



KOPAONIK BUSINESS FORUM 2018

BEYOND EXPANSIONARY AUSTERITY:

What should Serbia's economy do to transfigure fiscal stability into sustainable growth?

in partnership with **Mastercard**[®]

Kopaonik Convention Center

March 4 - 7, 2018

AGENDA

Sunday, March 4, 2018 KBF WARM-UP

10:00-17:00 REGISTRATION (RECEPTION – HOTEL GRAND)

18:00-19:00 SPECIAL EVENT 1: DIGITAL SERBIA INITIATIVE: DIGITAL ECONOMY – THE HISTORIC CHANCE FOR SERBIA

Forum Hall *Presenters:* **BIKOVIĆ MILOŠ**, Actor and Producer
CRNOJEVIĆ BENGIN Vesna, Assistant Director, BioSense Institute
MILUTINOVIĆ Branko, Co-Founder and CEO, Nordeus
TOMIĆ Dragan, Director, Microsoft Development Center Serbia

19:00-20:00 SPECIAL EVENT 2: EMPOWERING WOMEN IN CHANGING THE WORLD OF BUSINESS

Forum Hall *Moderator:* **RISTIĆ Jelena**, Country Manager Serbia, Montenegro and Bosnia & Herzegovina, Mastercard
Panelists: **JANKOVIĆ Brankica**, Commissioner for Protection of Equality
KISIĆ Svetlana, President, Junior Achievement Serbia
NIKOLIĆ Nataša, Program Leader EMEIA, Women Fast Forward and Entrepreneurial Winning Women, EY
VUKOSAVLJEVIĆ Aleksandra, Associate Director, FI in Western Balkans, Belarus, Moldova and Ukraine, EBRD

20:30-21:30 MK GROUP WELCOME PARTY (GARDEN – HOTEL GRAND)

Monday, March 5, 2018 HARDENING BUDGET CONSTRAINTS

09:30-09:50 REALITY CHECK – KEY DEVELOPMENTS BETWEEN TWO KBFs

Central Hall **VLAHOVIĆ Aleksandar**, President, Serbian Association of Economists

09:50-10:10 MESSAGE FROM THE PARTNER

Central Hall **MURPHY Timothy**, General Counsel and Chief Franchise Officer, Mastercard

10:10-11:00 PLENARY SESSION 1: THE GOVERNMENT'S ACHIEVEMENTS, PROBLEMS AND SOLUTIONS

Central Hall **VUJOVIĆ Dušan**, Minister of Finance, Government of the Republic of Serbia
ARVANITIS Thanos, European Department Deputy Director, IMF

11:00-12:15 PANEL 1: SERBIA STRUCTURAL REFORM PROGRAM

Central Hall *Introductory Speaker and Moderator:* **ĐURIČIN Dragan**, President, Serbian Association of Corporate Directors
Panelists: **PETROVIĆ Pavle**, President, Fiscal Council of the Republic of Serbia
SOSA Sebastian, Resident Representative for Serbia, IMF
VAN GELDER Linda, Regional Director, World Bank

12:15-12:45 Coffee break

12:45-14:00 PANEL 2: WILL FISCAL CONSOLIDATION BE SUSTAINABLE AND PREVIOUS GROWTH SUFFICIENT? WHERE DOES SERBIA STAND COMPARED WITH REGIONAL ECONOMIES?

Forum Hall *Moderator:* **LABUS Miroљub**, Professor, Faculty of Law, University of Belgrade
Panelists: **ATOYAN Ruben**, Senior Economist, European Department, IMF
JURČIĆ Ljubo, President, Croatian Association of Economists
SANFEY Peter, Deputy Director for Country Economics and Policy, EBRD
SAVIĆ Nebojša, Professor, FEFA
ŠOŠKIĆ Dejan, Professor, Faculty of Economics, University of Belgrade

14:00-15:15 **PANEL 3: WESTERN BALKANS CHALLENGES: REGIONAL ECONOMIC AREA?**

Forum Hall
(Parallel track)

