



The first in a series of meetings offering participants fresh knowledge and experience on how to protect and promote their national specificities, organized by Hungarikum Club, was held at Hungarian Parliament Hunters' Hall.

Ambassadors of Serbia, Spain and Belarus were invited to the event. In his fifteen-minute presentation, Ambassador of the Republic of Serbia to Hungary Rade Drobac showed slides and a short film, demonstrating the main characteristics of Serbia, its tourist offers and brands whereby Serbia is recognized in the world. Heeding to the organizer's request to focus on three brands, Ambassador Dorobac - in addition to making an extensive presentation of the country, introduced also Serbian sljivovica (plum brandy), kajmak (cream cheese) and the Slava (family's patron saint day), included in the world intangible heritage list of UNESCO.

The guests attending this closed meeting solely by invitation comprised some 130 businessmen, owners of companies with the Hungarikum tag and senior Hungarian officials, including Hungarian Minister of Internal Affairs S. Pinter, representatives of the diplomatic corps, Hungarian ministries, Members of Parliament.