



THE XXXII KOPAONIK BUSINESS FORUM (KBF 2025)

SERBIA 2027:
Aiming for a High-Income Economy

in partnership with Mastercard®

Congress Center, Hotel Grand Kopaonik
March 2-5, 2025

AGENDA

Sunday, March 2nd, 2025

10:00-20:00	REGISTRATION (KOPAONIK HALL – HOTEL GRAND)	
13:30-14:45	UNLOCKING POTENTIAL: EXPO 2027	
	<i>Keynote Address:</i>	BOROVČANIN Dušan , CEO, EXPO 2027 Belgrade
	<i>Speakers:</i>	DANGUBIĆ Danilo , Chief Architect, EXPO 2027 Belgrade GROZDIĆ Vukašin , State Secretary, Ministry of Science, Technological Development, and Innovation, GoS PATERSON Jamie , Expert, EXPO City Dubai TOMAŠEVIĆ Dejan , Member of the EXPO team and renowned Serbian basketball player VESOVIĆ Mihailo , Director of the Division for Strategic Analyses, Chamber of Commerce and Industry of Serbia
14:45-15:45	PANEL 1:	THE WESTERN BALKANS ECONOMIC OUTLOOK: TOWARD SUSTAINABLE GROWTH
Forum Hall	<i>Moderator:</i>	NEDELJKOVIĆ Milan , Dean & Professor, FEFA Faculty
	<i>Panelists:</i>	AHČAN Aleš , Financial Expert, Andersen Slovenia, Serbia, Montenegro and North Macedonia/ Professor, Faculty of Economics, University of Ljubljana RECORD Richard , Lead Country Economist for the Western Balkans, World Bank SANFEY Peter , Deputy Director for Country Economics and Policy, Department of Economics, Policy and Governance, EBRD SOSA Sebastian , Regional Resident Representative for the Western Balkans (excluding Serbia), IMF
15:45-16:45	PANEL 2:	MACROECONOMIC TRENDS IN SERBIA: ARE WE CAPABLE TO REACH HIGH INCOME ECONOMY?
Forum Hall	<i>Moderator:</i>	RANDELOVIĆ Saša , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	ATANASIJEVIĆ Jasna , Chief Economist, EY Serbia, Montenegro and Bosnia and Herzegovina PAUNOVIĆ Blagoje , President, Fiscal Council, Republic of Serbia RATNOVSKI Lev , Resident Representative for Serbia, IMF ŠOŠKIĆ Dejan , Professor, Faculty of Economics and Business, University of Belgrade
16:45-17:30	PANEL 3:	PRESENTATION OF THE KBF INDEX OF THE COMPANY REPUTATION (KBF INCORE)
Forum Hall	<i>Presenter:</i>	BEŠIĆ Miloš , Consultant and Methodologist, Ninamedia Research
17:30-18:30	PANEL 4:	WOMEN, CLIMATE AND POWER: BRIDGING GAPS FOR A GREENER TOMORROW
Forum Hall	<i>Moderator:</i>	JANKOVIĆ Brankica , Commissioner for the Protection of Equality, Serbia
	<i>Panelists:</i>	CAMERON Michelle , Ambassador of Canada to Serbia KRESAL Katarina , Member of Global Management Committee & Co-Chair for CEE region, Andersen Global LUGON-MOULIN Anne , Ambassador of Switzerland to Serbia SRETENOVIĆ Jelena , Country Manager, Serbia, Montenegro, Bosnia and Herzegovina, Mastercard UGARKOVIĆ Aleksandra , Project Officer for Communication, WWF Adria
18:30-19:15	IN CONVERSATION WITH:	
Forum Hall	<i>Guest:</i>	BABIĆ Branko , Founder and Owner, Phi Academy
	<i>Interviewer:</i>	STANKOVIĆ Ivan , CEO and Owner, Communis
19:15-20:00	PANEL 5:	START-UPS AND CORPORATIONS: HOW TO CREATE GLOBAL PRODUCT?
