



## The Serbian Hotel and Hospitality Industry Association becomes HOTREC's 44<sup>th</sup> member in Europe



**HOTREC, the European umbrella association of hotels, restaurants and cafés, welcomed today HORES – the Business Association of Hotel and Restaurant industry of Serbia- as a new member during its 79<sup>th</sup> General Assembly held in Dubrovnik.**

*“We are glad to welcome HORES as HOTREC’s 44<sup>th</sup> member in Europe. By giving Serbian hospitality entrepreneurs a voice in the promotion of the hospitality industry’s interests at European level, HOTREC will increase its effectiveness and undisputed representativeness”* said Mr. Jens Zimmer Christensen, President of HOTREC.

*“HOTREC is a unique forum which will give to the Serbian hospitality sector great opportunities to develop itself and make the voice of the sector heard. We are looking forward to work together with HOTREC members across Europe to share best-practices in hospitality and contribute to build a strong hospitality sector across Europe”* commented Dr. Georgi Genov, Director of HORES.

*“It is a great opportunity for Serbia to see one of its major business association joining a strong European organisation such as HOTREC. This membership will help the Serbian hospitality and tourism sector to grow further thanks to an enhanced representation at European level”* added Prof. Renata Pindžo, Deputy Minister of Trade, Tourism and Telecommunications.

Through its membership in HOTREC, HORES will add its expertise to those of the other HOTREC member associations and therefore strengthen HOTREC’s voice in the promotion of a favourable economic and regulatory environment in Europe for the tourism sector.

### **What is HOTREC?**

HOTREC represents the hotel, restaurant and café industry at European level. The sector counts in total around 2 million businesses, being 99,5% small and medium sized enterprises (91% are micro enterprises, i.e. employing less than 10 people). These businesses make up some 60% of value added. The industry provides some 11,9 million jobs in the EU alone. Together with the other tourism industries, the sector is the 3rd largest industry in Europe. HOTREC brings together 44 national associations representing the interest of this industry in 32 different European countries.

For further information: [www.hotrec.eu](http://www.hotrec.eu)

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