



BULLETIN

Number 29
March 2004

Ministry of tourism of the Republic of Montenegro and the Tourism Organisation of Montenegro

MARKETING AND TOUR OPERATORS, GLOBALISATION PROCESS

While the country and the regions may assist sales by promoting the image, marketing is mostly in private hands: operators within the country, i.e. hotels, camps and private accommodation owners, etc, and foreign tour operators and travel agencies.

Far too little advertising material is available: bad brochures and pictures, in poor foreign language, bad printing quality. They are usually of the quality lower than the quality of the product itself. In addition, it is unclear how these brochures are supposed to reach the client. Direct marketing is hardly known, but it is also impossible to have it from Montenegro to Western Europe. Broadening would increase costs dramatically.

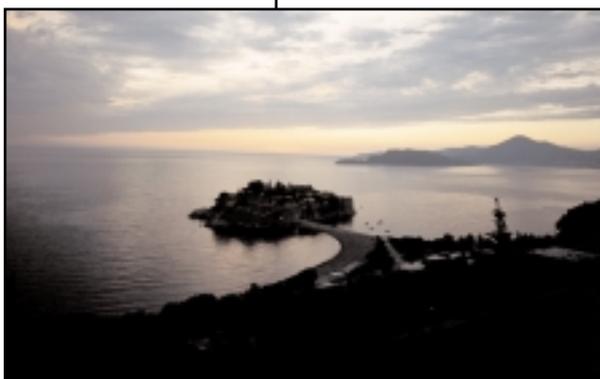
Marketing corporations might be one solution, the use of Internet the other. Internet will, no doubt, keep gaining in importance, but at the moment it is still ineffective as a sale channel. It is being used primarily for information.

An excerpt from the Master plan for the development of tourism by 2020

MONTENEGRO THE FASTEST GROWING TRAVEL AND TOURISM ECONOMY IN THE WORLD

According to World Travel and Tourism Council, spending by inbound international visitors in Montenegro in 2004 is expected to reach US\$201 million.

"Encompassing all components of travel and tourism consumption, Montenegro will grow 8.2% and total EUR322.6 million. The ten-year annualized growth (2005–2014) forecast is 10.3% per annum, ranking Montenegro the number one fastest growing travel and tourism market in the world out of 174 countries covered by WTTC's 2004 research. Following these efforts we expect Montenegro travel and tourism will achieve even greater returns for their economy. I applaud enthusiastically Montenegro's recent Master Planning exercise and the recent recognition of the Republic's leadership of travel and tourism's critical role in developing the economy and creating



jobs across the broader economy". These were the words of Jean-Claude Baumgarten, World Travel and Tourism Council – WTTC President, presenting the results of the research on Montenegro travel and tourism industry at ITB Berlin.

Spending by inbound international visitors, the largest component of Montenegro's travel and tourism demand, is expected to total over US\$201 million in 2004, a gain of 10.4% on 2003 results.

This level represents 28.9% of total Montenegro's exports. As for employment, the Montenegro travel and tourism industry is expected to produce 500 new jobs in 2004.

The broader perspective of the travel and tourism economy, which includes the spillover employment associated with industry capital investment and government

spending, is expected to create nearly 600 new jobs, thus reaching the total of 15% of total employment.

ALLOCATION OF FUNDS FOR NGO PROJECTS FOR 2004

2004

Within its programme of incentives for tourism development this year, the Ministry of Tourism will support the implementation of some 20 projects through a public competition for project proposals of NGOs. It primarily relates to projects promoting tourism resources, development of village, hunting, sport, trip and cultural tourism etc.

The National Tourism Organisation offered to promote special tourism programmes through its promotion channels. Aiming to extend the range of extra services, a public announcement for promoters of special programmes and associations dealing with specific and extreme types of tourism was made.

The tender is open until 06.04.2004, when the commission will estimate the project proposals and allocate the funds.

