



**Go South East**



**Government of the  
Republic of Macedonia**

**VIENNA ECONOMIC FORUM  
Go South East**

**OHRID MEETING**

**Invest in Macedonia  
Invest in the Region**

***Tourism: Industry with Future***

**Under the Patronage of H.E. Nikola GRUEVSKI  
Prime Minister of the Republic of Macedonia  
April 20 - 21, 2007 Ohrid, Macedonia**

Working Languages: Macedonian, English  
Simultaneous Translation will be provided



### Patrons Committee of Vienna Economic Forum


Members of the Patrons Committee of Vienna Economic Forum are the Prime Ministers of Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Macedonia, Moldova, Montenegro, Romania, Serbia and Slovenia under the Chairmanship of the Federal Chancellor of Austria

Friday, 20 April 2007

12:10	<b>ARRIVAL</b> of official Guests and Business Participants to Ohrid and BUS Transfer to the Hotel
14:00-17:00	<b>Tour in and around Ohrid</b> - For the participants of the Vienna Economic Forum - Ohrid Meeting, Organised by the Government of the Republic of Macedonia
18:00	<b>REGISTRATION, Hotel Gorica, Ohrid</b>
<b>Possibilities for Bilateral Meetings, organised by Vienna Economic Forum (for Members of VEF only)</b>	
18:30	<b>WELCOME RECEPTION</b> for the Participants, hosted by the Government of Macedonia Location: Hotel Inex Gorica, Ohrid
19:30	<b>DINNER</b> , hosted by <b>H.E. Nikola GRUEVSKI</b> , Prime Minister of the Republic of Macedonia (by Invitation)

Saturday, 21 April 2007

08:00 - 9:00	REGISTRATION, Hotel Gorica, Ohrid
08:40 - 8:50	FAMILY PHOTO (by Invitation)
09:00	<p><b>MODERATION AND OPENING</b>  <b>Mrs. Divna JORDANOVSKA</b>, President, Macedonian Association of quality wine products MAKVINO</p> <p><b>OPENING ADDRESS</b>  <b>Ambassador Dr. Elena KIRTICHEVA</b>, Member of the Board, Secretary General of Vienna Economic Forum</p>
09:10	<p><b>KEYNOTE SPEECHES</b></p> <p><b>H.E. Nikola GRUEVSKI</b>, Prime Minister of the Republic of Macedonia,  Member of the Patrons Committee of Vienna Economic Forum  <i>Invest in Macedonia, Invest in Tourism - a big Challenge for Europe</i></p>
09:25	<p><b>Dr. Erhard BUSEK</b>, Special Co-ordinator of the Stability Pact for South Eastern Europe,  President of Vienna Economic Forum  <i>How to attract the Interest of the Foreign Investors to Macedonia and to the Countries from the Region</i></p>
09:40 - 10:30	STATEMENTS
09:40	<p><b>H.E. Mr. Zoran STAVRESKI</b>, Deputy President of the Government of the Republic of Macedonia  <i>Macedonia - A New Attraction for Investors</i></p>
09:50	<p><b>Mr. Dermot COFFEY</b>, Program Director, IIBW – Invest in the Western Balkans, the World Bank Group  <i>Promoting Foreign Direct Investment in the Western Balkans</i></p>
10:00	<p><b>Mr. Hanno SORAVIA</b>, CEO, Soravia Services GmbH  Member of the Board of Vienna Economic Forum  <i>The Experience of the Foreign Investors in the Region</i></p>
10:10	<p><b>Mr. Jan TRUSZCZYNSKI</b>, Deputy Director General in the Directorate General for Enlargement (DG ELARG)</p>
10:20	<p><b>H.E. Mrs. Vera RAFAJLOVSKA</b>, Minister of Economy of the Republic of Macedonia  <i>Tourism Development in Macedonia</i></p>
10:30 – 11:15	<p>COFFEE BREAK, offered by SIGAL a.d. Skopje,  Member of UNIQA Group and  Presentation of Macedonia's Tourist Attractions  Exploringmacedonia.com- Location: Aperitif Bar, Inex Gorica</p> <div style="text-align: right;">   <p><b>SIGAL</b>  PJEŠE E UNIQA GROUP AUSTRIA</p> </div>
<p><b>Possibilities for Bilateral Meetings, organised by Vienna Economic Forum (for Members of VEF only)</b></p>	

