



Serbia-Hungary Business Forum was held at the Embassy of the Republic of Serbia in Budapest, co-organized by the Embassy and the Budapest Chamber of Commerce and Industry (BKIK).

The Forum was aimed at presenting a segment of Serbia's tourism offer, establishing contacts between Serbian and Hungarian businessmen, and promoting the development of future cooperation in the areas of trade and tourism, i.e., identifying Hungarian partners for attracting tourists to visit Serbia.

At the opening of the Business Forum, statements were made by Serbian Ambassador in Budapest Rade Drobac and BKIK President Dr Z. Kis. Addressing the Forum, Ambassador Drobac underlined that the event was devoted to the development of cooperation between the two countries in the areas of trade and tourism in conditions of good political relations. He further emphasized that the Serbian Embassy was making its best efforts to contribute to economic cooperation, which was one of the reasons for its participation in all economic events, to the effect of arousing interest of Hungarian businesses for cooperation with businesses in Serbia.

The success of this Business Forum was reflected in the attendance of 60 Hungarian businessmen and tourism workers, including the President of Hungarian tourism journalists, who announced preparation of an extensive article on Serbia's tourism potentials. The general impression was that Serbia was shown in a proper light at the Serbian-Hungarian Business Forum, both on the social and economic levels.