



KOPAONIK BUSINESS FORUM 2019

SERBIA TEN YEARS AFTER THE GREAT RECESSION: THE IMPERATIVE OF THE ROBUST GROWTH

in partnership with **Mastercard**[®]

Kopaonik Convention Center

March 3 - 6, 2019

AGENDA

Sunday, March 3, 2019 KBF WARM-UP

10:00-23:00 REGISTRATION (RECEPTION – HOTEL GRAND)

18:00-19:00 SPECIAL EVENT 1: CREATIVE ECONOMY CREATES SERBIA

Forum Hall *Moderator:* **CONIĆ Branka**, Communications Strategist

Panelists: **BUKVIĆ Raša Radivoje**, Actor
KOVAČEVIĆ Dušan, CEO, EXIT
STOJANOVIĆ Slavimir, Art Designer
VLADISAVLJEVIĆ Mirjana, CEO, Balkan Tube Space

19:00-20:00 SPECIAL EVENT 2: STARTUPS - DIGITAL SERBIA ENGINE

Forum Hall *Moderator:* **KUKIĆ Zoja**, Programme Director – Startup Ecosystem, Digital Serbia Initiative

Panelists: **BJELOGRLIĆ Milorad**, Head of Department for IT Planning and Digital Transformation, Telekom Serbia
ĐURĐEVIĆ Nebojša, CEO, Digital Serbia Initiative
MARKOVIĆ Milica, Corporate Communications Manager, Direct Media

20:30-22:30 MK GROUP WELCOME PARTY (GARDEN – HOTEL GRAND)

Monday, March 4, 2019

09:15-09:35 REALITY CHECK – KEY DEVELOPMENTS BETWEEN TWO KBFS

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

09:35-09:50 MESSAGE FROM THE PARTNER

Central Hall **TUREMKA Artur**, General Director for the Balkans, Mastercard

09:50-11:00 PLENARY SESSION 1: MACROECONOMIC FUNDAMENTALS FOR ROBUST GROWTH

Central Hall **BRNABIĆ Ana**, Prime Minister, Government of the Republic of Serbia
MALI Siniša, Minister of Finance, Government of the Republic of Serbia

11:00-11:30 ADDRESS OF THE SPECIAL GUEST - AN INSIGHT WITH LUMINARY

Central Hall **JACOBS Garry**, CEO, World Academy of Art and Science

11:30-12:00 Break

12:00-13:15 PANEL 1: CAPITAL SCARCITY AND FISCAL SPACE FOR GROWTH

Central Hall (Parallel track) *Moderator and Introductory Speaker:* **ĐURIČIN Dragan**, President, Serbian Association of Corporate Directors

Panelists: **MALINIĆ Dejan**, Professor, Faculty of Economics, University of Belgrade
NDEGWA Stephen, Country Manager, World Bank
PETROVIĆ Pavle, President, Fiscal Council of the Republic of Serbia
PRAŠNIKAR Janez, Professor, Faculty of Economics, University of Ljubljana

12:00-13:15 PANEL 2: E-MOBILITY - FROM LINEAR TO EXPONENTIAL INDUSTRIAL VALUE CHAIN

Forum Hall (Parallel track) *Moderator:* **MITROVIĆ Radivoje**, Dean, Faculty of Mechanical Engineering, University of Belgrade

Panelists: **JARAKOVIĆ Ilija**, CEO, Servotech
JEVTIĆ Milan, Director Division Software Solutions, SAGA
MAJSTOROVIĆ Vidosav, Professor, Faculty of Mechanical Engineering, University of Belgrade
MIGITKO Aleksei, Co-Founder and CEO, Blinking
POPOVIĆ Vladimir, State Secretary, Ministry of Education, Science and Technological Development, Government of the Republic of Serbia

13:15-14:30 **PANEL 3: RESPONDING TO SYSTEMIC FAULTS LINES AND EXTERNAL SHOCKS**

Central Hall
(Parallel track) *Moderator and
Introductory* **VUJOVIĆ Dušan**, Consultant, World Bank
Speaker:

Panelists: **JURČIĆ Ljubo**, President, Croatian Association of Economists
LABUS Mirosljub, Professor, Faculty of Law, University of Belgrade
SAVIĆ Nebojša, Professor, FEFA
ŠOSA Sebastian, Resident Representative for Serbia and North Macedonia, IMF
ŠOŠKIĆ Dejan, Professor, Faculty of Economics, University of Belgrade

