



Serbian National Committee of  
International Council of  
Major Electrical Networks

# MARKETING PROGRAM

## 37th Conference of CIGRE Serbia 2025

SAFETY, STABILITY, RELIABILITY AND RESILIENCE OF THE POWER SYSTEM  
MULTISECTORAL LINKING IN ENERGY AND ECONOMY

[www.cigresrbija.rs](http://www.cigresrbija.rs)

May 26-30, 2025, Kopaonik

**Ladies and gentlemen,  
Dear Colleagues,**

The National Committee of **CIGRE Serbia**, as part of the CIGRE global community founded in 1921 in Paris, a joint global community that shares knowledge and expertise, which has a basis for work in 60 organizations whose work involves 17,500 professionals individually from over 90 countries, including the world's leading experts in certain fields of electric power systems and 1250 members of companies, institutes, universities, faculties, higher professional schools, associations and other professional vocational organizations are organizing their 37th conference.

During its 104 years of operation, CIGRE has contributed to the key technical foundations of the modern power system.

In 2025, it will be 74 years since the establishment of the National Committee of the International Council on Large Electric Networks CIGRE Serbia, which in itself indicates the extremely significant contribution of CIGRE Serbia to the development of the electric power sector in Serbia.

The **37th CIGRE Serbia conference** will be held from **May 26 to 30, 2025 at Kopaonik**.

In 2024, the "Integrated National Energy and Climate Plan of the Republic of Serbia for the period until 2030 with a vision towards 2050" (INEKP) and "Energy Development Strategy of the Republic of Serbia until 2040 with projections up to 2050" were adopted in the Republic of Serbia with the "Strategic Environmental Impact Assessment of the Energy Development Strategy".

In 2024, the "Law on Amendments and Supplements to the Law on Energy of the Republic of Serbia" was adopted, by the adoption of which the Republic of Serbia, through the application of European network rules and other European regulations and directives within the framework of amended legal regulations in the field of energy from the Third Energy Package of the European Union and from the Fourth Energy Package of the European Union (Clean Energy Package) from June 2019, enables the increase of energy efficiency in all areas, especially through the construction of cogeneration plants, the continuation of the integration of conventional renewable sources energy, continuing and increasing the integration of variable renewable energy sources, i.e. achieving the goals set by the aforementioned strategic documents.

Some of the key points to achieve the above goals are:

- maintenance of safety, stability, resilience and reliability of the power system,
- increasing the flexibility of the power system in all its aspects, from buyers/producers, developing the electricity market in all areas, expanding the scope of application of smart grid technologies, new energy storage of all types, aggregation, new planning methodologies multiple interconnected transmission networks and for the interaction of the transmission and distribution system,
- the expansion of active distribution networks combined with the dramatic need to increase the use of variable renewable energy sources,
- digitization with the application of technological concepts of industries 4.0 and 5.0,
- application of all relevant aspects of ESG - "Environmental, social and management practices",
- multi-sector connection in energy and economy.

All of the above is only a part of the professional, research and scientific topics for which there is a significant need for new knowledge, exchange of opinion and experience from domestic and international practice in the aforementioned areas, as well as all other areas from the preferential topics determined by the 16 following study committees:

- A1 Rotating electrical machines**
- A2 Power transformers**
- A3 Transmission & distribution equipment**
- B1 Insulated cables**
- B2 Overhead lines**
- B3 Substations & electrical installations**
- B4 DC systems & power electronics**
- B5 Protection & automation**
- C1 Power system development & economics**
- C2 Power system operation & control**
- C3 Power system environmental performance**
- C4 Power system technical performance**
- C5 Electricity markets & regulation**
- C6 Active distribution systems & distributed energy resources**
- D1 Materials & emerging test techniques**
- D2 Information systems & telecommunication**

The organizing committee of the 37th conference has planned to hold **PANELS WITH CURRENT TOPICS** from the power sector of Serbia, the Western Balkans region and Europe during the conference.

