

The Development Agency of Serbia (RAS) and the Expo Serbia team are organizing the third investment conference tomorrow at the Serbian Pavilion at the Expo 2020 World Exhibition in Dubai.

The conference will be dedicated to investments in spas and climatic areas in Serbia, ie accommodation and hotel capacities in order to complete the tourist offer of Serbia.

The Investment Conference of Serbia "Spa & Wellness Real Estate" is organized during the Expo thematic week "Health and Wellness" and will present to the world a special segment of Serbia's tourist offer such as spas and climatic areas and numerous opportunities for further investment in new construction and adaptation of existing capacity.

The participants in the conference will also be representatives of the city of Čačak and the Tourist Organization of that city, who will present to potential investors the possibilities of investing in three spas on the territory of Čačak and the Ovčar-Kablar gorge.

Also, renowned companies that have already realized investment projects in the segment of spa tourism will present their successful business story.

Director of the Sector for International Cooperation in RAS Nikola Janković points out that the investment conference at EXPO is a great opportunity to promote investments in front of the international public and attract new investments in spa areas in order to create capacities to attract more tourists from around the world.

"The fact that spa areas are one of the most visited tourist locations in the country speaks of the tourist potential of spas and climatic areas of Serbia. In the first ten months of 2021, about 2.4 million overnight stays were recorded in spas and climatic places in Serbia, and as 90 percent of them are domestic tourists, there is great potential for further development and encouraging the popularity of these locations among foreign guests," said Jankovic. He added that the audience will include representatives of world-famous premium hotel chains, globally important names in the spa & wellness business and other potential investors, and that great interest is expected from investors from all over the world for spas and medical centers in Serbia.

Serbia is a country with 28 spa resorts and 19 special climatic areas and a tradition of spas, baths and spas whose beginnings date back to the period of the Roman Empire.

Spas in Serbia are rich in sodium, sulfur, calcium, potassium and magnesium, and the temperature of thermo-mineral water reaches 110 degrees Celsius in some places, RTV reports.