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SERBIA

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ORGANISATION
OF SERBIA

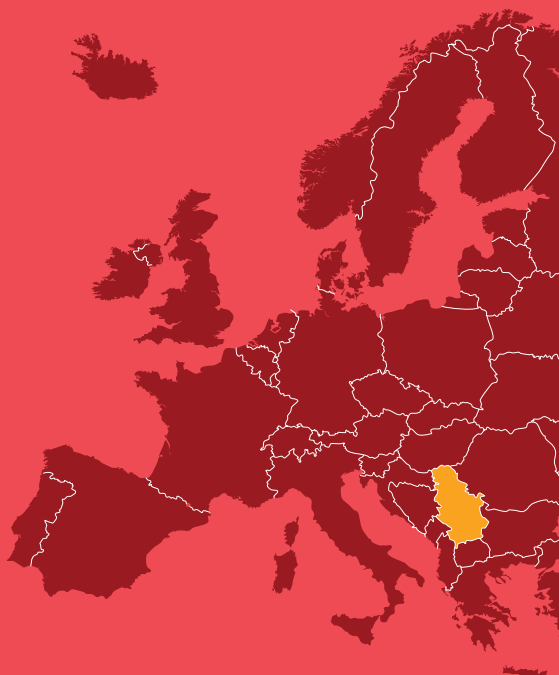
EXPERIENCE THE BEST OF SERBIA

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Bureau
International
des Expositions



Discover Serbia!

Experience a country where vibrant cultural hubs of bustling cities blend with the irresistible charm of smaller towns, the mighty Danube carves its way through dramatic gorges, and centuries-old fortresses whisper tales of the past. Picture mountain resorts alive with adventure in every season, spa retreats with healing traditions stretching back for generations, and festivals bursting with energy, colour, and music. And the flavours—authentic, bold, and deeply rooted in tradition – all this defines Serbia.

These are not just recommendations; they are personal invitations, the same ones we would give to our closest friends, ideas on how to experience this flamboyant country. Let Serbia's spirit become part of your most cherished memories.

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BELGRADE

*At the Confluence of the
History and the Future*

Belgrade on the Rivers

www.tob.rs



How do you truly experience a city where two great rivers converge, where tradition and modernity intertwine, where business and nightlife thrive side by side?

Start with the riverbanks! Stroll along scenic promenades, beside cycling paths at the foot of the historic city core. Famous landmarks unfold before you—the monumental Belgrade Fortress, with its iconic Victory Monument standing over the confluence; the lively restaurants and clubs tucked inside repurposed warehouses;

lush parks and sports courts; boats gently swaying on the water.

Cross to the New Belgrade promenade, and you'll see the city from an entirely fresh perspective. This wide riverside walkway takes you past Ušće Park, home to the Museum of Contemporary Art, where bold architecture

meets thought-provoking exhibitions. As you soak in the laid-back atmosphere, you might find yourself wandering all the way to Zemun, a charming district famed for its waterfront fish restaurants, the historic Gardoš Tower, and the the historic Gardoš or Millennium Tower.

Cultural Inspiration

To truly grasp the soul of a metropolis like Belgrade, explore its rich cultural heritage and dynamic arts scene.

The Church of Saint Sava, one of the largest Orthodox churches in the world, will leave you in awe with its breathtaking 15,000-square-meter mosaic.

At the Nikola Tesla Museum, immerse yourself in the legacy of the legendary scientist, while the Museum of Yugoslavia takes you on a journey through the rich history and worldwide influence of the former Yugoslav federation.



▲ The Church of Saint Sava, 20th c.



▲ The Belgrade Fortress, 1st - 18th c.

For lovers of avant-garde theater, BITEF—a prestigious festival with a long-standing tradition—is a must-visit. And when the Belgrade takes over, the city transforms into a stage of movement and artistic elegance.

Gastro BG: From Tradition to Michelin Stars



**Belgrade is,
without a doubt,
a paradise for
true hedonists.**

What better way to explore a city than through its flavours?

Belgrade's gastronomic scene is a fusion of tradition and contemporary trends, where authentic Balkan tastes meet global culinary influences. From sizzling

chevapi (meat kebabs) and grilled specialties in legendary taverns to innovative fusion cuisine in trendy restaurants, every bite tells a story of hospitality and heritage. Street food classics like burek cheese or meat pie and plyeskavica burger are an essential part of the

local experience, while wine bars and artisan bakeries are emerging as the city's newest gourmet sensations. Belgrade is, without a doubt, a paradise for true hedonists.

