



**Internship Programme
of German Business**
FOR THE COUNTRIES OF THE WESTERN BALKANS



Deutsch-Serbische
Wirtschaftskammer
Nemačko-srpska
privredna komora



Regional Business Forum:
**The Western Balkans
in 2030 and beyond**

Regional Business Forum **Visions reloaded - The Western Balkans in 2030**

13th and 14th September 2023

Venue: Crown Plaza

CONFERENCE PROGRAM

(subject to change)

As of 13th September 2023

Working language: English

Aim of the business forum

The Regional Business Forum invites representatives from business, politics and civil society to take part in a joint time capsule and look at the economies of the Western Balkans from the perspective of 2030. Where does the region stand in 2030 in terms of economic, political and social development? What conditions had to be met to achieve the results of 2030? What framework conditions had to be implemented? What should have been done differently? What did not work? Which lessons learnt can be provided?

Participants will be asked to discuss different topics in a panel of three, combining business, civil society and politics. The audience will have the opportunity to ask questions and make comments directly and through an online tool.

Each panel will start with a very short impulse of max. 5 minutes to point out the key results /challenges of the topic.

Target group

Regional and international stakeholders from business, politics and civil society with a focus on the region.

Follow-up

The summary of the main take-aways will be presented on the websites of the German Eastern Business Association and the German-Serbian Chamber of Economy. It is aimed at presenting the results of the regional business forum at the foreseen events of the Berlin Summit in Tirana in October 2023. Additionally, the German Eastern Business Association will adapt its position paper on the region as well as its strategic working outline according to the needs of its member companies.

Moderation for the entire conference

Sandra Maksimovic, journalist at BBC News in Serbia, alumna of the Zoran Djindjic Internship Programme of German Business

13th September 2023	
16:30 – 17:00	Registration of participants
17:00 – 17:30	<p>CONFERENCE OPENING</p> <ul style="list-style-type: none"> • Michael Harms, Managing Director, German Eastern Business Association, Berlin • Milan Grujic, President, German-Serbian Chamber of Commerce, Belgrade • Anke Konrad, Ambassador of Germany in Belgrade • Tomislav Momirovic, Minister of Domestic and Foreign Trade, Belgrade
17:30 – 19:30	<p>The economies of the Western Balkans in 2030 – (political, economic and societal) mission completed?</p> <p>The opening panel will set the stage for the regional business forum: What outcomes will the year 2030 present to the audience in terms of investment climate and business development, considering the major challenges the region and the world faced in the early 2020s? Where do we stand in the fight against corruption and in the implementation of the rule of law? Sustainable positive economic development requires a sound democratic political system. Political participation and social inclusion of all people is a necessity not only to support brain gain and avoid migration but also to mobilize economic activities.</p> <p>What will be the main take aways for the following discussions?</p> <p><u>Moderation:</u> Adnan Cerimagic, Senior Analyst for the Western Balkans, European Stability Initiative</p> <p><u>Participants:</u></p> <ul style="list-style-type: none"> • Lulzim Rafuna, President of the Managing Board, Chamber Investment Forum • Branimir Jovanovic, Vienna Institute for Economic and International Studies, wiiw • Medeja Loncar, CEO Slovenia, Croatia and Serbia, Siemens
19:30 – 22:30	Reception

14 th September 2023	
09:30 – 10:00	Welcome Coffee and registration
10:00 – 11:00 Panel 1	The impact of geopolitics on the Economies of the Western Balkans - Impact of Russia's war in Ukraine and the role of other geopolitical stakeholders