13:15-14:30 **PANEL 4: POWERING DIGITAL ECONOMY - INDUSTRY PERSPECTIVE**

Forum Hall
(Parallel track) *Moderator:* **ĐURKOVIĆ Miloš**, CEO, SAS Institute

Panelists: **ČULIBRK Predrag**, CEO, Telekom Serbia
GLIGORIJEVIĆ Diana, CMO, TeleGroup
MEHANDŽIĆ Nikola, Director Business Development for Serbia, BIH and Montenegro, Mastercard
MICHEL Mike, CEO, Telenor
ROYER Quentin, CEO, Delhaize
STEPANČEV Aleksandar, Manager Systems Engineering Balkans, Cisco Serbia

14:30-15:45 **PANEL 5: WESTERN BALKAN - REGIONAL ECONOMIC AREA**

Central Hall
(Parallel track) *Moderator:* **SVILANOVIĆ Goran**, Former Foreign Minister, Serbia and Montenegro

Panelists: **AZESKI Branko**, President, Macedonian Chamber of Commerce
ČADEŽ Marko, President, Serbian Chamber of Commerce
GERXHALIU Safet, Secretary General, WB6 Chamber Investment Forum
GOLUBOVIĆ Vlastimir, President, Montenegro Chamber of Commerce
GORJUP Boštjan, President, Chamber of Commerce and Industry of Slovenia
VASIĆ Nemanja, President, Foreign Trade Chamber Bosnia and Herzegovina

14:30-15:45 **PANEL 6: DIGITAL FUTURE IS GENDER EQUAL – WHAT CAN WE DO TO AMPLIFY THE POSITION OF WOMEN IN STEM?**

Forum Hall
(Parallel track) *Moderator:* **RISTIĆ Jelena**, Country Manager for Serbia, BIH and Montenegro, Mastercard

Panelists: **BRATIĆ Jelena**, Representative of Women in Tech Programme, AmCham Serbia
VIČEK Anamarija, State Secretary, Ministry of Education, Science and Technological Development, Government of the Republic of Serbia
BOGIČEVIĆ Manja, Data Scientist, M Data
KUKIĆ Zoja, Programme Director – Startup Ecosystem, Digital Serbia Initiative
GAVRILOVIĆ Gordana, Gender Equality Adviser, Office of Deputy Prime Minister

15:45-16:30 **Break**

16:30-17:15 **SPECIAL EVENT 3: BLINKING - DIGITAL WORLD ONBOARDING**

Forum Hall

17:15-18:00 **SPECIAL EVENT 4: NLB PRESENTATION - PLAY LIKE TOMORROW IS THE END OF THE WORLD – ABOUT LEADERSHIP AND TEAM SPIRIT WITH VESELIN VUJOVIĆ**

Forum Hall

18:00-19:00 **PANEL 7: PROTECTION OF COMPETITION IN SERBIA**

Central Hall
(Parallel track) *Moderator:* **LONČAR Dragan**, Professor, Faculty of Economics, University of Belgrade

Panelists: **JOVIĆ Marko**, Head of General Affairs, Vip mobile
MOMIROVIĆ Tomislav, CEO, Mona Hotel Management
OBRADOVIĆ Miloje, President, Commission for Protection of Competition
STOJANOVIĆ Boban, Professor, Faculty of Economics, University of Nis

18:00-19:00 **PANEL 8: WHERE DO WE STAND IN THE ACCESSION PROCESS?**

Forum Hall
(Parallel track) *Moderator:* **SVILANOVIĆ Goran**, Former Foreign Minister, Serbia and Montenegro

Panelists: **FABRIZI Sem**, Head of EU Delegation to Serbia
ANTONIJEVIĆ Milan, Executive Director, Open Society Foundation
MIŠČEVIĆ Tanja, Head of the Negotiating Team for Accession of the Republic of Serbia to EU

19:00-20:15 **PANEL 9: USER EXPERIENCE AND SECURITY - THE TWO SIDES OF THE MEDAL**

Central Hall
(Parallel track) *Moderator:* **BIJELIĆ Aleksandar**, Chief Digital Officer, MK Group