Urban Vibes



▲ Promenade along the Sava River

To feel the true pulse of Belgrade, dive into its historic core.

At Dorćol Platz, art, music, design, and a relaxed atmosphere bring together culture and innovation enthusiasts, and those seeking memorable experiences. At Cetinjska 15, a former industrial brewery complex has been reimagined as Belgrade's urban playground, packed with alternative bars, creative spaces, and vibrant nightlife energy.

The Silos, once grain storage facilities on the Danube's banks and now brutalist architectural landmarks, have been transformed into a unique hub for music and art, blending industrial heritage with contemporary culture. And in Savamala, old warehouses and hidden spaces behind historic facades now house art galleries, underground clubs, and venues for cutting-edge events.

◀ The Victor Monument

The Danube

Wine and

Culture

NOVI SAD

Serbia's second-largest city moves at its own refined pace—as elegance and urgency don't mix. Stroll down Dunavska Street, lined with charming restaurants, wine bars, souvenir shops, patisseries, and galleries.

Hidden passageways reveal unexpected gems, and a moment of peace awaits by the swan-filled lake in Danube Park, a green oasis in the heart of the city.

www.novisad.travel



In the summer, the Štrand beach on the Danube buzzes with life, while across the river, the Petrovaradin Fortress, often called the “Gibraltar on the Danube,” stands tall, built by the Austrians. Its Clock Tower, dominating the Upper Fortress, remains an iconic symbol of Novi Sad.

Novi Sad is large enough to offer something for everyone, yet small enough to make every visitor feel at home.

◀ Roman Catholic Church of the Name of Mary, 19th c.



▲ The Petrovaradin Fortress, 18th c.

The city's architecture reflects a harmonious blend of cultures, religions, and eras. The Roman Catholic Name of Mary Church, a neo-Gothic cathedral, towers over Liberty Square, while the Saint George's Cathedral, the city's most significant Orthodox church, embodies spirituality and tradition. The Novi Sad Synagogue, an elegant example of Art Nouveau architecture, is one of Serbia's four largest synagogues.

NIŠ

The Taste and Rhythm of Southern Serbia

It's a unique way of savouring every moment—slowly, yet intensely, with a full heart. And there's no better place to experience it than in Niš.

A crossroads of civilizations, Niš boasts a rich and dramatic past.

It was here that Emperor Constantine the Great, the ruler who legalized Christianity with the Edict of Milan, was born. The ancient Roman site of Mediana preserves traces of that glorious history.



▲ Emperor Constantine, 4th c.

The imposing fortress in the city centre has been shaped by Romans, Byzantines, Serbs, and Ottomans. Today it serves as a vibrant stage for cultural events of all kinds. For a striking historical experience, visit Čele Kula (Skull Tower) - a haunting yet powerful monument built from the skulls of fallen Serbian warriors, standing as a testament to the nation's indomitable spirit.

Have you ever heard of living life with *merak*?

Every summer, Niš draws music and film lovers from around the world. The legendary Nishville Jazz Festival fills the city with electrifying performances, while the Film Encounters Festival creates an atmosphere unlike any other.

Just beyond the city, gorges, rivers, and mountains create a paradise for adventure seekers, offering rafting, paragliding, horseback riding, and hiking.

Yet, most visitors come for the legendary flavours of southern Serbia. Urnebes salad and lamb wraps are local delicacies, but no trip is complete without tasting Niš's famous grilled specialties.

Come to Niš, and you'll learn to find beauty in life's simplest moments.