	<p>The world of 2030 will be very different from the world of today. How will the economies of the Western Balkans have developed as an economic region? What will be the role of actors such as Turkey or China? How will the complex relationship between the US and China on one hand and between China and the European Union on the other hand affect the region? How has Russia's war on Ukraine affected the region? What are the lessons learnt? What should have been done differently?</p> <p><i>Impulse</i> Strahinja Subotic, European Policy Centre (CEP)</p> <p><i>Moderation:</i> Nora Hasani, Executive Director, German-Kosovar Business Association</p> <p><u><i>Participants:</i></u></p> <ul style="list-style-type: none"> • Dragana Djurica, General Secretary European Movement, Belgrade • Thomas Narbeshuber, Vice-President, SEE, BASF
11:00 – 11:30	Coffee break
11:30 – 12:30 Panel 2	<p>From brain drain to brain gain – Vision or reality? Daydreaming or reality: Based on the prosperous economic and democratic development throughout the region, people keep returning home. Education systems have successfully adapted to the labor market needs. Intra-regional connectivity has increased the mobility of people and goods within the region. Vocational education has turned out to be the backbone of economic consolidation. Which instruments have successfully been implemented? Where is room for improvement?</p> <p><i>Impulse</i> Ratka Babic, Acting Team Leader, Regional Cooperation Council</p> <p><i>Moderation:</i> Mark Vasic, Head of International Regulatory Affairs, Deutsche Telekom</p> <p><u><i>Participants:</i></u></p> <ul style="list-style-type: none"> • Mr. Mihailo Pejic, Deputy CEO, Numarics AG • Dr. Kosta Jovanovic, Associate Professor, School of Electrical Engineering, University of Belgrade • Snijezana Köpruner, CEO of GS-TMT d.o.o, Travnik
12:30 – 13:00	Coffee break
13:00 – 14:00 Panel 3	<p>Prosperous economies in the Western Balkans – mission completed? In 2030, the economies of the region have developed into a prosperous economic region with a steady annual growth in GDP. Which instruments and concepts have been successfully used? How has the respective needed framework been implemented? What are the lessons learnt? What should have been done differently?</p> <p><i>Impulse</i></p>

	<p>Marko Cadez, President, Serbian Chamber of Commerce</p> <p><i>Moderation:</i> Martin Gaber, Correspondent Western Balkans, Germany Trade and Invest (GTAI)</p> <p><i>Participants:</i></p> <ul style="list-style-type: none"> • Henri Haxhiraj, Senior Manager, atene KOM GmbH • Pavle Radovanovic, the Vice President of the Chamber of Economy, Podgorica • Zdravko Ilic, Senior Trade Expert, CEFTA Secretariat
14:00 – 15:00	Lunch
15:00 – 16:00 Panel 4	<p>The Green Agenda for the Western Balkans – how have the Western Balkans Economies managed the green transformation so far?</p> <p>The economies of the region have taken significant steps to transform the region into an even more competitive market in the context of global climate change and CO2 reduction. What measures have been taken to accelerate the process of aligning the needs of the region's businesses with the Green Agenda? What are the lessons learnt? What should have been done differently?</p> <p><i>Impulse</i> Dirk Buschle, Deputy Director, Energy Community Secretariat, Vienna</p> <p><i>Moderation:</i> Sonja Risteska, Senior Manager Business & Project Development - Eastern Europe Senior Manager - Business & Project Development - Eastern Europe Green Enesys</p> <p><i>Participants:</i></p> <ul style="list-style-type: none"> • Ivan Smiljkovic, Member of the Executive Board at ProCreditBank a.d. Belgrade • Mr. Aleksandar Macura, Co-founder and Programme Director, RES Foundation Belgrade • Hristina Odjaklieska, Deputy minister, Ministry of environment and physical planning, Skopje
16:30 – 17:00	Welcoming of guests
17:00 – 19:00	<p>20th anniversary of the Zoran Djindjic Internship Programme of German Business for the Countries of the Western Balkans</p> <p><i>Key note speaker:</i></p> <ul style="list-style-type: none"> • Prof. Dr. Ivan Vujacic, University of Belgrade, Representative of the Zoran Djindjic Foundation, Former Ambassador of Serbia to the United States • Philip Haußmann, CEO, Ernst Klett AG, Member of the Board, German Eastern Business Association

	<ul style="list-style-type: none"> • Manuel Sarrazin, The Special Representative of the Federal Republic of Germany for the Countries of the Western Balkans <p>Moderation Sandra Maksimovic, journalist at BBC News in Serbia, alumna of the Zoran Djindjic Internship Programme of German Business</p>
19:00 – 21:00	Cocktail Reception

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