TRADITIONAL EVENT "CAMELLIA FESTIVAL" 26 MARCH TO 14 APRIL

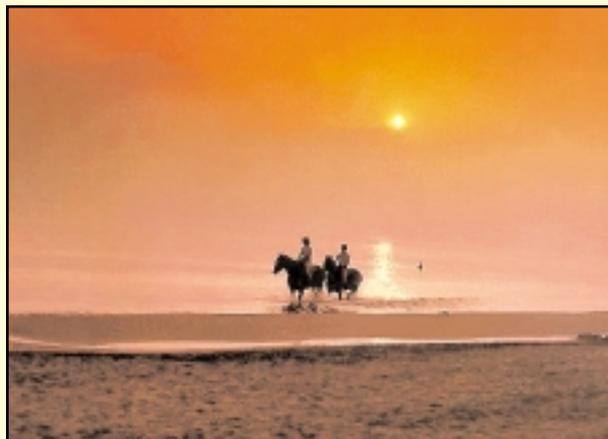
TRADITIONALLY, THE EVENT CALLED "CAMELLIA FESTIVAL" IS HELD IN STOLIV, NEAR KOTOR. ACCORDING TO THE LEGEND, SOME 200 YEARS AGO SEAMEN BROUGHT THE FIRST CAMELLIAS TO THIS LOVELY LITTLE TOURISM RESORT AND THEY FOUND HERE GOOD SOIL AND SPREAD FROM STOLIV TO ALL PARTS OF BOKA KOTORSKA AND THE WHOLE OF SOUTH ADRIATIC COAST.

THE NON-GOVERNMENTAL ORGANISATION "KAMELIJA", THE ORGANISER OF THE EVENT, PLANNED SEVERAL ENTERTAINMENT PROGRAMMES, CAMELLIA FLORAL ARRANGEMENTS EXHIBITION, THE NIGHT OF "KLAPA" (HARMONY-SINGING GROUPS) FROM BOKA KOTORSKA, SHELL FISH AND WINE SERVINGS, ETC.

ACCORDING TO THE ANNOUNCEMENTS, THE FINAL "CAMELLIA BALL" WILL TAKE PLACE AT THE HOTEL "VRMAC" AT PRČANJ.

Visitors from Europe arrive at Ada

TWO LARGE GERMAN TRAVEL AGENCIES "OBENA" AND "ITS" HAVE ALREADY SOLD SEVEN THOUSAND NIGHTS EACH AT THE FAMOUS NATURIST RESORT AT ADA BOJANA AT THE MOUTH OF RIVER BOJANA INTO THE ADRIATIC SEA. MORE THAN 14000 NIGHTS ALREADY SOLD IS MORE THAN TOTAL NATURIST OVERNIGHTS DURING THE WHOLE OF THE LAST YEAR.



THE RETURN OF "OBENA" MARKS THE RETURN OF GOOD IMAGE OF THIS NATURIST RESORT, ONCE HIGHLY REPUTABLE IN EUROPE. AT "ULCINJSKA RIVIJERA" THEY HOPE THAT "KOVATURS" FROM CZECH REPUBLIC, WHOSE GUESTS DID NOT GO FARTHER THAN BAR, WILL ALSO SELL MANY PACKAGES, WHICH MEANS THAT THE COMING SUMMER WILL BE A RICH ONE FOR ADA BOJANA. THE SEASON STARTS ON 13 MAY AND ENDS IN MID OCTOBER.

"Hot Winter in the Hills" successfully completed

Again this season the "Hot Winter in the Hills" enriched the offer of Montenegro winter resorts.

For the third time in a row National Tourism Organisation organised this popular sport and entertainment event that lasted from December 26 2003 to February 29 2004. Under the auspices of the Ministry of Tourism, the event is traditionally organised with the aim of enriching the offer and promoting winter resorts at the north of Montenegro. This year it included the programmes that were well received by both the visitors and local population on previous years, and had several novelties. "Hot Winter in the Hills 2004" was organised in cooperation with ski resorts "Durmitor", "Bjelasica", "Turjak" and "Vučje", hotel "Bjelasica", HTP "Berane" and the Agency for Development of SME. The programmes were performed in six winter resorts. Apart from Žabljak, Kolašin, Rožaje and Berane, this year Vučje and Ivanova Korita were also included. The programmes were mostly performed during weekends and during the daylight, like sport competitions and different ski championships. One of novelties of particular interest is the balloon ride over Durmitor. Programmes led by animators and DJ parties were among the most numerous, 71 in total. Competitions at ski tracks were especially attractive. Evening events consisted of some 33 concerts by famous performers from Serbia and Montenegro at all six winter resorts and three masquerade balls at Kolašin, Rožaje and Žabljak.