Panelists: **BRANKOVIĆ Zorana**, Head of Multichannel Office, Banca Intesa
GHITA Gabriel, Vice President Business Development, Central and Eastern Europe, Mastercard
JOVANOVIĆ Mihailo, Director, The Office for Information Technology & E-Government, Government of the Republic of Serbia
POLOVINA Miloš, Executive Board Member, Telenor Bank

19:00-20:15 **PANEL 10: SERBIA BETWEEN VISION AND DILEMA - NATION STATE OF MIND**

Forum Hall
(Parallel track) *Moderator:* **BOGOSAVLJEVIĆ Srđan**, MMB & Consultant, Ipsos Adria

Panelists: **LIHT Sonja**, President, BFPE
BOAROV Dimitrije, Political and Economic Analyst

20:15-21:30 **PANEL 11: KEY POINTS OF THE INSURANCE AGENDA FOR SERBIA 2019**
“SECURE KNOWLEDGE” – PRESENTATION OF THE WINNER

Central Hall
 (Parallel track) *Moderator:* **MEMEDOVIĆ Jovan**, Journalist
Panelists: **BLAGOJEVIĆ Zoran**, CEO, Wiener Städtische Insurance
MARCHEGIANI Giorgio, CEO, DDOR Novi Sad
PETROVIĆ Mirko, CEO, Dunav Insurance
VUKADINOVIĆ Dragoljub, President, Metalac

20:15-21:30 **PANEL 12: SECURING INVESTMENT FOR SUSTAINABLE GROWTH**

Forum Hall
 (Parallel track) *Moderator:* **DRAKULIĆ Zoran**, President, SBC Privrednik
Panelists: **BRODNJAK Blaž**, President of the Management Board, NLB d.d.
HARGITAI Zsuzsanna, Regional Director, EBRD
MIKEREVIĆ Dragan, Professor, Faculty of Economics, University of Banja Luka
PAVLOVIĆ Jelena, President, AmCham Serbia
TYURDENEV Kirill, CEO, NIS

21:30-22:45 **PANEL 13: A DIFFERENT EU - DIFFERENT PARTNERSHIP**

Central Hall *Moderator:* **VUJAČIĆ Ivan**, Professor, Faculty of Economics, University of Belgrade
Panelists: **FABRIZI Sem**, Head of EU Delegation to Serbia
POPA Cristina Oana, Romanian Ambassador to Serbia
SCHIEB Thomas, German Ambassador to Serbia
SCOTT Kyle, US Ambassador to Serbia

23:00- **NLB MIDNIGHT PARTY (CAMELOT)**

Tuesday, March 5, 2019

09:00-10:15 **PLENARY SESSION 2: IMPACT OF INFRASTRUCTURE DEVELOPMENT, INNOVATION AND ACTIVE EMPLOYMENT POLICY ON GROWTH**

Central Hall **MIHAJLOVIĆ Zorana**, Deputy Prime Minister and Minister of Construction, Transport and Infrastructure, Government of the Republic of Serbia
ĐORĐEVIĆ Zoran, Minister of Labor, Employment, Veteran and Social Affairs, Government of the Republic of Serbia
POPOVIĆ Nenad, Minister without portfolio responsible for Innovation and Technological Development, Government of the Republic of Serbia

10:15-10:45 **ADDRESS OF THE SPECIAL GUEST**

Central Hall **DANIELSSON Christian**, Director General for European Neighbourhood Policy And Enlargement Negotiations at the European Commission

10:45-11:15 **GENDER EQUALITY FOR IMPACT ECONOMY - CEO'S COMMITMENT FOR ADVANCING EQUALITY IN BUSINESS - PLEDGE SIGNING**

Central Hall

11:15-11:30 **Break**

11:30-12:45 **PANEL 14: INFRASTRUCTURE AND REGIONAL CONNECTIVITY AGENDA**

Central Hall
 (Parallel track) *Moderator:* **RADONJIĆ PETROVIĆ Dragijana**, Vice President, Serbian Association of Economists
Panelists: **MIHAJLOVIĆ Zorana**, Deputy Prime Minister and Minister of Construction, Transport and Infrastructure, Government of the Republic of Serbia
NEGRE Dubravka, Head of Regional Office for the Western Balkans, European Investment Bank
SREDANOVIĆ Milica, Investment Officer, IFC
TRNINIĆ Nedo, Minister of Transport and Communications, Government of Republic of Srpska

