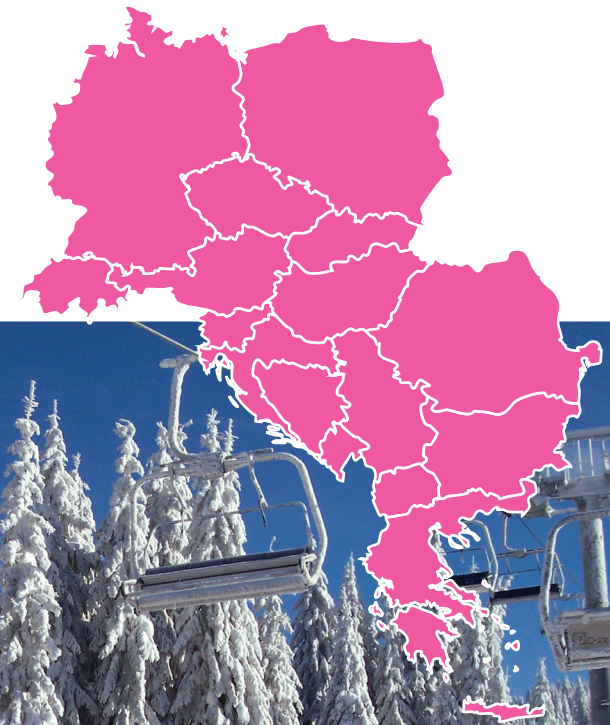




**MoReSCE**

*Understanding  
the Tools for Future*



27-29 June 2013 / Kopaonik, Serbia

# MOUNTAIN RESORTS

SUMMIT CENTRAL EUROPE

**MoRe** *Understanding* **MoRe** *Tools* **MoRe** *Future*



[www.moresce.org](http://www.moresce.org)

# MoReSCE 2013 Key Note Speakers



**Mr. MLADJAN DINKIC**

Ministry of Finance and  
Economy  
Minister



**Mr. DAMJAN PINTAR**

Association of Ski Centers  
Europe, Vice-president



**Mr. LAURENT VANANT**

Mountain resorts consultant



**Mrs. SILVIJA LOVRETA**

Horwath HTL Belgrade  
Managing Partner



**Mrs. SYLVANA MESTRE**

Chairperson Alpine  
Skiing, International  
Paralympics Committee (IPC)



**Mr. WILLIAM STEWART  
FOERDERER INFANTE**

Resident Coordinator - The  
United Nations



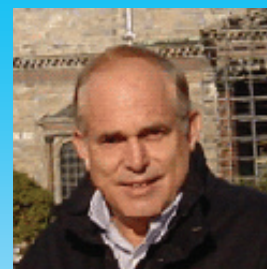
**Mr. SRDJAN DJURIC**

Public Relations and Media  
Consulting Pleon Olaf &  
McAteer, Founder/Owner



**Mr. NIKOLA AVRAM**

MK mountain resort,  
President of board of  
directors



**Mr. PAUL E. MATHEWS**

Ecosign Mountain Resort  
Planners Ltd, President



**Mr. DEJAN LJEVNAIC**

Ski Resorts of Serbia,  
Managing Director

And many  
more  
speakers  
soon to be  
announced...

## PANEL 1

### Mountain Resort Master Planning as a Framework for Successful Mountain Resort Development

- Mountain Resort Planning
- Development of tourism products at mountain resorts
- Global mountain resort initiatives
- Mountain Resort Development
- Environment Protection Engineering
- Investing in mountain resorts
- Accommodations and infrastructure
- Parking facilities, transit, and shuttle stops
- Development Initiatives- The LEED certification standards
- Green Development Initiatives
- Mountain consulting and resource management

## PANEL 2

### Best Practices in Mountain Resort Development and Management

- Topic1: Mountain Resort Master Plan is a key to successful development? ***Presentation of Master plan Bukovel, Ukraine***
- Topic 2: Do you have the problem of seasonality? ***Presentation of Zermatt, Switzerland***
- Topic 3: Alps, Tradition, Success! ***Presentation of Megeve, France***

## PANEL 3

### Uphill Transportation Systems Operators and Piste Management

- Snow how - snow depth measurement
- Ropeway systems and sustainable high-tech solutions
- Control access systems
- Security equipment
- The snowmaking facilities
- Uphill Lift Capacity
- Maintenance facilities for Snow Cats and other heavy equipment
- Maintenance facilities for pistes and ski lifts
- Protect the resource on which your business depends - Piste Management
- Ski lift operations
- Snow groomers and Utility Vehicles
- Ticketing
- Licensing ski lift employees

<b>PANEL 4</b> Mountain Safety	<b>PANEL 5</b> Mountain Resort Management and Resort Marketing	<b>PANEL 6</b> Mountain resorts and ski centers' presentation
<ul style="list-style-type: none"><li>• The determination of an area's Skier Carrying Capacity</li><li>• Piste safety</li><li>• Mountain rescue operations</li><li>• Firefighting and Emergency Rescue</li></ul>	<ul style="list-style-type: none"><li>• Private public partnership</li><li>• Resort branding</li><li>• Tourism organizations contribution</li><li>• Destination marketing &amp; PR</li><li>• IT and web, twitter, Android and smart technologies</li><li>• Destination development systems</li><li>• Synchronizing local and national levels</li></ul>	<ul style="list-style-type: none"><li>• Opportunity for Ski centers and Mountain resorts to have a seven minute presentation of their destination and product</li></ul>

## DAY 1, Thursday, June 27th

Arrival of delegates and speakers	Hotel registration
20.00 - 22.00	MoReSCE opening ceremony