Moderator: **SVILANOVIĆ Goran**, Secretary General, Regional Cooperation Council

Panelists: **ČADEŽ Marko**, President, Chamber of Commerce and Industry of Serbia
JANEVSKI Svetozar, President, Tikveš Winery
MIKEREVIĆ Dragan, Professor, Faculty of Economics, University of Banja Luka
PAGE Andrew, Western Balkans Summit Coordinator, FCO, UK
RUHE Charlotte, Managing Director, Central and South Eastern Europe, EBRD

14:00-15:15 **PANEL 4: DIGITAL STATE OF MIND**

Kopaonik Hall
(Parallel track)

Moderator: **BJELOTOMIĆ Nebojša**, CEO, Saga

Panelists: **ĆULIBRK Predrag**, CEO, Telekom
ĐURKOVIĆ Miloš, CEO, Adriatic Region, SAS
JOVANOVIĆ Mihailo, Director, Office for IT and e-Government, Government of the Republic of Serbia
MEHANDŽIĆ Nikola, Director, Business Development for Balkans, Mastercard
OFSTHUS Ingeborg, CEO, Telenor
TURK Dejan, CEO, Vip Mobile

15:15-16:15 **Break**

16:15-17:15 **SPECIAL EVENT 3: REGIONAL BUSINESS REGISTRIES PORTAL (PRESENTATION AND LIVE DEMO)**

Forum Hall

Introductory speakers: **BERG Daniel**, Director for Serbia, EBRD
 OBRADOVIĆ Zvonko, Director, Serbian Business Registers Agency

17:15-18:15 **SPECIAL EVENT 4: PRESENTATION OF THE EBRD TRANSITION REPORT 2017-2018**

Forum Hall

Introductory speakers: **BERG Daniel**, Director for Serbia, EBRD
 PLEKHANOV Alexander, Deputy Director of Research, EBRD Office of the Chief Economist
 TABAK Peter, Associate Director, Regional Lead Economist at the Economics, Policy and Governance, EBRD
 VUJOVIĆ Dušan, Minister of Finance, Government of the Republic of Serbia

18:15-19:15 **PANEL 5: WHERE DO WE STAND IN THE ACCESSION PROCESS?**

Forum Hall

Moderator: **VLAHOVIĆ Aleksandar**, President, Serbian Association of Economists

Panelists: **MIŠČEVIĆ Tanja**, Head of the Negotiating Team for Accession of the Republic of Serbia to the EU
SVILANOVIĆ Goran, Secretary General, Regional Cooperation Council

19:15-20:15 **PANEL 6: BUILDING TOMORROW'S CITIES TODAY: TECHNOLOGY AND DATA IN SERVICE TO CITIZENS**

Forum Hall
(Parallel track)

Moderator: **RISTIĆ Jelena**, Country Manager Serbia, Montenegro and Bosnia & Herzegovina, Mastercard

Panelists: **HOLDEN Louise**, Vice President, Government & Development, Mastercard
KRČO Srdan, Co-Founder and CEO, DunavNET
MARAVIĆ Dražen, Assistant Minister, Sector for Good Governance, Ministry of Public Administration and Local Self-Government, Government of the Republic of Serbia
PAVLOVIĆ Bojan, Head of Direct Channels, AIK Banka

19:15-20:15 **PANEL 7: GAZELLE – HIDDEN CROWN JEWELS**

Kopaonik Hall
(Parallel track)

Moderator: **STANOJEVIĆ Zoran**, Journalist and Editor, RTS

Panelists: **OBRADOVIĆ JOVANOVIĆ Katarina**, Deputy Minister of Economy, Government of the Republic of Serbia
PEROVIĆ Dušan, Director, Termovent Komerc
POPOVIĆ Saša, Director, Vega IT Sourcing
RISTIĆ Dejan, Director, Jugotex
TRBOVIĆ Ana, Professor, FEFA

20:15-21:30 **PANEL 8: KEY POINTS OF THE INSURANCE AGENDA FOR SERBIA 2018**

Forum Hall
(Parallel track)