11:30-12:45 **PANEL 15: RESTRUCTURING OF SOE'S - KEY ISSUES**

Forum Hall
 (Parallel track) *Moderator:* **SPASOJEVIĆ Toplica**, CEO and Owner, ITM System
Panelists: **FILIPOVIĆ Mirjana**, State Secretary, Ministry of Mining and Energy, Government of the Republic of Serbia
NDEGWA Stephen, Country Manager, World Bank
PAVLOVIĆ Tatjana, Executive Director for Financial Affairs, EPS
TAKAČ Marta, CEO, Vojvodinašume
TRIVUNAC Milun, State Secretary, Ministry of Economy, Government of the Republic of Serbia
VLAISAVLJEVIĆ Saša, CEO, Airport Nikola Tesla

12:45-14:00 **PANEL 16: HUMAN CAPITAL - A CONSTRAINT OR AN OPPORTUNITY FOR ROBUST GROWTH?**

Central Hall *Moderator:* **KISIĆ Svetlana**, President, Junior Achievement Serbia
Panelists: **ČEKIĆ MARKOVIĆ Jasminka**, Director, Centre for Education Policy
POPOVIĆ Ivanka, Rector, University of Belgrade
RAŠEVIĆ Mirjana, Professor, Institute of Social Sciences
ŠARČEVIĆ Mladen, Minister of Education, Science and Technological Development, Government of the Republic of Serbia

14:00-15:15 PANEL 17: FROM INNOVATION TO TRANSFORMATION

Central Hall (Parallel track) *Moderator:* **ATANASIJEVIĆ Jasna**, Assistant Professor, Faculty of Sciences, University of Novi Sad
Panelists: **DANILOVIĆ-GRKOVIĆ Gordana**, Acting Director, Science Technology Park Belgrade
IKONEN Pertti, Finnish Ambassador to Serbia
KOBLER Jan, Managing Partner, South Central Ventures
MARJANOVIĆ Vladeta, Chairman of the Expert Committee, Innovation Fund
SOLECKI Anna, Country Manager for Serbia, European Investment Bank

14:00-15:15 PANEL 18: TOURISM - REGIONAL PERSPECTIVE

Forum Hall (Parallel track) *Moderator:* **PETKOVIĆ Goran**, Professor, Faculty of Economics, University of Belgrade
Panelists: **CAMERNIK Boris**, Business Development Manager, Danube Competence Centre
ĐURICA Dragana, Senior Expert on Competitiveness, Regional Cooperation Council
KOVAČEVIĆ Dušan, CEO, EXIT
LATINOVIĆ Olja, Vice President, NGO Terra Dinarica
PINĐO Renata, Assistant Minister, Ministry of Trade, Tourism and Telecommunications, Government of the Republic of Serbia
VASIĆ Živorad, Area General Manager, IHG

15:15-16:00 Break

16:00-17:00 SPECIAL EVENT 5: PWC SERBIA - IS DIGITAL THE ANSWER TO THE NEXT RECESSION?

Forum Hall

17:00-17:45 SPECIAL EVENT 6: WORLD BANK - NEW SERBIAN ECONOMY OF GROWTH

Forum Hall

17:45-19:00 PANEL 19: ENERGY INDUSTRY AND DIGITALIZATION - CHALLENGES AND OPPORTUNITIES

Central Hall (Parallel track) *Moderator:* **MILISAVLJEVIĆ Miloš**, CEO, Strawberry Energy
Panelists: **ĐURĐEVIĆ Nebojša**, CEO, Digital Serbia Initiative
KUZMAN Tanja, Corporate Innovation Manager, PwC Serbia
TYURDENEV Kirill, CEO, NIS

17:45-19:00 PANEL 20: CONSTRUCTION/REAL ESTATE REVIVAL

Forum Hall (Parallel track) *Moderator:* **GRUJIĆ Branislav**, President, PSP-FARMAN Holding
Panelists: **ČUPIĆ Aleksandra**, Head of Real Estate Department, Erste Bank Serbia
NEŠOVANOVIĆ Nebojša, Senior Director, Head of Valuation SEE, CBRE
PETRONIJEVIĆ Peđa, CEO, GTC Serbia
TOMAŠEVIĆ Ladislav, CEO of Confluence Property Management, MPC Group