Another novelty of this year "Hot Winter" were the presentations of health food "Made in Montenegro", organised by the Agency for Development of SME. This event yet again contributed to better quality and diversity of offer in our winter resorts with which we had good cooperation.

"The Year of Good Food" in Belgrade and Novi Sad

MAJORETTES, MASKS AND NATIONAL CUISINE

Montenegro tourism offer for the current year was presented in Belgrade on 5 March, and in Novi Sad on 6 March within the campaign "A Year of Good Food". On 5th March in Belgrade, a traditional procession of Mimosa Caravan with a brass band, majorettes, and a number of attractive masks went through Knez Mihajlova Street. After wards, the programme led by animators was performed in front of the "Ruski car" restaurant.



On the very same day at 9 o'clock in the evening in the "Violeta kuća stara" restaurant, a party was given for the media, public officials and public figures. The hosts were the Minister of Tourism, Predrag Nenezić, and Director of NTO, Vojin Vlahović. On the occasion guests were able to taste authentic produce of Montenegro and traditional cuisine since the Agency for Development of SME presented its campaign entitled "Made in Montenegro". Guests were entertained by the "Stari kapetan" klapa (harmony-singing choir).

The same programme was performed the day after in Novi Sad. Mimosa Caravan went through Dunavska and Zmaj Jovina Street, and then there was also a programme led by animators and a public competition. Afterwards, at the boat "Zeppelin" at Dunav, numerous guests had a chance to taste Montenegrin cuisine specialties enjoying Mediterranean music and entertainment programme.



FLIGHT OVER BJELASICA

The beginning of March for Bjelasica and winter resorts there was marked by paragliding, an event of winter festival "Let's all go to snow 2004". This year tourism and sport event attracted many contestants and visitors. Among the contestants there were the representatives of 22 Montenegrin companies.

Apart from the participants of Montenegrin festival of sport and recreation, most of visitors during the past few weekends came from Albania. The subsequent competition of best young skiers of Serbia and Montenegro attracted further visits. From 10 to 14 March Kolašin and Bjelasica hosted the ski-fest of Serbia and Montenegro that this year gathered the greatest number of participants.

PINCREASED INTEREST OF FOREIGN VISITORS TO SPEND THE SUMMER AT THE MONTENEGRIN COAST

RENOWNED GERMAN TOUR OPERATORS "NECKERMANN" HAS SO FAR SOLD OVER 1,000 BEDS IN HOTELS AT BUDVA RIVIERA FOR THE COMING SEASON, SOME 30% MORE THAN AT THE SAME TIME LAST YEAR.

ACCORDING TO THE DATA OF "ALFA TOURS" AGENCY FROM BUDVA, AUTHORIZED REPRESENTATIVE OF "NECKERMANN" FOR MONTENEGRO, BY THE 1ST OF MARCH 1,650 GERMAN TOURISTS BOUGHT PACKAGES FOR 18,522 NIGHTS.

GERMAN TOURISTS ARE MOSTLY INTERESTED TO STAY IN "BRUNSWEEK MONTENEGRO" HOTEL IN BEČIĆI. ANOTHER BIG GERMAN TOUR OPERATOR "ITS" BOUGHT FOR ONE THIRD MORE BEDS IN HOTELS AND PRIVATE ACCOMMODATION THAN LAST YEAR.

ITS CATALOGUE INCLUDES BUDVA RIVIERA WITH HOTELS IN BUDVA, BEČIĆI, PRŽNO, MILOČER, SVETI STEFAN AND PETROVAC, THEN SUTOMORE AND ULCIJ. LAST SUMMER SOME 14,500 GERMAN TOURISTS VISITED MONTENEGRO AND HAD 135,000 OVERNIGHTS.