www.visitnis.org

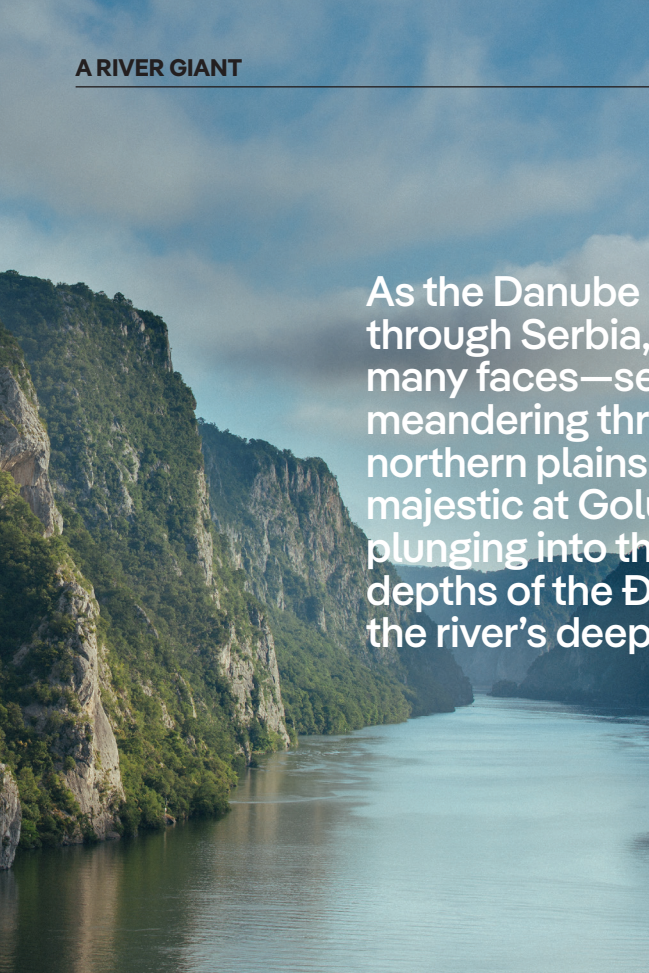


Traditional meal ▼

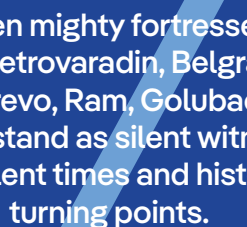


The Niš Fortress, 18th c. ▼





As the Danube winds through Serbia, it reveals its many faces—serene and meandering through the northern plains, vast and majestic at Golubac, then plunging into the dramatic depths of the Đerdap Gorge, the river's deepest point.



Seven mighty fortresses: Bač, Petrovaradin, Belgrade, Smederevo, Ram, Golubac, and Fetislam—stand as silent witnesses to turbulent times and historic turning points.



DANUBE

Following its course is like stepping into a time machine, taking you back to the origins of the European civilization at Vinča and Lepenski Vir archeological sites.

On its banks, Danube is home to two national parks: Đerdap National Park, where the river carves through awe-inspiring cliffs, and Fruška Gora National Park, whose rolling hills cradle 17 monasteries, built between the 15th and 18th centuries, preserving the vast spiritual and cultural heritage of the region.

Danube cruising in Serbia is becoming increasingly popular, with seven river ports opening the door to untouched landscapes and local traditions.

A journey down the Danube is far more than a boat ride—it's a voyage through time, past ancient cultures, charming riverside towns, rich flavours, and breath-taking scenery.

Discover the wealth that this majestic river brings to us.

The Playful Spirit of a River Giant

www.npdjerdap.rs



The Golubac ►
Fortress



SERBIA'S MOUNTAINS: HIGH-ALTITUDE BLISS

Modern ski resorts, stunning landscapes, mouth-watering local cuisine, and deep-rooted traditions woven into everyday life—whatever you seek, Serbia's mountains offer something unexpected.

Breathe in the crisp scent of pine forests. Feel the magic of sunlit peaks draped in snow. Experience the pure joy and optimism!

Here, embraced by untouched landscapes, you'll recharge your energy and find inspiration.



KOPAONIK

The Sun-Kissed Mountain

**Kopaonik – an
experience that
lasts all year
round!**

Kopaonik, the dominant mountain massif in southern Serbia, is a premier destination for year-round adventure. In winter, you'll glide down sunlit slopes, crisscrossed with pristine alpine and Nordic ski trails, while the hushed whisper of gondolas, chairlifts, and ski tows fills the crisp mountain air.

And this enchanting experience lasts until April—when the first signs of spring begin to stir.

Night skiing, spa and wellness retreats, fine dining, and vibrant nightlife create an atmosphere that pulses with energy, wrapped in an almost romantic glow.

Come summer, Kopaonik attracts both young and old with scenic hiking trails, panoramic viewpoints, cycling routes, and summer ski tracks, all set against the backdrop of refreshing mountain air.

www.npkopaonik.rs
www.skijalistasrbije.rs



ZLATIBOR

*A Place That
Expands Horizons*



▲ Etno village Sirogojno

Nestled on a rolling plateau in western Serbia, where Mediterranean and continental climates converge, Zlatibor is a destination of boundless beauty. Thanks to excellent road connections, it's easily accessible from all directions.