Moderator: **RISTANOVIĆ Snežana**, CEO, Raiffeisen Future

Panelists: **BLAGOJEVIĆ Zoran**, CEO, Wiener Städtische Insurance
BUKUMIRIĆ Gordana, President of the Executive Board and CEO, UNIQA Insurance
FILIPOVIĆ Dragan, President of the Executive Board and CEO, Generali Insurance Serbia
JOVANOVIĆ Duško, Secretary General, Association of Serbian Insurers
MARCHEGIANI Giorgio, CEO, DDOR Novi Sad
MARKOVIĆ Dragan, CEO, Triglav Insurance
PETROVIĆ Mirko, CEO, Dunav Insurance

20:15-21:30 **PANEL 9: INCREASING COMPETITIVENESS OF THE SERBIAN ECONOMY**

Kopaonik Hall
(Parallel track)

Moderator: **TSMOKOS Symeon**, President, Greek-Serbian Chamber of Commerce and Industry

Panelists: **DRAKULIĆ Zoran**, President, SBC Privrednik
LALIĆ Vladislav, Regional Property & Expansion Manager for South East Europe, IKEA Serbia
PETROVIĆ Zoran, President of the Managing Board, Raiffeisen Bank
RICHMOND Christine, Economist, European Department, IMF
ROYER Quentin, CEO, Delhaize Serbia
TYURDENEV Kirill, CEO, NIS

21:30-21:45 **Break****21:45-23:00** **PANEL 10: GEOPOLITICAL PROSPECTIVE: ARE EUROPE AND THE BALKANS LOSING THEIR WAY?**

Forum Hall

Moderator: **VUJAČIĆ Ivan**, Professor, Faculty of Economics, University of Belgrade

Panelists: **BIEBER Florian**, Professor, Center for South East European Studies, University of Graz
JAKŠIĆ Boško, Foreign Commentator
JUDAH Tim, Journalist, The Economist
TEOKAREVIĆ Jovan, Professor, Faculty of Political Sciences, University of Belgrade

23:00- **EY MIDNIGHT PARTY (CAMELOT)****Tuesday, March 6, 2018 THE WAY FORWARD****09:30-10:30** **PLENARY SESSION 2: INFRASTRUCTURE AND INVESTMENT MULTIPLIER**

Central Hall

ANTIĆ Aleksandar, Minister of Mining and Energy, Government of the Republic of Serbia
ĐORĐEVIĆ Zoran, Minister of Labor, Employment, Veteran and Social Affairs, Government of the Republic of Serbia

10:30-11:30 **MASTERCARD® SURPRISE**

Central Hall

LINDKVIST Magnus, Futurologist and lecturer within business intelligence and trends

11:30-12:15 **Coffee break****12:15-13:30** **PANEL 11: RESTRUCTURING OF THE STATE-OWNED COMPANIES – IS THERE ENOUGH PROGRESS?**

Forum Hall
(Parallel track)

Moderator: **RADONJIĆ PETROVIĆ Dragijana**, Vice President, Serbian Association of Economists

Panelists: **BERG Daniel**, Director for Serbia, EBRD
NDEGWA Stephen, Country Manager, World Bank
PAVLOVIĆ Tatjana, Executive Director for Financial Affairs, EPS
TRIVUNAC Milun, State Secretary, Ministry of Economy, Government of the Republic of Serbia
VOLLRATH Carsten, CEO, Innovative Partners Group
VUČKOVIĆ Vladimir, Member, Fiscal Council of the Republic of Serbia

12:15-13:30 **PANEL 12: INFRASTRUCTURE AND CONNECTIVITY AGENDA**

Kopaonik Hall
(Parallel track)

Moderator: **SPASOJEVIĆ Toplica**, President, ITM System

Panelists: **ČOLAKOV Stojan**, CEO, Energoprojekt
GRUJIĆ Branislav, President, PSP Farman
LUBECK Thomas, Regional Director, IFC
NEGRE Dubravka, Head of Regional Office for the Western Balkans, European Investment Bank