<p>11:15 – 12:30</p>	<p><b>Panel Discussion</b>  <b><i>The Role of the Investments in the Development of the Tourism in the Region</i></b>  Location: <i>Conference Hall</i></p> <p><b>Moderation</b>  <b>Dr. Andreas BRANDSTETTER</b>, Member of the Management Board, UNIQA Versicherungen AG, Member of the Board of Vienna Economic Forum</p> <p><b>Main Speaker</b>  <b>Dr. Arthur OBERASCHER</b>, President of the European Travel Commission  <i>Challenges and Opportunities of Tourism in South Eastern Europe</i></p> <p><b>Participants</b></p> <ul style="list-style-type: none"> <li>• <b>H.E. Mrs. Vera RAFAJLOVSKA</b>, Minister of Economy of the Republic of <b>Macedonia</b></li> <li>• <b>H.E. Ylli PANGO</b>, Minister, Ministry of Tourism Culture, Youth and Sports of <b>Albania</b></li> <li>• <b>H.E. Mile JANAKIESKI</b>, Minister of Transport and Communications of <b>Macedonia</b></li> <li>• <b>H.E. Bujar DUGOLLI</b>, Minister for Trade and Industry, <b>UNMIK Kosovo</b></li> <li>• <b>Mr. Zdenko MIČIĆ</b>, State Secretary for Tourism, Ministry of the Sea, Tourism, Transport and Development of the Republic of <b>Croatia</b></li> <li>• <b>Mr. Blagoy RAGIN</b>, President, Bulgarian Hotel and Restaurant Association (BHRA), <b>Bulgaria</b></li> <li>• <b>Mr. Andreas VÖGL CMC</b>, Hotel and Tourism Management Consultant, <b>Austria</b></li> <li>• <b>Mr. Marjan HRIBAR</b>, General Director, Directorate for Tourism, Ministry of Economy of the Republic of <b>Slovenia</b></li> <li>• <b>Mr. Nebojsa POPOVIC</b>, Deputy Minister for Tourism of <b>Montenegro</b></li> <li>• <b>Dr. Boris NEMSIC</b>, CEO Telekom Austria Group, mobilkom austria, Member of the Board of Vienna Economic Forum, <b>Austria</b></li> <li>• <b>Mr. Dimitrij PICIGA</b>, Director, Slovenian Tourist Board, <b>Slovenia</b></li> <li>• <b>Dr. Mate GRANIC</b>, Former Vice Prime Minister and Minister of Foreign Affairs of the Republic of Croatia, General Manager, MAGRA d.o.o., <b>Croatia</b></li> <li>• <b>Mr. Branko KRIVOKAPIC</b>, President, Hotels and Restaurants Association of Serbia, President BAHA, <b>Serbia</b></li> </ul> <p><b>Q and A - Session: Discussion with the Audience</b></p>
<p>12:30 – 14:30</p>	<p><b>LUNCH BUFFET in Hotel Inex Gorica hosted by EVN AG</b></p> <div style="text-align: right;">  </div> <p><b>Welcome Speech</b>  <b>Dr. Rudolf GRUBER</b>, President of the Supervisory Board, EVN AG,  Member of the Board of Vienna Economic Forum</p>
<p><b>Possibilities for Bilateral Meetings, organised by Vienna Economic Forum (for Members of VEF only)</b></p>	
<p>14:30 - 16:30</p>	<p><b>ROUND TABLES</b>  <b>The Growth of Tourism – Challenges and Opportunities</b></p>

14:30 - 16:30

## ROUND TABLE 1

### **Infrastructure and Tourism Development - Concrete Projects and Opportunities**

*Location: Conference Hall*

#### **Moderation**

**Mr. Zoran NIKOLOVSKI**, Deputy Head of Tourism, Ministry of Economy of the Republic of Macedonia

#### **Main Speakers**

**Mr. Naume MARINOVSKI**, Faculty of Tourism and Organizational Sciences, **Macedonia**  
*Concrete Projects in Tourism in Macedonia*