During the Conference, the **CIGRE Serbia EXPO 2025 TECHNICAL EXHIBITION** will be held, where the electrical industry and electrical equipment manufacturers from our country and abroad, consultants, scientific and research organizations and others will have the opportunity to demonstrate through business presentations and promotional activities the practical implementation of the subject matter of discussions at the Conference.

## MARKETING PROGRAM 37<sup>th</sup> CIGRE Conference 2025

As part of the **37<sup>th</sup> CIGRE Serbia Conference**, which will be held at Kopaonik, May 26-30, 2025, in addition to the discussion on current topics covered in expert papers and the exchange of opinions and experiences among the participants of the event, a technical exhibition will also be organized. In this way, the organizing committee of the Conference wants to enable manufacturers of electrical equipment, consultants, designers, scientific research organizations and others to present their latest achievements, renew old ones and establish new contacts with the participants of the Conference, experts and business people from electrical companies and the electrical industry, which will significantly contribute to the success and importance of the CIGRE Serbia event. Following this, the Marketing Program was constructed, the content of which should provide conditions for the presentation of products and services from the power industry, as well as adequate ways of informing, presenting and negotiating.

**REPUBLIC OF SERBIA, MINISTRY OF MINING AND ENERGY OF THE REPUBLIC OF SERBIA, PE POWER INDUSTRY OF SERBIA, „ELEKTROMREŽA SRBIJE“ AND MH POWER INDUSTRY OF THE REPUBLIC OF SRPSKA ARE GENERAL ENDORSERS OF THE CONFERENCE.**

The forms of participation in the 37<sup>th</sup> CIGRE Serbia Conference are as follows:

GOLDEN SPONSOR .....	5
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SPONSOR with business presentation .....	6
OPENING CEREMONY SPONSOR .....	6
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For users of each form of participation, appropriate rights and fees are provided, which are defined in this Marketing Program. For all questions regarding participation in the **TECHNICAL EXHIBITION CIGRE Serbia EXPO 2025** and the **MARKETING PROGRAM**, please contact the technical secretariat of the Conference:

**BBN Congress Management d.o.o.**

Deligradska 9, 11000 Belgrade, Serbia | Tel: +381 11 3629405, 3629402 | Mob: +381 66 8027718

E-mail: [savetovanje@cigresrbija.rs](mailto:savetovanje@cigresrbija.rs)

**GOLDEN SPONSOR** 5.500 €

Golden sponsor is entitled to:

- Company Logo and Trademark on promotional and informative materials during the Conference within:
  - Press conferences
  - Opening ceremony hall
  - Expert committees' halls
  - Conference program
  - List of papers with expert rapporteurs' reports
  - CIGRE Mobile App
  - USB within special section Golden sponsors
- One color page advertising space in Conference Program
- Distribution of brochures, catalogues, and other prints and promotional gadgets within materials package intended for participants (up to 3 pcs.)
- Equipped exhibition space within category Golden of 12 m<sup>2</sup>
- Business presentation of 45 min according to schedule
- 3 materials packages intended for participants
- Acknowledgement handed at the Opening ceremony

\* If Golden sponsor is not interested in having a business presentation, the sponsorship amount is reduced by €500

\* If Golden Sponsor is not interested in an exhibition space, the sponsorship amount is reduced by €500

**GRAND SPONSOR** 3.300 – 3.600 €

Grand sponsor is entitled to:

- Company Logo and Trademark on promotional and informative materials during the Conference within:
  - Press conferences
  - Opening ceremony hall
  - Expert committees' halls
  - Conference program
  - List of papers with expert rapporteurs' reports
  - CIGRE Mobile App
  - USB within special section Grand sponsors
- One color page advertising space in Conference Program
- Distribution of brochures, catalogues, and other prints and promotional gadgets within materials package intended for participants (up to 2 pcs.)
- Equipped exhibition space within category Grand of 6 or 9 m<sup>2</sup>
- Business presentation of 20 min according to schedule (priority given to Golden sponsors)
- 2 materials packages intended for participants
- Acknowledgement handed at the dinner ceremony or technical exhibition opening, based on Grand sponsors choice