13:30-14:45 **PANEL 13: CASHLESS SOCIETY AND ABUNDANT LIQUIDITY: BANKING INDUSTRY PERSPECTIVE**

Forum Hall
(Parallel track)

Moderator: **ĐURIĆ Draginja**, President of the Executive Board, Banca Intesa

Panelists: **GALIĆ Jelena**, President of the Executive Board, AIK Banka
PAVLOVIĆ Slavica, President of the Executive Board, Eurobanka
PITIĆ Goran, President of the Management Board, Societe Generale Banka Srbija
ŠPANOVIĆ Mirko, Deputy Chairman of the Executive Board, Addiko Bank
TUREMKA Artur, General Manager for the Balkans, Mastercard
VASILESCU Marijana, President of the Executive Board, Sberbank

13:30-14:45 **PANEL 14: CREATIVE INDUSTRY IN SERBIA: AN IDEA AS THE STRONGEST CURRENCY**

Kopaonik Hall
(Parallel track)

Moderator: **CONIĆ Branka**, Director, New Moment

Panelists: **BJELOGRLIĆ Dragan**, Actor and Producer, Cobra film
DŽAMIĆ Lazar, Professor, former Head of Brand Planning, Google UK
MILUTINOVIĆ Branko, Co-Founder and CEO, Nordeus
SAKAN Lazar, Co-Owner, New Moment

14:45-16:00 **PANEL 15: NEW ECONOMY – NEW TECHNOLOGY - NEW SOCIETY**

Forum Hall
(Parallel track)

Moderator: **ATANASIJEVIĆ Jasna**, Director, National Secretariat for Public Policy, Government of the Republic of Serbia

Keynote speaker: **JOHAR Indy**, Co-Founder, Impact Hub(global movement)

Panelists: **ČUPIĆ Vladimir**, Director, Atlantic Grupa Representative Office for Serbia
KREJIĆ Nataša, Vice-President, European Consortium for Mathematics in Industry
MATANOVIĆ Aleksandar, Blockchain and Cryptocurrency professional, Founder of Serbian Bitcoin Association

14:45-16:00 **PANEL 16: HOSPITALITY INDUSTRY AND ECONOMIC SUSTAINABILITY IN DIGITAL ENVIRONMENT**

Kopaonik Hall
(Parallel track)

Moderator: **PETKOVIĆ Goran**, Professor, Faculty of Economics, University of Belgrade

Panelists: **MOMIROVIĆ Tomislav**, CEO, Mona Hotel
PINDŽO Renata, Deputy Minister, Ministry of Trade, Tourism and Telecommunications, Government of the Republic of Serbia
ŠULEIĆ Jelena, Director, A Hotels
VASIĆ Živorad, Area General Manager, IHG

16:00-17:15 **Break**

17:15-18:15 **SPECIAL EVENT 5: PWC SERBIA: ANXIOUS OPTIMISTS IN THE CORNER OFFICE – WHAT’S ON THE MINDS OF SERBIAN CEOs IN 2018?**

Forum Hall

18:15-19:00 **SPECIAL EVENT 6: INNOVATIVE PARTNERS GROUP: HOW SERBIAN COMPANIES CAN SUCCEED ALONG ALL THREE AXES “GROWTH – COST - CASH” BY COMBINING BUSINESS MODEL INNOVATION AND PERFORMANCE EXCELLENCE IN AN INTEGRATED APPROACH**

19:00-20:00 **PANEL 17: NPL - IS THERE ROOM FOR FURTHER DECREASE?**

Forum Hall
(Parallel track)

Moderator: **CARIĆ Slavko**, CEO, Erste Bank Serbia

Panelists: **FEJEŠ Viktor**, Member of the Executive Board, OTP Banka Srbija
KEKIĆ Bojan, President of the Executive Board, Postal Savings Bank
LEVKANIĆ Viktor, Chief Investment Officer, APS Holding SEE
TEŠIĆ Dejan, Member of the Executive Board, Komercijalna banka