#### **Participants**

- **Mr. Angel NAKOV**, Executive Director, A.D. Ski Center Kozuf - **Macedonia**,  
*"Ski Kozuf - Investment Ready to Go".*
- **Mr. Sasa GAVRILOVIC**, **Macedonia**  
*Presentation of Macedonia's Tourist Attractions- National Web Portal, Exploringmacedonia.com*
- **Mrs. Dragica DREKALOVIC**, President of Montenegrin Hotel Association and Vice-president of Balkan Alliance of Hotel Association, **Montenegro**  
*Development of Tourism Economy - The Experience of Montenegro*
- **Mr. Slavco GEORGIEVSKI**, Head of LER, Ohrid Municipality, **Macedonia**  
*Geothermal Energy, Health Recreation and Wellness in the Municipality of Ohrid, Macedonia*
- **Mrs. Anila GISHTI**, Secretary General 4x4x4 Balkan Bridges, Tirana, **Albania**  
*Collaboration between the Public and the Private Sector in Tourism Field*
- **Mr. Donco TANEVSKI**, President of Hotel Association in Republic **Macedonia (IH&RA, France)**  
*Investment in Hotels and Accommodation Facilities*
- **Mr. Nikolay KALOYANOV**, CEO, Balkanstroy, **Bulgarien**  
*Investment in Hotels and Accommodation Facilities*
- **Mr. Goce SIMONOSKI**, Head of Department LER-Ohrid Municipality, **Macedonia**  
*Action plan for Sustainable Development of Tourism- Ohrid Lake"*
- **Mr. Marjan HRIBAR**, General Director, Directorate for Tourism, Ministry of Economy of the Republic of **Slovenia**
- **Ms. Sonja MANASOVA, Dr. Aleksandar STOJMILOV**, **Macedonia**  
*Special Aspect for Tourist Development of Republic Macedonia*
- **Mrs. Anke HARRIS** O.B.E., A. Harris & Associates Ltd, Business Advisers, **Great Britain**  
*What is Sustainable Tourism and why is it important?*
- **Mrs. Tatjana HUSAN**, Chief of Cabinet of Mayor, Krusevo, **Macedonia**  
*Tourism Potential Development for Ski Center and Rural Destination in Krusevo*
- **Mr. Bekim BEKA**, Director, Tourism Department, Ministry of Trade and Industry, **UNMIK Kosovo**  
*Investment Opportunities in the Sector of Tourism in Kosovo*
- **Mr. Goran KAZLEVSKI**, Director of Tourist Objekt Motel "Obozna" in Berovo, **Macedonia**
- **Mr. Branko KRIVOKAPIC**, President, Hotels and Restaurants Association of Serbia, President BAHA, **Serbia**  
*Investment in Hotels and Accommodation Facilities*
- **Mr. Kiro POPOVSKI**, President of Macedonian Geothermal Association and President of European Board for Geothermia, **Macedonia**  
*Katlanovo Spa-Utilization of Geothermal Water Potential*
- **Mr. Pance KOVACEV**, Head Unit of Local Economic Development, **Macedonia**  
*Urban plan for Multifunctional tourist area Kojlija-Municipality Petrovec*

*Representatives of Companies from Austria, Macedonia and other Countries from the Tourism Branch from the Region, Representatives from the Government and Municipalities from Macedonia, Members of Vienna Economic Forum*