\* If Grand sponsor is not interested in having a business presentation, the sponsorship amount is reduced by €300

\* If Grand Sponsor is not interested in an exhibition space, the sponsorship amount is reduced by €300

**SPONSOR with exhibition space \_\_\_\_\_ 2.200 - 2.500 €**

Sponsor is entitled to:

- Company Logo and Trademark on promotional and informative materials during the Conference within:
  - Press conferences
  - Opening ceremony hall
  - Expert committees' halls
  - Conference program
  - List of papers with expert rapporteurs' reports
  - CIGRE Mobile App
  - USB within special section Sponsors
- ½ color page advertising space in Conference Program
- Distribution of brochures, catalogues, and other prints and promotional gadgets within materials package intended for participants (up to 1 pc.)
- Equipped exhibition space within category Sponsor of 6 or 9 m<sup>2</sup>
- 1 materials package intended for participants
- Acknowledgement handed at the dinner ceremony

\* If Sponsor is not interested in an exhibition space, the sponsorship amount is reduced by €200

**SPONSOR with business presentation \_\_\_\_\_ 2.500 €**

Sponsor is entitled to:

- Company Logo and Trademark on promotional and informative materials during the Conference within:
  - Press conferences
  - Opening ceremony hall
  - Expert committees' halls
  - Conference program
  - List of papers with expert rapporteurs' reports
  - CIGRE Mobile App
  - USB within special section Sponsors

- ½ color page advertising space in Conference Program
- Distribution of brochures, catalogues, and other prints and promotional gadgets within materials package intended for participants (up to 1 pc.)
- Business presentation of 20 min according to schedule (priority given to Golden and Grand sponsors)
- 1 materials package intended for participants
- Acknowledgement handed at the dinner ceremony

\* If Sponsor is not interested in having a business presentation, the sponsorship amount is reduced by €500

**OPENING CEREMONY SPONSOR \_\_\_\_\_ 2.500 €**

Sponsor of the opening ceremony is entitled to:

- Company Logo and Trademark on promotional and informative materials during the Conference within:
  - Opening ceremony invitations
  - Press conferences
  - Opening ceremony hall
  - Expert committees' halls
  - Conference program
  - List of papers with expert rapporteurs' reports
  - CIGRE Mobile App
  - USB within special section Opening Ceremony Sponsor
- Distribution of brochures, catalogues, and other prints and promotional gadgets within materials package intended for participants (up to 1 pc.)
- 1 materials package intended for participants
- Acknowledgement handed at the opening ceremony

**VIP DINNER SPONSOR** \_\_\_\_\_ **2.500 €**

Sponsor of the VIP dinner is entitled to:

- Company Logo and Trademark on promotional and informative materials during the Conference within:
  - VIP dinner invitations
  - Press conferences
  - Opening ceremony hall
  - Expert committees' halls
  - Conference program
  - List of papers with expert rapporteurs' reports
  - CIGRE Mobile App
  - USB within special section VIP Dinner Sponsor
- Distribution of gifts and materials to VIP dinner guests
- Invitations for VIP dinner for up to 5 guests or business partners
- 1 materials package intended for participants
- Acknowledgement handed at the VIP dinner

**DINNER CEREMONY SPONSOR** \_\_\_\_\_ **2.000 €**

Sponsor of the dinner ceremony is entitled to:

- Company Logo and Trademark on promotional and informative materials during the Conference within:
  - Dinner ceremony invitations
  - Press conferences
  - Opening ceremony hall
  - Expert committees' halls
  - Conference program
  - List of papers with expert rapporteurs' reports
  - CIGRE Mobile App
  - USB within special section Dinner Ceremony Sponsor
- Distribution of brochures, catalogues, and other prints and promotional gadgets within materials package intended for participants (up to 1 pc.)
- Invitations for dinner ceremony for up to 5 guests or business partners
- 1 materials package intended for participants
- Acknowledgement handed at the dinner ceremony

**CONFERENCE BAG SPONSOR** \_\_\_\_\_ **2.200 €**

Conference bag sponsor is entitled to:

- Company Logo and Trademark on promotional and informative materials during the Conference within:
  - Press conferences
  - Opening ceremony hall
  - Expert committees' halls
  - Conference program
  - List of papers with expert rapporteurs' reports
  - CIGRE Mobile App
  - USB within special section Conference Bag Sponsor
- Company Logo and Trademark on the conference bag with logo of CIGRE Serbia
- Distribution of brochures, catalogues, and other prints and promotional gadgets within materials package intended for participants
- 2 materials packages intended for participants
- Acknowledgement handed at the dinner ceremony

**MOBILE APP SPONSOR** \_\_\_\_\_ **2.000 €**

Conference bag sponsor is entitled to:

- Company Logo and Trademark on promotional and informative materials during the Conference within:
  - at CIGRE mobile app home page
  - Press conferences
  - Opening ceremony hall
  - Expert committees' halls
  - Conference program
  - List of papers with expert rapporteurs' reports
  - CIGRE Mobile App
  - USB within special section Conference Bag Sponsor
- Distribution of brochures, catalogues, and other prints and promotional gadgets within materials package intended for participants (up to 1 pc.)
- 1 materials package intended for participants
- Acknowledgement handed at the dinner ceremony

**USB PROCEEDINGS SPONSOR \_\_\_\_\_ 1.800 €**

Sponsor of the USB is entitled to:

- Company Logo and Trademark on promotional and informative materials during the Conference within:
  - Press conferences
  - Opening ceremony hall
  - Expert committees' halls
  - Conference program
  - List of papers with expert rapporteurs' reports
  - CIGRE Mobile App
  - USB within special section USB Proceedings Sponsor
- Company Logo and Trademark on USB together with CIGRE Serbia logo
- Distribution of brochures, catalogues, and other prints and promotional gadgets within materials package intended for participants
- 2 materials packages intended for participants
- Acknowledgement handed at the dinner ceremony

**EXPERT COMMITTEE SPONSOR \_\_\_\_\_ 600 €**

EC Sponsor is entitled to:

- Company Logo and Trademark on promotional and informative materials during the Conference, Conference Program, List of papers with expert rapporteurs' reports, CIGRE Mobile App, USB Proceedings, within special section Expert Committee Sponsor
- Company Logo and Trademark within Expert committee hall of the committee being sponsored
- Company Logo and Trademark on the Video projection at the beginning and during committee sessions breaks
- Distribution of brochures, catalogues, and other prints during committee's sessions

**DONOR \_\_\_\_\_ 600 €**

Donor is entitled to:

- Company Logo and Trademark on promotional and informative materials during the Conference within:
  - Press conferences
  - Opening ceremony hall
  - Expert committees' halls
  - Conference program
  - List of papers with expert rapporteurs' reports
  - CIGRE Mobile App
  - USB within special section Donor

**BANNER PRESENTATION \_\_\_\_\_ 400 €**

Banner presentation will be at the Exhibition Hall. The user of the banner presentation is entitled to:

- A banner of dimensions 2 x 1 m (on roll up)

**ADVERTISEMENT**

Add within program and list of papers with expert rapporteurs' reports:

<b>1 color page</b>	<b>250 €</b>
<b>1/2 color page, one color</b>	<b>200 €</b>

**PROMO MATERIALS DISTRIBUTION \_\_\_\_\_ 250 €**

The user of promo materials distribution is entitled to:

- Distribution of brochures, catalogues, and other prints and promotional gadgets within materials package intended for participants