19:00-20:00 **PANEL 18: ANTITRUST COMPLIANCE: WHERE DO COMPANIES GO WRONG AND HOW TO PREVENT THEM FROM DOING SO?**

Kopaonik Hall
(Parallel track)

Moderator: **LONČAR Dragan**, Professor, Faculty of Economics, University of Belgrade

Panelists: **LABUS Miroļjub**, Professor, Faculty of Law, University of Belgrade
LUPŠIĆ Dragan, Director, Public Affairs & Communications, Coca-Cola Hellenic Bottling Company
OBRADOVIĆ Miloje, President, Commission for Protection of Competition
TOZZI Ana, Executive Director, Foreign Investors Council

20:00-21:15 **PANEL 19: EDUCATION AND SCIENCE POLICY IN SERBIA: WHERE ARE WE GOING TO?**

Forum Hall
(Parallel track)

Moderator: **KISIĆ Svetlana**, President, Junior Achievement Serbia

Introductory speaker: **KOSTIĆ Vladimir**, President, Serbian Academy of Sciences and Arts

Panelists: **BAJEC Jurij**, Professor, Faculty of Economics, University of Belgrade
BUMBAŠIREVIĆ Vladimir, Rector, University of Belgrade
DRECUN Aleksandra, President, Intersection
ŠARČEVIĆ Mladen, Minister of Education, Science and Technological Development, Government of the Republic of Serbia

20:00-21:15 **PANEL 20: FOOD PROCESSING INDUSTRY: HOW TO BE COMPETITIVE?**

Kopaonik Hall
(Parallel track)

Moderator: **VITOŠEVIĆ Saša**, General Manager, Global Seed

Panelists: **DALJEVIĆ Zoran**, CFO Serbia & Macedonia, Atlantic Group
KOSTIĆ Ivan, CEO, Delta Agrar
POPOVIĆ VERA, Commercial Sector Director, Elixir Food
ZEC Branislav, General Manager, KLAS

21:15-21:30 **Break**

21:30-22:45 **PANEL 21: TOWARD MODERN TAXATION AND TAX ADMINISTRATION REFORM**

Forum Hall

Moderator: **RAKIĆ Ivan**, Country Managing Partner for Serbia, Montenegro and Bosnia & Herzegovina, EY

Introductory speaker: **MARKOVIĆ Dragana**, Director, Tax Administration, Ministry of Finance

Panelists: **DALLARI Pietro**, Economist, European Department, IMF

23:00- PHILIP MORRIS PARTY "HELLO CHANGE" (CAMELOT)

Wednesday, March 7, 2018 KEY SUPPORTING POLICY FOR SUSTAINABLE GROWTH

10:00-10:30 PLENARY SESSION 3: PEOPLE IN FOCUS – HEALTHY ECONOMY

Forum Hall
UDOVIČIĆ Vanja, Minister of Youth and Sports, Government of the Republic of Serbia
SAINT-LOT Michel, UNICEF Representative in the Republic of Serbia

10:30-12:00 PANEL 22: HEALTHCARE IN SERBIA

Forum Hall
Moderator: **KNEŽEVIĆ Jasmina**, CEO, Bel Medic
Panelists: **ĐUNISIJEVIĆ Ivana**, National Health Insurance Fund
GOVEDARICA Ana, General Manager, Roche Serbia
MILOVANOVIĆ Jovana, National Health Insurance Fund
NIKOLIĆ Miomir, President, Serbian Group of Pharmaceutical Wholesalers at Chamber of Commerce and Industry of Serbia
PEŠIĆ Dejan, CEO, MediGroup

12:00-12:45 SPECIAL ADDRESS BY THE PRIME MINISTER: POSITIONING SERBIA IN LEADING TRENDS

Forum Hall
BRNABIĆ Ana, Prime Minister, Government of the Republic of Serbia

12:45-13:00 CLOSING REMARKS

Forum Hall