Forum Hall	<i>Moderator:</i>	BOŠNJAK Željko , Innovation Lead, ICT Hub
	<i>Panelists:</i>	BALABAN Vladan , President, M&I Systems Group BRANKOVIĆ Zorana , COO & Executive Board Member, Banca Intesa JEVTIĆ Đorđe , Co-Founder & CEO, OTA Sync KUZMAN Tanja , CEO, Digital Serbia Initiative
20:00-20:45	IN CONVERSATION WITH:	
Central Hall	<i>Guest:</i>	KOŠTIĆ Aleksandar , President, MK Group/ Chairman of the Board of Directors, AIK Banka
	<i>Interviewer:</i>	MILETIĆ Minja , Regional Director, Euronews Serbia, Bosnia and Herzegovina and Montenegro
21:00-22:30	WELCOME RECEPTION powered by MK GROUP	
Monday, March 3rd, 2025		
09:30-09:50	KEY DEVELOPMENTS BETWEEN TWO KBFs	
Central Hall		VLAHOVIĆ Aleksandar , President, Serbian Association of Economists

09:50-10:15	MESSAGE FROM THE PARTNER	
Central Hall		LAPČEVIĆ Maja , Senior Vice President, MarTech, Innovation, and Commercialization, Mastercard
10:15-11:15	ADDRESSES OF THE GOVERNOR AND THE MINISTER OF FINANCE	
Central Hall		TABAKOVIĆ Jorgovanka , Governor, National Bank of Serbia MALI Siniša , First Deputy Prime Minister & Minister of Finance, GoS
11:15-11:30	Break	
11:30-12:45	PANEL 6:	WARS, TRADE WARS, AND THE CONSEQUENCES FOR EUROPE AND THE WESTERN BALKANS
Central Hall (Parallel track)	<i>Moderator:</i>	VUJAČIĆ Ivan , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	JAKŠIĆ Boško , Foreign Affairs Commentator and Journalist KOREWA Aaron , Director Warsaw Office, Atlantic Council RECORD Richard , Lead Country Economist for the Western Balkans, World Bank VUKSANOVIĆ Vuk , Senior Researcher, Belgrade Center for Security Policy
11:30-12:45	PANEL 7:	POWERING DIGITAL ECONOMY – SERBIA'S PATH TO TECH EXCELLENCE
Forum Hall (Parallel track)	<i>Moderator:</i>	ĐURKOVIĆ Miloš , Managing Partner, Amrop Serbia
	<i>Panelists:</i>	ALBERS Judit , CEO, A1 Serbia JEVROSIMOVIĆ Veselin , Owner & Chairman of the Board, Comtrade Group LUČIĆ Vladimir , CEO, Telekom Serbia RADOJIČIĆ Vladimir , CEO, CETIN RISTIĆ Dejan , Minister of Information and Telecommunications, GoS VASIĆ Goran , Chief Corporate Affairs Officer, Yettel
12:45-13:45	Brunch	
13:45-15:00	PANEL 8:	SUPPORTING INNOVATION – THE NEW START-UP IDEAS (FOLLOWED BY TALKS WITH POTENTIAL INVESTORS)
Central Hall (Parallel track)	<i>Moderator:</i>	VUJOVIĆ Branislav , Founder & Board member, New Frontier Group/New Frontier Innova
	<i>Panelists:</i>	GOLOVIĆ Nikola , Co-Founder, Diratech OSKAR Marko , Co-Founder, Cropt PAVLOVIĆ Marko , Founder, MILI - EV charging robot RADOVANOVIĆ Luka , Co-Founder, B2Bee ZEČEVIĆ Iva , B2B Sales & Marketing Manager, Blinking
13:45-15:00	PANEL 9:	POPULATION DYNAMICS AFFECTING THE LABOR MARKET
Forum Hall (Parallel track)	<i>Moderator:</i>	BOBIĆ TASIĆ Danijela , Economic Development Specialist, UNDP
	<i>Keynote Address:</i>	BERIS Yakup , Resident Representative, UNDP