As you hover above the landscape, nature unfolds beneath you like a living canvas: golden hills, emerald forests, and the shimmering blue of Ribnica Lake... At the summit, adventure awaits—ski trails in the winter, cycling and hiking routes in the summer.

The wide-open Zlatibor horizons seem to reach out and invite you to explore—whether through leisurely walks, the rich flavours of Zlatibor cheese and prosciutto, or learning the region's time-honoured crafts.



www.zlatibor.org.rs



**For a truly unique perspective,
take a ride on the longest
gondola in the world.**


TARA

A Mountain Embraced by the Drina River



Blanketed in ancient, dense forests, veined with sparkling streams, and wrapped in the breath-taking canyon of the Drina River, Tara leaves visitors speechless with its striking contrasts—serene landscapes on one side, untamed wilderness on the other.

Whether you visit in the winter or the summer, Tara offers a perfect balance of adventure, recreation, and relaxation. Here, among rushing rivers and the songs of rare birds, you'll breathe more deeply.



This national park is a sanctuary for rare and protected species, including the brown bear, Balkan lynx, and golden eagle.

www.nptara.rs



▲ The Serbian spruce

VRNJAČKA BANJA

*An Oasis for
All Generations*

www.vrnjackabanja.co.rs



▲ Lorem ipsum

Nestled at the foot of Mount Goč, in a breath-taking natural setting, Vrnjačka Banja has been a renowned spa retreat since 1868. The healing power of its mineral springs has been known since ancient Roman times. Strolling through shaded parks, elegant

fountains, and 19th-century villas, you'll feel the charm of a bygone era.

But Vrnjačka Banja is far more than a place for recovery. Today, it offers state-of-the-art spa facilities, and activities for all generations. You'll find

children splashing in the aqua park, young people dancing at an electronic music festival, couples locking their love on the iconic Bridge of Love, and older visitors reminiscing about fond memories. Vrnjačka Banja - the place where health and love come to life!

SOKOBANJA

The Green Heart of Serbia

www.sokobanja.rs



Cradled between six majestic mountains, dotted with rivers, lakes, waterfalls, and mineral springs, Sokobanja is a natural paradise—perfect for swimming, hiking, running, climbing, and extreme sports.

A spa town with a rich tradition, Sokobanja has blended its healing heritage with modern leisure experiences. After a day of adventure, unwind in thermal pools, jacuzzis, or saunas.

▼ The Ripaljka waterfall



Where nature works its magic.

Breathe in the fresh mountain air, connect with pristine nature, and let the healing waters work their magic. Sokobanja is more than a destination—it's a sanctuary of peace, health, and harmony.

GET ACTIVE!

Serbia's nature is a playground of contrasts—wild yet welcoming, serene yet thrilling. Whether you're a recreational explorer, adrenaline seeker, or seasoned sports enthusiast, families, individual hikers, or groups, Serbia offers countless outdoor experiences.

Via Ferratas paths

Climb the secured iron paths on dramatic cliffs and conquer rugged terrains!

Via ferratas await you in **Ovčar-Kablar Gorge**, **Petrovac na Mlavi**, **Ivanjica**, **Tutin**, **Zubin Potok**, and **Aleksinac**.

60



000 km



Hiking & Trekking

Whether you're an avid hiker or a casual nature lover, Serbia's trails promise breath-taking views, fresh air, and unforgettable experiences. Traverse Serbia on foot and wind up and down the hiking trails – boost your health!

- Over **6,000** km of marked hiking and trekking trails.
- Two international long-distance trails (**E4 and E7**) pass through Serbia.
- Explore trails of **Fruška Gora, Stara Planina, Divčibare, Golija**, and more...

Cycling

- Ride along the Danube, traverse the mountains of Fruška Gora, Zlatibor, Mokra Gora, and Tara.
- TransDinarica, a trans-Balkan cycling route.
- The Srem Cycling Route.
- The Western Serbia Cycling Route.

Whether as a sport, recreation, or an eco-friendly mode of transport, cycling boosts health and preserves the environment.

Serbia's scenic landscapes, well-developed cycling trails, and essential infrastructure invite cyclists seeking inspiration.

Pedal through Serbia—feel the wind in your hair!

Three Pan-European EuroVelo routes (6, 11, 13) cross through Serbia.

