



**Mr. Christof Huber**  
**General Secretary and Board**  
**Member**  
**Yourope**  
**The European Festival Association**  
Heiligkreuzstr. 9  
CH-9008 St.Gallen  
Switzerland

To:  
**Mrs. Ana Brnabic**  
**Prime Minister**  
**Government of the Republic of Serbia**  
Nemanjina 11  
11000 Belgrade – Republic of Serbia

April 24, 2020

**Dear Prime Minister,**

The European Festival Association, Yourope, was founded in 1998 and since then has evolved into the most important association of European festivals, having gained respect within the industry as well as at government levels, numbering over 90 festivals and associated members. In these challenging times, for all of us, we stand united with our members in advocating for the support needed for our industry in order to mitigate enormous damage caused by cancellations and closures and the uncertainty pertaining to when the epidemic will end.


The events and festival industry bring in hundreds of millions of euros each year to their local economies. In your country as well, the EXIT Festival, twice proclaimed as the Best Major European Festival, has brought more than 200 million euros to the economy of your country, thus far.

Unfortunately, this crisis presents an unprecedented challenge for the events and festival industry. We are among a few industries that are witnessing a 100% decrease in income. Having in mind that mass gatherings were the first to be banned and will be the last to be reinstated, it's fair to say that our industry is the most endangered by the pandemic! An additional difficulty lies in the fact that while the reopening of various economies is happening, as we speak, nobody knows when mass gatherings will be permitted again.



Governments across the globe are allocating substantial funds to save the event and festival industry, as one of their priorities. Thus, we are taking this opportunity to ask the Serbian government to strongly support your event and festival industry with loans and financial support programs in order to make the catastrophic impact of the crisis easier to bear for tens of thousands of workers that are employed in this sector in Serbia. Artists, independent workers and freelancers in the cultural sector should be covered by these measures as well, as they are particularly exposed.

Sincerely,



Christof Huber  
General Secretary of Yourope