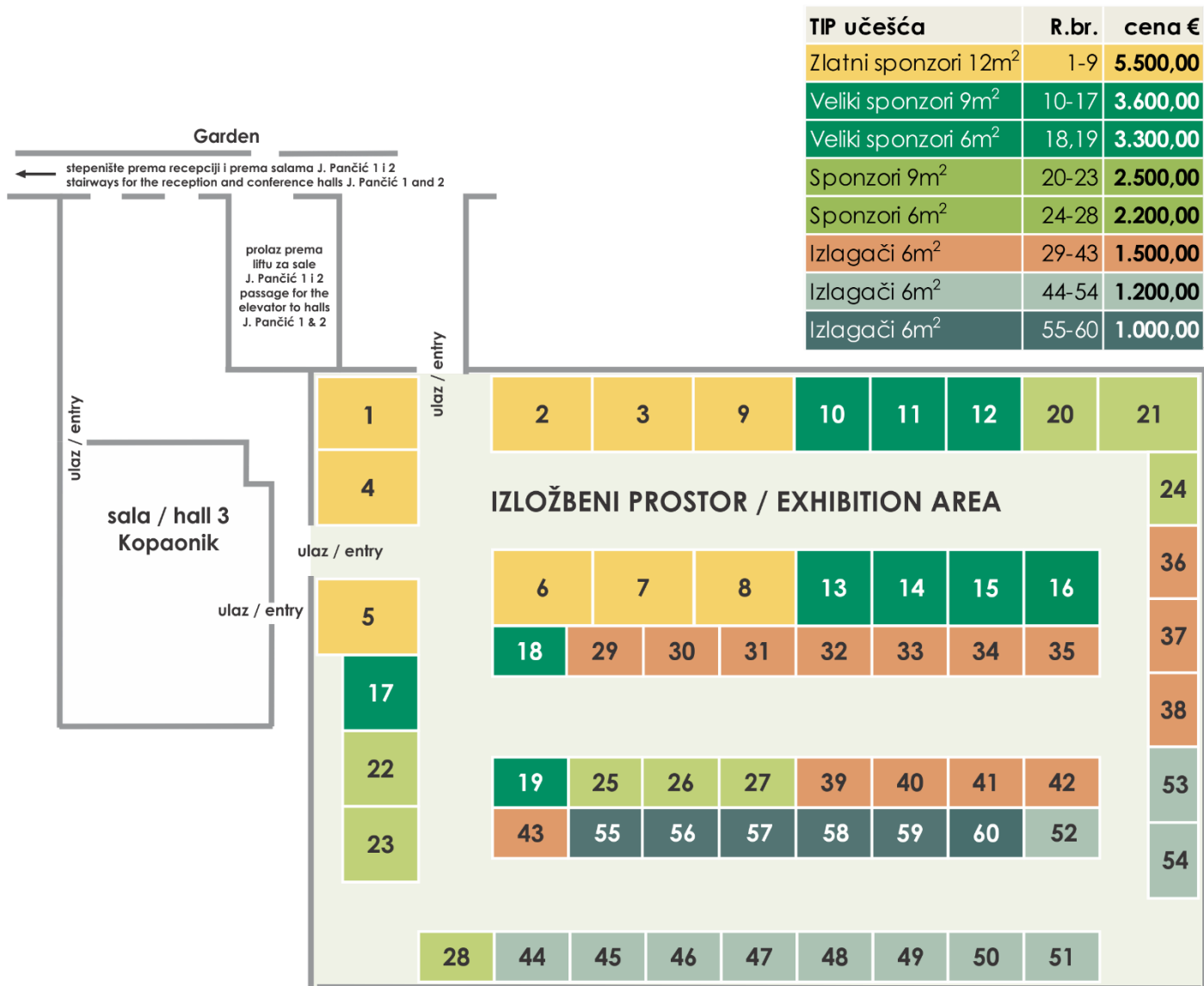
## EXHIBITOR

<b>Booths 29-43 (6m<sup>2</sup>)</b>	<b>1.500 €</b>
<b>Booths 44-54 (6m<sup>2</sup>)</b>	<b>1.200 €</b>
<b>Booths 55-60 (6m<sup>2</sup>)</b>	<b>1.000 €</b>
<b>Additional m<sup>2</sup></b>	<b>200 €</b>

Exhibitor is entitled to:

- One standard booth equipped with:
  - panels
  - information desk with a stool chair
  - company logo on a panel of dimensions 2x0,3 m
  - standard electricity socket and basic lightning
- One materials package intended for participants

**\*Prices do not include 20% VAT**





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