	<i>Panelists:</i>	BOSNIĆ Milan , Director, National Employment Service of Serbia DAVIDOVIĆ Marjana , Country Manager, Adriatic Hub South, Nestle NIKITOVIĆ Vladimir , Principal Research Fellow, Institute of Social Sciences ŽIVKOVIĆ Uroš , Program Director, Returning Point
15:00-16:15	PANEL 10:	THE ROLE OF ARTIFICIAL INTELLIGENCE IN BUSINESS
Central Hall (Parallel track)	<i>Moderator:</i>	VUJOVIĆ Branislav , Founder & Board member, New Frontier Group/New Frontier Innova
	<i>Panelists:</i>	BERKOVIĆ Marko , Head of Revenue EMEA, Poolside JANJIĆ Milen , CEO, Intellya LUKIĆ Miša , Founder & CEO, Brand Sapiens NEDELJKOVIĆ Aleksandar , Partner & CBO, Mainstream PRŽULJ Nataša , Professor, MBZ University of Artificial Intelligence (MBZUAI), Abu Dhabi, UAE
15:00-16:15	PANEL 11:	THE WESTERN BALKANS: SUSTAINABLE REGIONAL COOPERATION
Forum Hall (Parallel track)	<i>Moderator:</i>	NIKOLIĆ Radojka , Editor in Chief, Magazinbiznis.rs
	<i>Panelists:</i>	BYTYQI Fatmir , Member of Parliament, Republic of North Macedonia ČADEŽ Marko , President, Chamber of Commerce and Industry of Serbia KRESAL Katarina , Member of Global Management Committee & Co-Chair for CEE region, Andersen Global LESKAJ Besnik , Owner, Blessed Investment & Abkons, Albania SORRELL Damien , Head of Regional Representation for the Western Balkans, EIB
16:15-17:15	PANEL 12:	INNOVATIVE BUSINESS IN CHINA
Central Hall (Parallel track)	<i>Moderator:</i>	VUJOVIĆ Branislav , Founder & Board member, New Frontier Group/New Frontier Innova
	<i>Panelists:</i>	HUANG Roz , CEO, Dandelion Global, Independent Corporate Board Director LI Pan , Founder, Zhifu Technology RANĐELOVIĆ Milan , Managing Director, Science and Technology Park Niš WANG Max , CEO, TOJOY International
16:15-17:15	PANEL 13:	PROJECT SALLY 996
Forum Hall (Parallel track)	<i>Moderator:</i>	BULATOVIĆ Jelena , Executive Director, Serbian Association of Managers
	<i>Presenters:</i>	ĐOLIĆ Ivan , Director, BE-Terna IGNJATOV Ivana , Fundraising and Communications Director, SOS Children's Villages Serbia PEROVIĆ Miloš , CEO, New Startegy

17:15-18:30	PANEL 14:	DATA-DRIVEN ECONOMY
Central Hall (Parallel track)	<i>Moderator:</i>	LAZAREVIĆ Jelisaveta , Vice Dean, FEFA Faculty/Chief Content Officer, Bloomberg Adria
	<i>Panelists:</i>	ATANASIJEVIĆ Vladan , CEO, Egzakta CAREVIĆ Marko , CEO, Ananas SOBALA Krzysztof , Senior Vice President, Mastercard Services VULETIĆ Nikola , CEO & Chairman of Management Board, UniCredit Bank Serbia
17:15-18:30	PANEL 15:	INFRASTRUCTURE AND CONNECTIVITY AGENDA
Forum Hall (Parallel track)	<i>Moderator:</i>	RADONJIĆ PETROVIĆ Dragijana , Vice President, Serbian Association of Economists
	<i>Panelists:</i>	BORAS Filip , Partner, Baker McKenzie ĐUKIĆ Nikola , President of the Executive Board, UNIQA Non-life insurance GLIŠIĆ Darko , Minister for Public Investment, GoS POLEDICA Miodrag , Executive Director of Strategy, Designing and Development, PE Roads of Serbia PONTARA Nicola , Country Manager for Serbia, World Bank VUJKO Stojan , CEO, Millennium Team