VIBRATIONS IN MUSEUMS AND GALLERIES

Discover Serbia through the eyes of its artists. A rich artistic heritage is preserved in numerous museums and galleries, showcasing works of renowned Serbian and international artists. Standing before a masterpiece, your gaze delves deep-

er—into meanings, symbols, and new, authentic interpretations. The Museum of Yugoslav Film Archives houses some of the greatest works of world cinema, revealing the intersection of film and visual arts.

▼ Sava Šumanović, Šid under snow, 1940.,
Sava Šumanović Paintings Gallery, Šid



Specialized galleries such as The Pavle Beljanski Memorial Collection and The Sava Šumanović Gallery immerse visitors in the legacies of visionaries ahead of their time. The Nadežda Petrović Art Gallery and The Milena Pavlović Barili Gallery are dedicated to avant-garde female artists whose works earned international recognition.



◀ Đura Jakšić,
The Girl in Blue, 1856.,
National Museum of Serbia

The Gallery of Matica
Srpska safeguards excep-
tional cultural heritage,
hosting innovative exhibi-
tions with fresh, modern
concepts today.

▼ National Museum of Serbia

The National Museum of Serbia and The Museum of Vojvodina trace the historical evolution of art.

www.narodnimuzej.rs





UNESCO

A World Heritage Circle

UNESCO's lists safeguard the cultural and natural heritage of outstanding universal value.

Serbia's UNESCO-listed treasures, from architectural marvels and age-old traditions to breath-taking landscapes, stand as testaments to human history and identity.

Discover them! Unravel traces of past epochs in Serbia!

4

UNESCO LISTS

2

UNESCO NETWORKS

The World Heritage List:

1

Studenica Monastery, Endowment of the founder of the Serbian medieval dynasty

2

Gamzigrad-Felix Romuliana, Palace of Emperor Galerius

3

Stari Ras and Sopoćani
Key monuments: Sopoćani Monastery, Đurđevi Stupovi Monastery, The Church of the Holy Apostles Peter and Paul – “Petrova Crkva,” and the remains of the Ras and Gradina fortresses

4

Medieval Monuments in Kosovo and Metohija
Monasteries: Visoki Dečani, Peć Patriarchate, Our Lady of Ljeviš in Prizren, and Gračanica Monastery*

5

Stećci – Medieval Tombstones: Serbia, Bosnia and Herzegovina, Montenegro, and Croatia jointly inscribed this as a transnational serial property

** Kosovo and Metohija are currently under UNMIK administration pursuant to UN Security Council Resolution 1244.



Studenica Monastery, 12th c

THE FLAVOURS AND AROMAS OF THE SERBIAN CUISINE

Tradition and customs shape the rich flavours of Serbia.

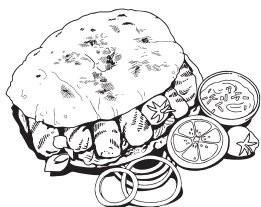
A sip of rakija accompanies all life's milestones—from birthdays and weddings, births and Christenings, to business agreements.

In modern rakija bars, explore a variety of flavours—plum, apricot, quince, and pear. During winter, enjoy the comforting warmth of “Shumadiya tea” - hot rakija.



**As a welcome gesture,
guests in Serbia are offered rakija,
the nation's iconic traditional spirit.**

Embark on a Serbian gastronomic tour— savour Balkan flatbread with pork drippings and egg (“complete flatbread”) in the west, Leskovac grill specialties in the south,



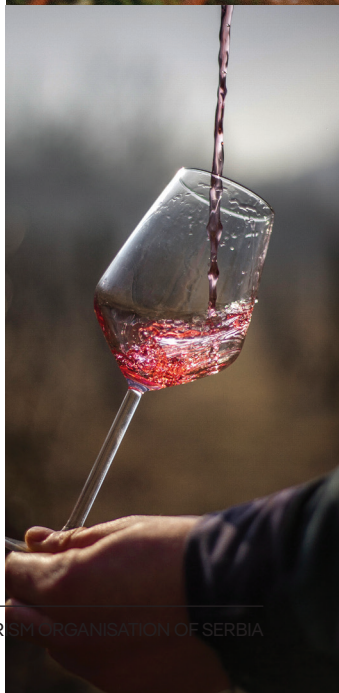
Pirot’s “flat sausage” and ayvar (pepper spread) in the east, poppy-seed strudel and kulen sausage in the north. A special touch to this hedonistic journey will be added by kaymak, cracklings, and roasted meats. Whether you are in a traditional tavern, a modern restaurant, or at a street food tasting – wash down the amazing tastes with authentic Serbian wines for an experience to remember!