MINISTRY OF TOURISM SUPPORTED THE NEW WEBSITE PROMOTING TOURISM OFFER OF MONTENEGRO

APART FROM THE TWO EXISTING WEB SITES, THE ONES OF THE MINISTRY OF TOURISM AND THE NATIONAL TOURISM ORGANISATION, ANOTHER WEB SITE TO PRESENT TOURISM OFFER OF MONTENEGRO HAS BEEN OPENED – [WWW.TURIZAMCG.COM](http://www.turizamcg.com) IT IS A TOURISM SERVICE BASED ON THE CONCEPT OF FREE TOURISM INFORMATION AND MARKETING PRESENTATION OF DIFFERENT ESTABLISHMENTS.

THE PRESENTATION OF MONTENEGRO TOURISM OFFER WILL INCLUDE DATA BASE ON

lodging AND CATERING ESTABLISHMENTS, AND WILL PRESENT IN DETAIL PRIVATELY OWNED ACCOMMODATION FACILITIES. IT WILL BE ACCOMPANIED BY PHOTOGRAPHS AND ALL THE RELEVANT INFORMATION



REGARDING STANDARDS OF THE GIVEN ESTABLISHMENTS IN ACCORDANCE WITH THEIR * CATEGORY. IN ADDITION, IT WILL ALSO INCLUDE INFORMATION ON HOTELS AND CATERING ESTABLISHMENTS. THE PRESENTATION AIMS AT OFFERING PRACTICAL INTERNET GUIDE FOR TOURISM OFFER OF MONTENEGRO, TARGET GROUP BEING OVER 750,000 INTERNET USERS IN SERBIA AND MONTENEGRO ONLY, THAN THE REST OF EUROPE WITH 15% OF THE TOTAL POPULATION ON AVERAGE BEING INTERNET USERS.

NEW MASTER PLAN FOR WASTE WATER MANAGEMENT AT MONTENEGRIN COAST

After one year of preparation, the new master plan for waste water management for the coast of Montenegro and Cetinje for the period from 2004 to 2008 has recently been completed. The master plan was made by the Dutch consulting agency "DHV voter", and its preparation was supported by the European Agency for Reconstruction which provided some 9,950,000 euros. For the coming four years some 27,700,000 euros in credits and donations are to be provided for this purpose, and by the year 2028 the funds needed amount to about 280,800,000 euros.

Master plan envisages sewage networking of all households and establishments at the coast of Montenegro and Cetinje in 25 years. By 2008 all pump stations are to be in proper working order. All health hazards caused by waste waters discharges in the vicinity of beaches are to be removed.

International Travel and Tourism Exhibition – MITT 2004

THE 11TH MOSCOW INTERNATIONAL TRAVEL AND TOURISM EXHIBITION WAS HELD FROM 24TH TO 27TH MARCH. MONTENEGRO PARTICIPATED FOR THE NINTH TIME IN A ROW. SOME 2,700 EXHIBITORS FROM 110 COUNTRIES AND REGIONS WERE PRESENT. DURING THE FOUR WORKING DAYS SOME 120,000 VISITORS VISITED THE EXHIBITION, 65,000 OF THEM BEING TRAVEL AGENTS FROM ALL OVER RUSSIA AND EX SOVIET UNION COUNTRIES. THESE FIGURES ARE WELL ILLUSTRATIVE OF THE FACT THAT THIS FAIR RATES AMONG THE THREE MOST SIGNIFICANT FAIRS IN EUROPE AND IS CERTAINLY THE LARGEST IN CENTRAL AND EASTERN EUROPE.