18:30-19:45	PANEL 16:	LOVE, PASSION, FREEDOM – ASSOCIATION OF SERBIAN INSURERS
Central Hall (Parallel track)	<i>Moderator:</i>	LAKOVIĆ Ivana , CEO, Luxury Integrated
	<i>Panelists:</i>	CZETTL Christoph , President of the Executive Board, GRAWE Insurance FILIPOVIĆ Filip , renowned water polo champion MARKOVIĆ Dragan , President of the Executive Board, Triglav Insurance MILANOVIĆ Miloš , Member of the Executive Board, Dunav Insurance VRANEŠ Ljubica , opera diva, prima donna of the National Theatre in Belgrade
18:30-19:45	PANEL 17:	SERBIAN HIGH-INCOME ECONOMY- IS IT ACHIEVABLE? INSIGHTS FROM INVESTORS
Forum Hall (Parallel track)	<i>Moderator:</i>	PEKEZ Goran , JTI/ Chairman, Japanese Business Alliance in Serbia/ Member of BoD, FIC Serbia
	<i>Panelists:</i>	ČADEŽ Marko , President, Chamber of Commerce and Industry of Serbia COLANGELI Matteo , Regional Director for the Western Balkans, EBRD JANKOVIĆ Mihailo , CEO, MK Group ŠAPONJIĆ Nebojša , Co-Founder, Nelt Group SOVROVIĆ Andrej , Member of the Executive Board, Delta Holding
19:45-20:00	Break	
20:00-20:45	IN CONVERSATION WITH A SPECIAL GUEST:	
Central Hall	<i>Guest:</i>	GE Jun , Chairman of the Board and CEO, TOJOY Enterprise Services/Former Global Vice President of Intel, Apple and NVIDIA, People's Republic of China
	<i>Interviewer:</i>	LUKŠIĆ Igor , Former Prime Minister, Government of Montenegro
20:45-22:00	PANEL 18:	GREEN ENERGY TRANSITION: RATIONAL, OUTCOMES, MILESTONES AND SUPPORT FOR INNOVATIVE SOLUTIONS
Central Hall	<i>Moderator:</i>	ĐURIČIN Dragan , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	DAMLJANOVIĆ Dragoljub , VP International Sales Digital Grid, Schneider Electric ĐORĐEVIĆ Aleksandar , Business Development Manager, MK Group GROZDIĆ Vukašin , State Secretary, Ministry of Science, Technological Development and Innovation, GoS
22:00-	TRULY UNIQUE party	
Tuesday, March 4th, 2025		
09:00-09:30	ADDRESS OF THE PLENARY SPEAKER	
Central Hall		ĐINOVIĆ Miroslav , Assistant Director, Tax Revenue Administration, Republic of Serbia
09:30-10:10	ADDRESS OF THE SPECIAL GUEST	
Central Hall		MILANOVIĆ Branko , Research Professor & Senior Scholar, CUNY/Visiting Professor, LSE <i>Changes in Global Income Distribution and Their Political Implications</i>
10:10-10:15	Break	
10:15-11:30	PANEL 19:	GREEN ENERGY TRANSITION - CONTRIBUTION TO HIGH INCOME ECONOMY
Central Hall (Parallel track)	<i>Moderator:</i>	POPOVIĆ Vladimir , Dean & Professor, Faculty of Mechanical Engineering, University of Belgrade
	<i>Panelists:</i>	COLIĆ Miloš , Founder & CEO, New Energy Solution LAZENDIĆ Neda , Senior Energy Adviser, Hyundai Engineering MRDAK Rade , Advisor to the Minister for Renewable Energy Sources, Ministry of Mining and Energy, GoS ŠAINOVIĆ Petar , Country Managing Director, Siemens Energy ŽIVKOVIĆ Dušan , CEO, JSC Electric Power Industry of Serbia
10:15-11:30	PANEL 20:	HOW THE NEW GERMAN SUPPLY CHAIN ACT WILL SHAPE OUR BUSINESS?