Serbian wines are treasures waiting to be discovered in local wineries open to visitors.

From boutique wineries, where guests stroll through vineyards, to estates offering tastings, fine dining, and accommodation, Serbia’s wine regions showcase both indigenous and international grape varieties.

Wine regions of Serbia let you discover authentic Serbian wines - Prokupac, Grašac, and Smederevka— heirlooms of Serbian viticulture, as well as international varieties, refined in Serbian terroirs.

Royal Winery in Topola features an active wine cellar and fascinating museum exhibit, standing out among numerous contemporary wineries.



THE ENERGY OF MUSIC

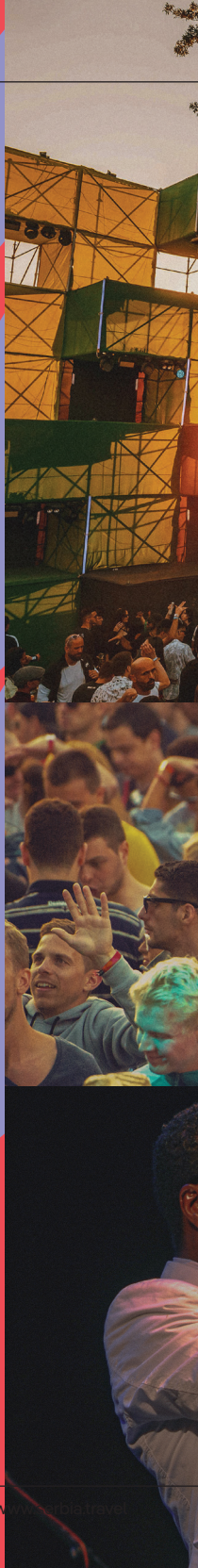
Film, theatre, and music unite people—but the electrifying festival experience is truly unforgettable! Don't miss the vibrations of Serbia's top music festivals—let them become a part of your Serbian memories!

EXIT Festival Novi Sad

Held at the unique Petrovaradin Fortress, EXIT has hosted global music legends since 2000, earning prestigious international awards and ranking among the world's top festivals.

Arsenal Fest Kragujevac

The old capital of Serbia in the 19th century, hosts a music festival dominated by rock music. It started in 2009 in a revived old industrial complex and today it brings the area to life each year.





Lovefest Vrnjačka Banja

Since 2007, this festival has brought together electronic music stars and local talents. Beginning at the famous Love Bridge in Vrnjačka banja, the true beauty of Serbian tourism, it has grown into a celebration of love, attracting tens of thousands of visitors.



Dragačevo Trumpet Festival in Guča

A synonym for the colourful atmosphere, the virtuosity of trumpet orchestras, and the unforgettable warmth of the local hosts. The incredible energy of this competitive festival, with a tradition dating back to 1961, vibrates throughout Serbia during its annual celebration.



Nishville Niš

Since 1995, this festival connects jazz and ethno music, capturing the warmth of southern Serbia, and has since become the most visited jazz festival in Southeast Europe.

A PLACE OF ENCOUNTER, INSPIRATION AND CREATIVITY!



From May 15 to August 15, 2027, Belgrade and Serbia will host the Specialized Exhibition, the largest event ever organized in Serbia and the Western Balkans region. Through its “Play for Humanity” theme, EXPO 2027 Belgrade will explore the power of play, sports, and music and their contribution to the development of the humankind.

Across 25 hectares of exhibition space, more than 120 countries, international organizations, and companies will showcase innovative content, and with over 4 million visitors expected, Belgrade will become a global platform for innovation, creativity, and the exchange of ideas, demonstrating top-notch organization and the distinctive Serbian hospitality.

EXPO 2027 Belgrade: A Fusion of Tradition, Modern Achievements, and Universal Values





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Visitors can expect a unique experience that celebrates the power of play in connecting people and creating a better future. From interactive pavilions and impressive cultural programmes to sports and music spectacles, EXPO 2027 Belgrade will provide a strong boost to the tourism and the economy, offering Serbia an opportunity to present its potential, inspire the world through its unique blend of tradition, modern achievements, and universal values, and make a lasting cultural and economic contribution to the entire region.

expobelgrade2027.org



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