THE NATIONAL TOURISM ORGANISATION PRESENTED THE OFFER OF MONTENEGRO AT THE STAND OF 60 M² IN AREA. THE DELEGATION OF MONTENEGRO WAS HEADED BY MR PREDRAĐ NENEZIĆ, MINISTER OF TOURISM AND MR VOJIN VLAHOVIĆ, DIRECTOR OF NTO. THE FOLLOWING COMPANIES PRESENTED THEIR OFFER AT THE STAND: HTP "MILOČER", HTP "KORALI", HIT MONTENEGRO – HOTEL "MAESTRAL", BEPLER & JAKOBSON – HOTEL "AVALA", AS WELL AS FIVE TOUR OPERATORS FROM RUSSIA: R–TOURS, TRAVEL CENTAR, TALAS–M, CRNA GORA TOURS AND YUĐO STAR.

DURING THE SECOND DAY OF THE EXHIBITION, ON 25TH MARCH, A PARTY WAS ORGANISED FOR THE INDUSTRY AND THE MEDIA AT THE EMBASSY OF SERBIA AND MONTENEGRO. THE GUESTS WERE WELCOMED BY MR MILAN ROĆEN, THE AMBASSADOR OF SCG IN RUSSIA AND BY MR PREDRAĐ NENEZIĆ. THE PARTY REFLECTED THE SPIRIT OF "A YEAR OF GOOD FOOD" CAMPAIGN SO THAT GUESTS WERE ABLE TO SAVOUR GASTRONOMIC SPECIALTIES OF MONTENEGRO.

RUSSIAN TOUR OPERATORS WERE PARTICULARLY INTERESTED IN THE OFFER OF BUDVA RIVIERA, INSTITUTE IN IĐALO AND ADA BOJANA. SOME SEGMENTS OF ACTIVE HOLIDAY–MAKING ALSO PROVED TO BE OF GREAT INTEREST (DIVING, RAFTING, MOUNTAINEERING).

MONTENEGRO TOURISM OFFER 2004 IS INCLUDED IN THE CATALOGUES OF A LARGE NUMBER OF TOUR OPERATORS, SUCH AS R–TOURS, TRAVEL CENTAR, TALAS–M, BE–RING, PAKS, CRNA GORA TOURS, YUĐO STAR, SMILE TRAVEL ETC. THESE AGENCIES ALREADY BOUGHT A LARGE NUMBER OF BEDS IN ALMOST ALL LARGE HOTELS AT THE COAST OF MONTENEGRO. ALSO, A NUMBER OF CHARTER FLIGHTS MOSCOW–TIVAT WAS ARRANGED AND ONE EACH FOR KIEV–TIVAT, ROSTOV–TIVAT AND ST. PETERSBURG–TIVAT. THE FIRST CHARTER IS PLANNED FOR THE 1ST OF MAY AND REGULAR CHARTER FLIGHTS ARE TO LAST FROM THE BEGINNING OF JUNE TILL THE END OF SEPTEMBER.



MINISTRY OF TOURISM APPEALS:

The Ministry of Tourism, supported by the European Agency for Reconstruction and German Society for Technical Assistance, last year completed two stages of "Tourism Signposting in Montenegro" project, and the third stage is currently being realised. The ministry of Tourism publicly announced that it would regularly maintain tourism signposts and appealed to the public to preserve this important segment of overall tourism product. At the same time, it was announced that all violations will be sanctioned and court proceedings instigated.

Successful Montenegrin-German cooperation in training for hotel managers

Starting from 2001 five hotel companies from Montenegro were included in an extensive seminar and training programme designed by InWent – Internationale Weiterbildung und Entwicklung gGmbH (International professional development) from Köln. Within this programme designed by InWent, hotel managers were trained how to run the company in market economy conditions and it led to their respective companies making a huge step forward towards market operation. Together with German experts, managers from Montenegro analysed practical problems of company restructuring, made concrete strategies for problem solving and business plans for future business policy. This project is an integral part of the Master plan for the development of tourism, initiated by German partners. The project was supported by German Federal Ministry for Economic Cooperation and Development.

Five companies were included in the project: HTP "Budvanska rivijera", Hotel Danica, UTIP "Crna Gora", Institut Igalo and HTP "Boka, and they presented the results they achieved in hotel "Crna Gora" on 26th of March.

