domomladine.org/#lat>

Exhibitors will have the chance to meet potential business partners in hospitality industry (restaurants and hotels) and managers at some of the most prominent retail trade channels, which constitutes the opportunity for your cheeses to be more commercially available in Serbia.

Based on the audience interest demonstrated on previous festivals, the number of visitors, cheese lovers, connoisseurs and business related guests (Chefs, restaurants owners, and category managers) is estimated to be around 3000.

The Guest country of honour and **the exhibitors from Greece are freed from rent fees**, so the rent of the space, electricity and costs related to the space itself will not be charged to you.

The exhibitors themselves may organise the presentation of their cheese in a manner and form they see most appropriate. Presentations, workshops, lectures and demonstrations are welcomed, too.

The official web site is www.balkancheesefestival.com and the Facebook page of the festival is: www.facebook.com/lzlozbaSira

For all additional information, please contact: info@balkancheesefestival.com

Srba Jovanović

Founder

Balkan Cheese Festival

Nenad Dragović

Acting director

Dom Omladine Beograda