## DAY 2, Friday, June 28th

9.00 - 10.00	Delegates' registration	
	Plenary Session for all delegates	
10.00 - 11.30	<b>Mountain Resort Master Planning as a Framework for Successful Mountain Resort Development</b>	
11.30 - 12.00	Coffee break	
12.00 - 13.30	Parallel Sessions	
	<b>Best Practices in Mountain Resort Development and Management</b>	<b>Mountain Resort Master Planning as a Framework for Successful Mountain Resort Development</b>
13.30 - 14.30	Lunch break	
14.30 - 16.00	Parallel Sessions	
	<b>Uphill Transportation Systems Operators and Piste Management</b>	<b>Mountain Resort Master Planning as a Framework for Successful Mountain Resort Development</b>
16.00 - 16.30	Coffee break	
16.30 - 18.00	Parallel Sessions	
	<b>Uphill Transportation Systems Operators and Piste Management</b>	<b>Mountain Safety</b>
20.00 - 23.30	Gala dinner	

## DAY 3, Saturday, June 29th

9.00 - 10.30	Parallel Sessions	
	Mountain Safety	Mountain Resort Management and Resort Marketing
10.30 - 11.00	Coffee break	
11.00 - 12.30	Parallel Sessions	
	Mountain Resort Management and Resort Marketing	Mountain resorts and ski centers’ presentation
12.30 - 13.00	Certificate hand out for all MoReSCE delegates	
13.00 - 14.00	Lunch break	
MOUNTAIN BREAK Powered by MoReSCE		

\*IMPORTANT NOTE: All delegates will be provided with three day pass for all summer activities at Ski Resort Kopaonik.



## -Mountain-BREAK

Powered by



After the race, we are handing out the “MoReSCE 2013 Delegate of the year Award”.



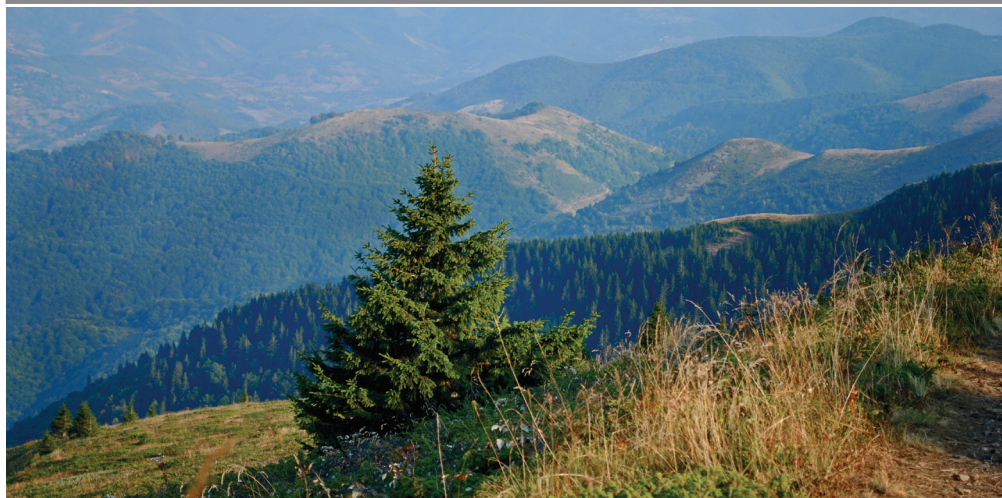
### WORK HARD & PLAY HARDER

After two days of conference, 6 sessions, more than 30 topics, more than 30 speakers and over 13 working hours, MoReSCE is bringing you **Mountain Break** along with many leisure activities.

- At 15.00 we meet in center of Kopaonik, near the main chairlift.
- We start our sightseeing ride, on the **chairlift “Pancicev Vrh.”** This chairlift will take us to one of the highest peaks on this mountain and we will most certainly enjoy the view from an altitude of 2,017m.
- At 16.00 we start **MoReSCE Bike Race**, for all participants.

For mountain biking fans, MoReSCE is taking you to Bike Park, Kopaonik, first of this kind in Serbia. The 5 kilometer long trails were built in accordance with the standards of European Union and Canada and are major challenges for all fans of mountain biking. There are three trails of various difficulties. The trail width varies between 60cm and 120cm. In certain sections, there are dirt waves, bends, wooden bridges, jumps and obstacles. The race will be beginners level only.

## Ski Resort Kopaonik, Serbia



## Official conference venue

Grand hotel & Spa \*\*\*\*



## Accommodation for delegates:

[www.mkresort.com](http://www.mkresort.com)



**Apartments  
Konaci Deluxe \*\*\*\***



**Grand Hotel & Spa \*\*\*\***





Type of Accommodation	Type of room	Price, Total for Registration Fee and Accommodation
Apartments Konaci Deluxe ****	1/2	239 euro + VAT
Apartments Konaci Deluxe ****	1/1	259 euro + VAT
Grand Hotel & Spa ****	1/2	279 euro + VAT
Grand Hotel & Spa ****	1/1	315 euro + VAT

**Registration fee is inclusive for:**

- Accommodation, two nights, full board
- Conference registration
- Conference materials
- Coffee breaks
- Lunch breaks
- Gala dinner
- Three day pass for all summer activities at Ski Resort Kopaonik

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**Platinum Sponsors**



**Gold Sponsor**



**Organizers:**

The Centre for Tourism  
Research and Studies  
[www.ctr-s-balkans.org](http://www.ctr-s-balkans.org)

**Ski Resorts Serbia**

[www.skijalistasrbije.rs](http://www.skijalistasrbije.rs)

Hotelier Association of Kopaonik

[www.mkresort.com](http://www.mkresort.com)

**More info on:**

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[office@moresce.org](mailto:office@moresce.org)