POČITNIC 2004 Ljubljana, 19-23 March 2004

INTERNATIONAL TOURISM AND SPORT FAIR "Alpe-Adria", with 23 year long history, this year got its new name – SEJAM POČITNIC. MONTENEGRO HAS ATTENDED THIS FAIR SINCE 1998 (7 YEARS). THE ORGANISERS ESTIMATE THAT THE FAIR VISIT WAS AT THE SAME LEVEL AS LAST YEAR.

NATIONAL TOURISM ORGANISATION PRESENTED MONTENEGRO TOURISM OFFER, IN COOPERATION WITH HOTEL COMPANIES AND TRAVEL AGENCIES, AT THE MAIN EXHIBIT HALL. NTO HAD OWN STAND COVERING 50 M². FAIR VISITORS WERE MOSTLY INTERESTED IN CAMPING IN MONTENEGRO, THE PRICES OF EXTRA SERVICES AND ACTIVE HOLIDAY MAKING (TRIPS, RAFTING, MOUNTING BIKE TOURS, MOUNTAINEERING). THE PROGRAMME AT MONTENEGRO STAND WAS ACCOMPANIED BY "ASSE VOCE" KLADA, MAJORETTES AND TASTING MONTENEGRIN WINES, BEER, PROSCIUTTO AND CHEESE, WHICH ATTRACTED MANY VISITORS.

THE OFFER OF HTP "ONOGOŠT", HIT "MONTENEGRO" – HOTEL "MAESTRAL" AND TRAVEL AGENCY "ANITRA" FROM NIKŠIĆ WAS PRESENTED AT THE STAND.

IN ORDER TO PROMOTE COOPERATION WITH SLOVENIAN JOURNALISTS AND PARTNERS FROM SLOVENIAN MARKET, A PARTY WAS ORGANISED AT LJUBLJANA FORTRESS ON 23 MARCH AT 20.00 WITH THE PRESENTATION OF MONTENEGRIN NATIONAL CUISINE. THE GUESTS WERE GREETED BY MR PREDRAŽ NENEZIĆ, MINISTER OF TOURISM, AND MR BRANIMIR GVOZDENOVIĆ, DEPUTY PRIME MINISTER WAS ALSO PRESENT. THE GUESTS AT THE PARTY WERE JOURNALISTS FROM RENOWNED SLOVENIAN MEDIA, INVESTORS, DIPLOMATS, AND TOUR OPERATORS SELLING PACKAGE TOURS FOR MONTENEGRO FOR THE SUMMER SEASON 2004 AT THE SLOVENIAN MARKET.

AS WAS THE CASE IN PREVIOUS YEARS, THE SALE WILL GO THROUGH SEVERAL AGENCIES: KOMPAS, GLOBTOUR, RELAX, SUN HOLIDAYS, ATLAS AIRTOURS. REGULAR CHARTER LINE LJUBLJANA – TIVAT WILL BE ESTABLISHED FROM JUNE TO SEPTEMBER.

BASED ON THE PRELIMINARY TALKS, AN INCREASE OF 20% IN NUMBER OF OVERNIGHTS FROM THE MARKET OF SLOVENIA IS TO BE EXPECTED THIS YEAR.

AS PART OF REGULAR ACTIVITIES UNDERTAKEN BY THE NTO, A STUDY GROUP OF JOURNALISTS FROM SLOVENIA WILL VISIT MONTENEGRO IN SPRING 2004.



ITB 2004

Berlin, 12-16 March

INTERNATIONAL TOURISM FAIR IN BERLIN (ITB), ONE OF THE LARGEST TOURISM FAIRS IN THE WORLD, WAS HELD FROM 12 TO 16 MARCH. THIS YEAR ITB GATHERED 180 COUNTRIES WITH MORE THAN 10,000 EXHIBITORS AT THE ENCLOSED EXHIBIT HALL COVERING THE AREA OF 15 HA.

LAST TOURISM YEAR IN GERMANY WAS MARKED BY RECESSION AND THREATS OF TERRORIST ATTACKS, AND ACCORDING TO THE STATISTICS GERMANS SPENT SOME 52 MILLIARD EUROS FOR TRAVEL AND TOURISM.