Forum Hall (Parallel track)	<i>Moderator:</i>	RADONJIĆ PETROVIĆ Dragijana , Vice President, Serbian Association of Economists
	<i>Panelists:</i>	BODE Ernst , Former COO, Messer SE&Co KGaA COSSUTTA Erich , President, Danubia Holdings PETRIKIĆ Radivoje , Managing Partner, CMS Belgrade PREDOJEVIĆ Matthias , Vice President Corporate Development, Elixir Group

11:30-12:45	PANEL 21:	NEW TRENDS IN THE FINANCE INDUSTRY
Central Hall (Parallel track)	<i>Moderator:</i>	LAZAREVIĆ Vojislav , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	CIOLKOWSKI Bartosz , Divisional President, South-Eastern Europe, Mastercard MIKIĆ Maja , Chief Operation Officer, AIK Banka MILOŠEVIĆ Aleksandar , Chief Technology Officer, ASEE VESELINOVIĆ David , Founder & CEO, Crypto 12 VULETIĆ Nikola , CEO & Chairman of Management Board, UniCredit Bank Serbia
11:30-12:45	PANEL 22:	BEYOND DIGITALIZATION: AI AND DATA EMPOWERED PUBLIC SERVICES
Forum Hall (Parallel track)	<i>Moderator:</i>	ATANASIJEVIĆ Jasna , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	CARNEIRO PEIXOTO Tiago , Senior Digital Development Specialist, World Bank DRAČA Miloš , Sales Director Public and Enterprise, Adriatic region, Microsoft SEE DRAGOŠAN Ivan , Technology Consulting Leader, EY Central Europe JOVANOVIĆ Mihailo , Director, Office for IT and eGovernment, GoS LJUBOJEVIĆ Siniša , CSO, Saga
12:45-14:00	PANEL 23:	HIGH PERFORMING EDUCATION FOR A HIGH-INCOME ECONOMY
Central Hall (Parallel track)	<i>Moderator:</i>	KISIĆ Svetlana , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	ALEKSIĆ Ivana , Global Education and Business Development Advisor, British Council GABER Slavko , Professor, Faculty of Education, University of Ljubljana JOVIĆ Aleksandar , Assistant Minister, Ministry of Education, GoS MIRKOVIĆ Ana , Co-Founder & CEO, Digital Communications Institute PAVLOVIĆ BABIĆ Dragica , Associate Professor, Faculty of Philosophy, University of Belgrade
12:45-14:00	PANEL 24:	SOCIO-ECONOMIC IMPACT STUDY: WHY ARE GLOBAL PLAYERS (STILL) DOMESTIC COMPANIES?
Forum Hall (Parallel track)	<i>Moderator:</i>	TELESKOVIĆ Anica , Journalist, RTS
	<i>Panelists:</i>	LUKIĆ Darko , CEO, Nelt Group MARKOVIĆ Saša , General Manager, Coca Cola HBC Serbia and Montenegro STAJKOVIĆ Dragan , General Manager, Bambi STEVANOVIĆ Saša , State Secretary, Ministry of Finance, GoS STOJKOVIĆ Gorica , Franchise General Manager for Serbia, Montenegro and North Macedonia, The Coca-Cola Company VEŠOVIĆ Mihailo , Director of the Division for Strategic Analyses, Chamber of Commerce and Industry of Serbia
14:00-14:30	Brunch	
14:30-15:30	IN CONVERSATION WITH: HOW TO CREATE THE FUTURE	
Central Hall (Parallel track)	<i>Guest:</i>	LINDKVIST Magnus , Futurologist, Author and Trendspotting Phenomenon
	<i>Interviewer:</i>	JANJATOVIĆ Dejan , Deputy Chief Executive Officer, NLB Komercijalna banka
14:30-15:30	PANEL 25:	SERBIA AND SOUTHEAST EUROPE THROUGH THE LENS OF GLOBAL M&A AND FINANCIAL MARKETS
Forum Hall (Parallel track)	<i>Presenters:</i>	ĐELIĆ Božidar , Managing Director, Head of Central and Eastern European Investment Banking, Lazard STAROVIĆ Miloš , Managing Director, Co-Head EMEA Cross Asset and Sovereign Solutions Group, Bank of America
