

registration & networking (breakfast included, powered by Zlatiborac): 07.30 – 08.45

program: 09.00 – 16.00

cocktail: 16.00 – 17.00

ECONOMIC PROSPECT OF SERBIA

Milojko Arsić, president of Serbian Scientific Society of Economists, professor at Faculty of Economics and Business,

YETTEL: strategic partnerships for better economy

Mike Michel, CEO, Yettel Srbija

PARTNER COUNTRY 2023: USA

Welcome note: **Ambassador of USA in Belgrade, His Excellency Christopher Hill**

Panel: *Serbia and the region from the perspective of American investors*

Miloš Starović, managing director, Bank of America

Nuno Pinto Leite, general manager South-central Europe & Baltics, PepsiCo

Moderator: **Tatjana Veselinović, TV host and editor, N1**

ECONOMY FIRST

Marko Čadež, president, Chamber of Commerce and Industry of Serbia & guest

11.00 – 11.40 Coffee & Networking time powered by Jacobs

STRATEGY & BRAND VIBE SHIFT – EVOLUTION OF BRANDS

Lazar Džamić, leading global creative & digital brand strategist

UNICREDIT BANK SRBIJA (platinum partner) : Unlocking the potential of the economy and population

Nikola Vuletić, president of the Executive Board

VISION (IM)POSSIBLE

Aleksandar Kostić, vice president, MK Group

Moderator: **Milan Ćulibrk, editor-in-chief, NIN**

DIGITAL TRANSFORMATION

How to close the digital divide and step closer to more technologically advanced economies

Alessandro Bragonzi, Head of Regional Representation for Western Balkans, EIB

Panel: *The power of AI and Data*

Aleksandar Grašić, founder, Outliers (excel.grasic)

Luka Aničin, Machine Learning & Data Consultant

Moderator: **Nebojša Bjelotomić, president of the Digital Serbia Initiative**

13.30 – 14.50 lunch

DIGITAL AGRICULTURE

Vesna Bengin, co-founder, BioSense Institut

THE ENERGY SECTOR CHALLENGES

efficiency, management systems and the transition to renewable energy sources

Ksenija Karić, CEO, Schneider Electric

SPORTS AND BUSINESS

Dejan Bodiroga, president of Euroleague and former basketball player