THIS YEAR PERU WAS AWARDED THE HONORARY TITLE OF THE "HOST COUNTRY" AND THE DUTY TO OPEN THE CEREMONY. STILL, THE EVENT THAT PUT A DARK SHADOW ON THE WHOLE FAIR AND WHOSE EFFECTS ON TOURISM INDUSTRY ARE STILL TO BE FULLY APPREHENDED WAS THE TERRORIST ATTACK IN SPANISH CAPITAL MADRID.

MONTENEGRO JOINED FOR THE NINTH TIME THIS "TOURISM COMPETITION" FOR WINNING OVER THE AFFECTION OF GERMAN TOURISTS. MONTENEGRO STAND HAS BEEN AT THE SAME LOCATION FOR THE PAST FIVE YEARS AND COVERS 50 M². THE DELEGATION OF MONTENEGRO WAS HEADED BY MR PREDRAŽ NENEZIĆ, MINISTER OF TOURISM AND MR VOJIN VLAHOVIĆ, DIRECTOR OF NTO.

FINAL TALKS REGARDING BOOKINGS WERE DONE BY GLOBTOUR, REPRESENTATIVES OF ITS AND DERTOUR, AGENCIES BRINGING THE LARGEST NUMBER OF GERMAN VISITORS TO MONTENEGRO, THEN ADRIATICEXPRESS, EBERHARD VENTURA REISEN, ALTURS, RIVA TOURS, MONTENEGROEXPRESS—GENERAL AGENT OF ADAC AND ALFATOURS, REPRESENTATIVE OF NECKERMANN. MONTENEGRO HOTEL COMPLEXES HTP ULCIJSKA RIVIJERA, HTP KORALI, HIT MONTENEGRO, HTP MONTENEGRO STARS, HTP ONOČOŠT, HTP MILOČER AND HTP BUDVANSKA RIVIJERA WERE PRESENTED AT THE STAND.

OVER 100 JOURNALISTS WERE PRESENT AT THE PRESS CONFERENCE HELD ON 13TH MARCH AND ORGANISED BY PR AGENCY B&M MAIER. APART FROM MR NENEZIĆ AND MR VLAHOVIĆ, MR MIRAN ČURIN, DIRECTOR OF "HIT MONTENEGRO" AND HOTEL "MAESTRAL" AND MR BOŽIDAR MARTINOVIĆ, DEPUTY DIRECTOR OF THE NATIONAL MUSEUM AT CETINJE WERE ALSO PRESENT. AT THE COCKTAIL HELD AFTER THE CONFERENCE MONTENEGRIN CUISINE WAS PRESENTED AS PART OF THE "A YEAR OF MONTENEGRIN CUISINE" CAMPAIGN.



AS ONE OF DISTINCTIVE TOURISM MOTIFS OF MONTENEGRO, "BOGORODICA FILERMSKA" ICON, KEPT AT THE BLUE CHAPEL OF CETINJE MUSEUM AS OF 2002, WAS FOR THE FIRST TIME PRESENTED AT ITB.

THIS PROJECT IS PART OF THE GOVERNMENT PROGRAMME AIMED AT COVERING, APART FROM GERMAN, ALSO THE MARKETS OF RUSSIA, CZECH REPUBLIC, ENGLAND, ITALY AND OTHER WESTERN EUROPEAN COUNTRIES.

THE PRESENTATION INCLUDED DISTRIBUTION OF PROMOTION MATERIAL AT THE NTO



STAND AND THE REPRESENTATIVE OF THE NATIONAL MUSEUM BEING PRESENT AT THE PRESS CONFERENCE TO PROVIDE INFORMATION ON THE VALUE OF THE ICON.

AFTER THE PRESENTATION AT THE PRESS CONFERENCE, MR BOŽIDAR MARTINOVIĆ GAVE INTERVIEWS TO RENOWNED TV STATIONS RTL, VOX, FOKUS AND TV DELTA. THE ARTICLE ABOUT THE ICON WAS PUBLISHED IN THE MAGAZINE BERLINER ZEITUNG.