15:30-16:45	PANEL 26:	WHY THE CIRCULAR ECONOMY IS THE BUSINESS OPPORTUNITY OF OUR TIME
Central Hall (Parallel track)	<i>Moderator:</i>	ZELIĆ Lidija , Manager, Serbian Biogas Association
	<i>Panelists:</i>	DAVIDOVIĆ Marjana , Country Manager, Adriatic Hub South, Nestle KOKAI Roland , CEO, Vojvodinašume MAUHAR Siniša , Managing Director, Moravacem TEOFILOVIĆ Verica , CFO, MK Group TRNINIĆ Jelena , Director, Public Affairs, Communication & Sustainability, The Coca-Cola Company Serbia, Montenegro, N. Macedonia
15:30-16:45	PANEL 27:	ESCAPING THE MIDDLE-INCOME TRAP: LESSONS FROM OTHER COUNTRIES
Forum Hall (Parallel track)	<i>Moderator:</i>	PONTARA Nicola , Country Manager for Serbia, World Bank
	<i>Panelists:</i>	BULATOVIĆ Bodin , Country Officer for Serbia & Western Balkans, IFC MORDT Matilde , United Nations Resident Coordinator in Serbia RECORD Richard , Lead Country Economist for the Western Balkans, World Bank UDOVIČKI Kori , Founder and Chairwoman of the Board, CEVES
16:45-18:00	PANEL 28:	REELS, MEMES & FINANCIAL TRICKS: COMMUNICATING WITH THE ALWAYS-ONLINE GENERATION
Central Hall (Parallel track)	<i>Moderator:</i>	BOŠKOVIĆ Vladimir , Member of the Executive Board, NLB Komercijalna banka
	<i>Panelists:</i>	AŠČERIĆ Milivoje , Influencer MILOJEVIĆ Slavko , CDO, NF Innova RADOVIĆ Jelena , MSc in Sociology and Marketing Strategist, Pasaž Advertising TOTA Anđela , Winner of the "NLB Idea" internship program
16:45-18:00	PANEL 29:	INNOVATION HORIZONS: ACCELERATE THE TECH-DRIVEN DEVELOPMENT
Forum Hall (Parallel track)	<i>Moderator:</i>	OBRADOVIĆ Dušan , Co-Founder & CEO, SEE UP
	<i>Panelists:</i>	ANĐELKOVIĆ Maja , Innovation and Entrepreneurship Team Leader, World Bank CAREVIĆ Marko , CEO, Ananas

		ODOROVIĆ Lav , Co-Founder & CEO, Relio AG PITIĆ Goran , Professor, FEFA Faculty TRIFUNOVIĆ Ivan , President, WaferGen Biosystems/Co-Founder, Dren Bio
18:00-19:15	PANEL 30:	BANKING SECTOR: THE ROLE IN ECONOMIC RECOVERY
Central Hall (Parallel track)	<i>Moderator:</i>	VUKOVIĆ Vlastimir , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	JOVANOVIĆ Petar , President of the Executive Board, AIK Banka KONDIĆ Srđan , President of the Executive Board, Addiko Bank MIHAJLOVIĆ Predrag , President of the Executive Board & CEO, OTP Bank POPOVIĆ Darko , President of the Executive Board & CEO, Banca Intesa TERZIĆ Jasna , President of the Executive Board, Erste Bank
18:00-19:15	PANEL 31:	SUSTAINABLE DEVELOPMENT - THE CONTRIBUTION OF AGRICULTURE AND FOOD PROCESSING INDUSTRY
Forum Hall (Parallel track)	<i>Moderator:</i>	DALJEVIĆ Zoran , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	BLAGOJEVIĆ Zoran , President of the Executive Board, Wiener Städtische Insurance POPOVIĆ Luka , CEO, Delta Agrar RADIČEVIĆ Dušan , CEO, AI Dahra Serbia ZHUKOVA Natalia , Director, Head of Food and Agribusiness, EBRD
19:15-20:30	PANEL 32:	THE "JADAR" PROJECT: PROS AND CONS
Central Hall (Parallel track)	<i>Moderator:</i>	STANOJEVIĆ Zoran , Editor and Journalist, RTS
	<i>Panelists:</i>	DONDUR Vera , Professor, Faculty of Physical Chemistry, University of Belgrade ĐURIČIN Dragan , Professor, Faculty of Business and Economics, University of Belgrade KNEŽEVIĆ Dinko , Professor, Faculty of Mining and Geology, University of Belgrade MARJANOVIĆ Prvoslav , Advisor to Director, Institute for Water Resources Development "Jaroslav Černi" STEVANOVIĆ Zoran , Professor, Faculty of Mining and Geology, University of Belgrade