19:00-20:15 PANEL 21: WHAT INDUSTRY 4.0 CAN (AND CANNOT) DO FOR BANKING INDUSTRY TRANSFORMATION

Central Hall (Parallel track) *Moderator:* **CARIĆ Slavko**, President of the Executive Board, Erste Bank Serbia
Introductory speaker: **BRODNJAK Blaž**, President of the Management Board, NLB d.d.
Panelists: **BJELOTOMIĆ Nebojša**, CEO, SAGA
LAZAREVIĆ Vojislav, President of the Executive Board, Addiko Bank
MEKINJIĆ Boško, President of the Board of Directors, Association of the Banks of Bosnia and Herzegovina
TUREMKA Artur, General Manager for the Balkans, Mastercard

19:00-20:15 PANEL 22: TOWARD MODERN TAX ADMINISTRATION SYSTEM

Forum Hall (Parallel track) *Moderator:* **RAKIĆ Ivan**, Country Managing Partner for Serbia, Montenegro and Bosnia & Herzegovina, EY
Panelists: **MARKOVIĆ Dragana**, Director, Tax Administration, Ministry of Finance
PAUNOVIĆ Marko, Economist, IMF
PETROVIĆ Zoran, President of the Managing Board, Raiffeisen Bank
TIPSAREVIĆ Vladimir, Vice President of Fair Competition Alliance, NALED

20:15-21:30 PANEL 23: GROWTH PROSPECTS FROM BANKING PERSPECTIVE

Central Hall (Parallel track) *Moderator:* **GALIĆ Jelena**, President of the Executive Board, AIK Bank
Panelists: **MILENOVIĆ Predrag**, Head of Corporate and SME Division and Executive Board Member, Banca Intesa
PAVLOVIĆ Slavica, President of the Executive Board, Eurobank
VASILESCU Marijana, President of the Executive Board, Sberbank
VULETIĆ Nikola, Member of the Executive Board, UniCredit Bank

20:15-21:30 PANEL 24: NUTRITIOUS FOOD AND SUSTAINABLE AGRICULTURE

Forum Hall (Parallel track) *Moderator:* **ČUPIĆ Vladimir**, Director, Atlantic Group Representative Office

Panelists: **FILIPOVIĆ Dragan**, CEO, Generali Insurance
KOSTIĆ Ivan, CEO, Delta Agrar
LAZAREVIĆ Vojin, CEO, Al Dahra Serbia
ŠALIĆ Dario, CEO, Jamnica
SHRESTHA Mohan, CEO, Camex
ZADRO Željko, President of Management Board, Viro Sugar Factory

21:30-22:45 **PANEL 25: DOING BUSINESS IN THE BALKANS - STRENGTHS, WEAKNESSES, RECOMMENDATIONS**

Forum Hall *Moderator:* **ZDRALE Miljan**, Head of Agribusiness for CSEE, EBRD London

Panelists: **BOKAN Dragan**, President of the Board, Voli Company
DRAKULIĆ Zoran, President, SBC Privrednik
JANEVSKI Svetozar, President, Tikveš Winery
RADIČEVIĆ Dušan, CFO, MK Group
TEDESCHI Emil, President, Atlantic Group

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

Wednesday, March 6, 2019

10:00-10:45 **PLENARY SESSION 3: SHAPING THE FUTURE OF ENVIRONMENT IN CONDITIONS OF CLIMATE CHANGE AND HUMAN RESOURCES SCARCITY**

Forum Hall **TRIVAN Goran**, Minister of Environmental Protection, Government of the Republic of Serbia
SAVIĆ Vesna, Fundraising Specialist, UNICEF Serbia

10:45-12:00 **PANEL 26: HEALTH CARE - THE MOST EFFICIENT SYSTEM IS THE MOST COST-EFFECTIVE**

Forum Hall *Moderator:* **TOŠIĆ Ozren**, Chief Executive, Pavilion Health Europe

Introductory speaker: **HREN Rok**, Member of the Board of Directors, ISPOR Global

Panelists: **DMYTRACZENKO Tania**, Practice Manager for Health, Nutrition and Population Europe and Central Asia, World Bank
GOVEDARICA Ana, CEO, Roche Serbia
JOVIĆ Željko, Director of Health Insurance, UNIQA Insurance
KNEŽEVIĆ Jasmina, CEO, Bel Medic
KOCIĆ Maja, President, Lymphoma Patient Association

12:00-12:15 **CLOSING REMARKS**

Forum Hall