14:30 - 16:30

## ROUND TABLE 2

### *Tourism Development - Chances and Risks*

Location: *Golden Hall*

#### **Moderation and Statement**

**Mr. Andreas VÖGL CMC**, Hotel and Tourism Management Consultant, **Austria**

#### **Main Speaker**

**Mr. Mile SPIROVSKI**, BAFTA Representative, **Macedonia**

*What makes a Tourist Destination successful - Chances and Risks*

#### **Participants**

- **H.E. Mile JANAKIESKI**, Minister of Transport and Communications of **Macedonia**  
*Development of the Future Tourism Industry and Challenges in the Transport Sector*
- **Dr. Mate GRANIC**, Former Vice Prime Minister and Minister of Foreign Affairs of the Republic of Croatia General, Manager, MAGRA d.o.o. **Croatia**
- **Mr. Miladin KRSTANOVSKI**, Faculty of Tourism and Organizational Sciences, **Macedonia**  
*Role of Government, Institutional framework, Legal Environment for Investors*
- **Mr. Nikola PANOV**, Faculty for tourism – Skopje, **Macedonia**  
*Strategy to grow Business Tourism. How to maximise Opportunities for the Business Tourism Industry, including updates on Transport and Infrastructure*
- **Mr. Dimitrij PICIGA**, Director, Slovenian Tourist Board, **Slovenia**  
*The Future of Small and Medium-Sized Enterprises in European Tourism Faced with Globalization*
- **Mr. Vladimir TALESKI**, Mayor of Bitola, **Macedonia**  
*Cultural Tourism*
- **Mr. Jovan STOJANOVSKI**, Faculty of Tourism and Organizational Sciences, **Macedonia**  
*Marketing and Sale, as Central Global Criteria of a Successful Tourism Offer*
- **Mr. Ray POWER**, Chairman, British Business Group Macedonia, **Great Britain**  
*Interest of the British community in Golf Tourism and a Golf Tourism development strategy successfully implemented by the Cypriot Government*
- **Mr. Aleksandar STOJKOSKI**, Multios, Skopje, **Macedonia**  
*Villa Apartments and Studios in Ski Resort Mavrovo*
- **Abbot Fotij VELICKOV**, **Macedonia**  
*Promotion of Healthy Life Style through Monastic Tourism Development in the municipality of Berovo*
- **Mrs. Gabriela RAKICEVIC**, Faculty of tourism and organizational sciences, **Macedonia**.  
*Guests Management- Educating and Training of the Tourism Human Potential*
- **Dr. Josef TREML**, Deputy Commercial Counsellor for Serbia, Macedonia & Montenegro;  
**Austrian Foreign Trade Office**, Belgrade  
*Austrian Investments & Development Projects in Tourism in Serbia, Macedonia & Montenegro*
- **Ms. Violeta JANKOVA**, Executive Director for Tourism, Tikvesh Wine Route Foundation, **Macedonia**  
*Possibilities for Investment in Tourism Development in the Tikvesh Region*
- **Mr. Ace MILENKOVSKI**, Faculty for Tourism – Skopje, **Macedonia**.  
*Hospitality and Tourism. Gastronomy and Wine Tourism. Eco-tourism. Tourism Development in Rural Areas*
- **Ambassador Boyko NOEV**, Center for the Study of Democracy, **Bulgaria**
- **Mr. Saso KORUNOVSKI**, Faculty of Tourism and Organizational Sciences, **Macedonia**.  
*Presentation of Ohrid Municipality Media, Popular Culture and Tourism. Evolution and Survival of the Local Heritage. Sacred City of Ohrid - Religious Tourism: A Gateway to Global Understanding*
- **Mr. Zoran TUNTEV**, Adviser, Hotel Association of Macedonia HOTAM, **Macedonia**  
*SWOT analysis of the Macedonian Tourism*
- **Mr. Vladimir JANEVSKI**, Ethnologist, **Macedonia**  
*Conditions for Development of Ethno Park in the Village Chucer- Skopska Crna Gora*

	<p><i>Representatives of Companies from Austria, Macedonia and other Countries from the Tourism Branch from the Region, Representatives from the Government and Municipalities from Macedonia, Members of Vienna Economic Forum</i></p>
16:40	<p><b>IN THE PLENARY- Summation and Open Forum</b></p> <p><b>Moderation</b>  <b>Dr. Erhard BUSEK</b>, Special Co-ordinator of the Stability Pact for South Eastern Europe, President of Vienna Economic Forum</p> <p><b>Reports from the Round Table Moderators</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. Zoran NIKOLOVSKI</b>, Deputy Head of Tourism, Ministry of Economy of the Republic of Macedonia</li> <li>• <b>Mr. Andreas VÖGL CMC</b>, Hotel and Tourism Management Consultant, <b>Austria</b></li> </ul> <p><b>Summation</b>  <b>Dr. Arthur OBERASCHER</b>, President of the European Travel Commission  <i>Next Steps for Region, National Authorities and Business</i></p> <p><b>Q and A - Session: Discussion with the Audience</b></p>
17:10	<p><b>CLOSING REMARKS:</b></p> <p><b>H.E. Nikola GRUEVSKI</b>, Prime Minister of the Republic of Macedonia  Member of the Patrons Committee of Vienna Economic Forum</p> <p><b>Dr. Erhard BUSEK</b>, Special Co-ordinator of the Stability Pact for South Eastern Europe  President of Vienna Economic Forum</p>
17:30	<p><b>PRESS CONFERENCE</b>  Location: <i>Golden Hall</i></p>
Followed by	<p>COCKTAIL, hosted by mobilkom austria</p> 
18:30	<p>End of Vienna Economic Forum- Ohrid Meeting</p>
<p><b>Possibilities for Bilateral Meetings, organised by Vienna Economic Forum (for Members of VEF only)</b></p>	
<p><b><i>Please note that delegates are responsible for the arrangement and payment of their own travel and accommodation.  There is no participation fee for this event.</i></b></p>	
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### Principal Objectives of Vienna Economic Forum

Popularising and promoting investment opportunities in the region from the Adriatic to the Black Sea.

Providing impulses and pointing out the joint projects required in the region for short-term, medium-term and long-term realisation, and promoting their implementation.

Becoming a place of definition, encounter, and of realising the public and private interest in connection with the various projects in the region as part of the United Europe.

With the support of

