

Završen dizajnerski konkurs **Visa**
“Savremena Srbija i Crna gora”

Specijalna Visa kartica za Srbiju i Crnu Goru

Završen konkurs za specijalnu Visa karticu, prepoznatljivu u svetu za Srbiju i Crnu Goru. – Pobednički dizajn specijalne Visa kartice za SCG koristiće se u zemlji i inostranstvu. – Velika posvećenost Visa International prestižnom tržištu Srbije i Crne Gore



Poslovni uspeh koji je Visa International ostvarila u Srbiji i Crnoj Gori od 2.000. godine ne može da se poredi ni sa jednom zemljom u svetu, potvrdila je Visa International iz Londona u svojim izveštajima. Srbija i Crna Gora je lider u regionu po neverovatnom rastu korišćenja klasičnih Visa kartica, najsavremenijih čip kartica i novih modaliteta bezgotovinskog plaćanja. Ovi rezultati motivisali su Visa International raspise dizajnerski konkurs za novi izgled specijalne Visa kartice za Srbiju i Crnu Goru koja će se koristiti i u inostranstvu, koji je nedavno završen.

Na konkursu za najbolje dizajnersko rešenje za Visa karticu za Srbiju i Crnu Goru, sa temom »Savremena Srbija i Crna Gora«, bilo je prijavljeno više od 2.500 radova. Konkurs je bio namenjen amaterima i studentima dizajna, pokrenut je sa ciljem da se dizajnira Visa kartica koja će biti korišćena u Srbiji i Crnoj Gori, ali i u inostranstvu.

Žiri sastavljen od mladih dizajnera za najbolje rešenje nove Visa kartice za Srbiju i Crnu Goru odabrao je po njihovom mišljenju najprepoznatljiviji simbol savremene Srbije i Crne Gore – pirotski ćilim.

– Pokretanjem ovog jedinstvenog konkursa želeli smo da pokažemo našu posvećenost tržištu Srbije i Crne Gore, na kome smo već izdali više od milion Visa kartica.

Po broju izdatih kartica za kratko vreme Srbija i Crna Gora jedinstven primer u svetu. U novembru prošle godine, izdata je milionita Visa karticu, samo tri godine pošto je Visa ponovo ušla na srpsko tržište. Ukupna potrošnja ostvarena preko platnih kartica u Srbiji i Crnoj Gori na dan 31. 12. 2004. godine, dostigla 318 miliona dolara, što predstavlja rast od 175 odsto u odnosu na isti period prošle godine. Pored toga, Srbija i Crna Gora je tržište koje se najbrže razvija u regionu. Ogromni porast broja vlasnika kartica ne može da se poredi sa rezultatima postignutim u bilo kojoj zemlji u regionu. Srbija i Crna Gora spada u red zemalja koje se u svetskim okvirima najbrže razvijaju, a rast koji je ostvaren na ovom tržištu moguće je porediti samo sa rastom koji je ostvaren u Kini.

**Visa's Modern Serbia and Montenegro
Design Competition Ends**

Special Visa Card for Serbia and Montenegro

Competition ends for special Visa card design, recognized internationally as being from Serbia and Montenegro – Winning Visa card design to be used domestically and abroad – Great Visa International commitment to the prestigious market in Serbia and Montenegro

The commercial success that Visa International has achieved in Serbia and Montenegro since 2000 cannot be compared to any country in the world, London-based Visa International has confirmed in its reports. Serbia and Montenegro is the regional leader with its incredible growth in use of the classic Visa card, the state-of-the-art chip cards and new modes of cashless payments. These results have encouraged Visa International to recently organize a design completion for the new image of the special Visa card for Serbia and Montenegro, which will also be used abroad.

More than 2,500 applications were sent in for the best design solution for the Visa card for Serbia and Montenegro, with the topic “Modern Serbia and Montenegro”. The competition was open to amateurs and design students, and was launched for the purpose of designing Visa cards that will be used in Serbia and Montenegro, as well as abroad.

A jury consisting of young designers chose the most recognizable symbol of the modern Serbia and Montenegro – the kilim rug from Pirot.

“By launching this unique competition we wanted to show our dedication to the Serbia and Montenegro market, where we have already issued more than a million Visa cards.

Serbia and Montenegro briefly a unique example worldwide. The millionth Visa card was issued last November, only three years after the Visa returned to the Serbian market. The total consumption realized using debt cards in Serbia and Montenegro prior to December 31, 2004 USD was 318 million, which represents a 175% growth against the same period the previous year.

Additionally Serbia and Montenegro is a market with the highest growth in the region. The huge increase in the number of card owners cannot be compared to the results achieved in any country in the region. Serbia and Montenegro is one of the countries with the greatest growth rate, and the growth that was achieved in this market can only be compared to the growth in China.