



INTERNATIONAL FAIR OF
THE HOTEL AND CATERING
EQUIPMENT

19 – 22.02.2026.



BELGRADE
FAIR



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HoReCa equipment is held at the same time as the International Tourism Fair and has got annually the increasing interest of the exhibitors and visitors





HoReCa equipment gathers the most important companies dealing in manufacturing and distribution of state of the art products and assortments for the furnishing of catering facilities, restaurants and hotels, as well as service activities, new business, supply and operation trends of the catering facilities.





In the program exhibiting section visitors may see the equipment for kitchens, restaurants, bars, hotels, security and booking systems, bedsheets, cleaning equipment, bakery and pastry product range, banquet equipment, professional literature and publications.



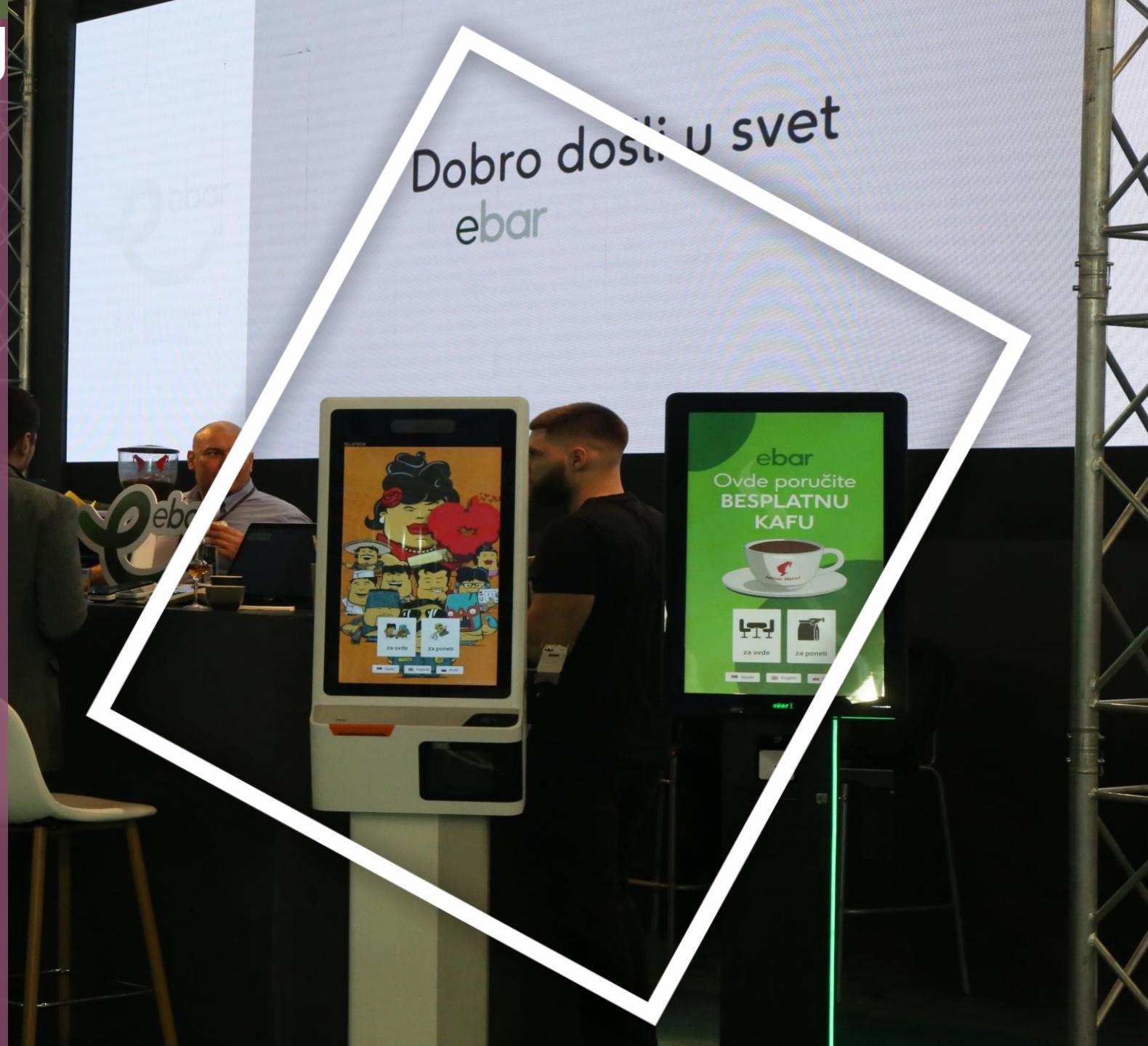


Many innovations in the participants' exhibiting program show how much the hotel management and catering are the inducing force of Serbian tourism industry. In recent years, there were major investments into the hotel industry in the whole region. The global hotel chains, as well as local investors invested and still invest funds, expecting further growth of the number of the international and local guests.





The introduction of new technologies and standards in the tourism facility equipping enhances the entire tourism industry and successfully adapts all capacities to the tourism needs. This section has become increasingly important and represented at the Fair.





The professional side event program is full of current topics for all catering staff, hotel managers, but also visitors, since presentations on the booths, demonstrations of catering skills at the state of the art equipment, as well as product tasting make this event unique for all participants.





For years, exhibitors and business visitors have been offered the possibility of online scheduling of meetings, which are held in the special area "**B2B Meetings**" in Hall 1 and are easily scheduled using a unique B2B platform especially created for the needs of the event.





More than 1,000 Serbian and regional journalists follow the side events at the largest tourism event of the Southeast Europe. In addition to the statements of high officials on the Fair opening day, media have daily interviews, write reports, report live and briefly, report of the innovations from the tourism industry.

As average, 5,000 titles from the Fair are published in printed media, on the television, radio and the Internet. This get together is a unique opportunity to promote a new product and make contacts for further media events.





At the same time **FARI OF TOURISM**

For more than 40 years, the Belgrade Tourism Fair has upheld tradition and met global business standards, building strong partnerships with exhibitors and professional visitors. It offers travel enthusiasts a wide range of attractive and exotic destinations, presented through engaging and diverse programs at exhibition stands and fair venues.





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 [APPLY FOR PARTICIPATION](https://sajam.rs/en/download/application-forms/)

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 [WATCH VIDEO](https://www.youtube.com/watch?v=RiqJuw4a2MU)

<https://www.youtube.com/watch?v=RiqJuw4a2MU>

 [B2B PORTAL](https://belgradetourismfair.alkb2b.net/en)

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