19:15-20:30	PANEL 33:	NEW NEIGHBORS, NEW BUSINESS HORIZONS: REFUGEE POTENTIAL IN SERBIA
Forum Hall (Parallel track)	<i>Moderator:</i>	LAPČIĆ Vesna , Economic Journalist and Editor
	<i>Panelists:</i>	ALMEYDA RODRIGUEZ Fernando , Human Rights Lawyer, Refugee from Cuba EGOROVA Ekaterina , CEO & CSO, IKEA South East Europe NEDIĆ Danijela , Acting Assistant to Commissioner for Refugees and Migration of Republic of Serbia SOUFIANE Adjali , Representative in Serbia, UN Refugee Agency (UNHCR) VEŠOVIĆ Mihailo , Director of the Division for Strategic Analyses, Chamber of Commerce and Industry of Serbia
20:30-21:15	IN CONVERSATION WITH:	
Central Hall	<i>Guest:</i>	PEŠIĆ Svetislav , Basketball Coach, World and European Champion
	<i>Interviewer:</i>	SPASOJEVIĆ Toplica , Member of the Presidency, Serbian Association of Economists
Wednesday, March 5th, 2025		
09:00-09:45	ADDRESSES OF THE PLENARY SPEAKERS	
Forum Hall		KOSTADINOVA Deyana , Director, UNICEF Serbia GRUJIĆ Gabrijela , Director, Office for Dual Education and National Qualifications Framework
09:45-10:45	PANEL 34:	WHO IS MORE IMPORTANT TO YOU THAN ME?
Forum Hall	<i>Moderator:</i>	ĐUKIĆ SAVIĆ Vesna , Fundraising Specialist, UNICEF Serbia
	<i>Panelists:</i>	ALEKSIĆ Anja , Business Advisory Board Member, UNICEF Serbia KANURIĆ Petra , Business Development Manager, Startuj.com MILANKOVIĆ Marko , Corporate Communications Manager, Nelt Group MILORADOVIĆ Kristina , Youth Council, UNICEF Serbia PURAR Jovan , Chief Legal Officer, MK Group
10:45-11:45	PANEL 35:	ENDOWMENT IN SERBIA
Forum Hall	<i>Moderator:</i>	VOJNOVIĆ Rade , Chairman of the Board, Belgrade Philharmonic Orchestra
	<i>Panelists:</i>	ĐORĐEVIĆ Nemanja , Manager, Miodrag Kostić Endowment KOPRIVICA Tijana , Director, Delta Foundation PEKOVIĆ Aleksandar , General Manager, Ilija Milosavljević Kolarac Endowment VELIČKOVIĆ Svetlana , Manager, Madlena Zepeter Cultural Endowment
11:45-13:00	PANEL 36:	GENERATIONS Z AND ALPHA IN THE AGE OF GEN AI
Forum Hall	<i>Moderator:</i>	SAVIĆ Nebojša , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	JOVANOVIĆ Mihajlo - Džaril , Director, Serbian Games Association KOVAČEVIĆ Darko , Director General Financial Stability, National Bank of Serbia LAZAREVIĆ Jelisaveta , Vice Dean, FEFA Faculty/Chief Content Officer, Bloomberg Adria PROTIĆ Aleksandar , Chief of Admissions, Talent and B2B Executive Master, Polytechnique/Program Director & Chairman, Academie Tesla, Sorbonne University ŠTEDUL Jan , AI Growth Architect, Melkior
13:00-14:15	PANEL 37:	HEALTHCARE IN SERBIA BASED ON INNOVATIONS
Forum Hall	<i>Moderator:</i>	LONČAR Dragan , Member of the Presidency, Serbian Association of Economists

	<i>Panelists:</i>	GOVEDARICA Ana , General Manager, Roche Serbia JOKIĆ Mirko , Patient Experience Advocate JOVANOVIĆ Mihailo , Director, Office for IT and eGovernment, GoS RADULOVIĆ Branko , Professor, Faculty of Law, University of Belgrade
14:15-14:30	CLOSING REMARKS	
Forum Hall		VLAHOVIĆ Aleksandar , President, Serbian Association of Economists