



## **Serbia Investment Day 2014**

### ***The evolution of a modern business destination***

#### **AGENDA**

#### **Registration and breakfast - 9:30-10:00**

#### **Session One – 10:00-11:00**

##### ***Serbia: an emerging world class business destination***

- **A UK perspective on Serbia** - speech by Vince Cable, Secretary of State for Business, Innovation and Skills
- **My vision for Serbia's future** – speech by Aleksandar Vucic, Prime Minister of Serbia
- **Creating a modern Serbia: how we are transforming our national finances** – speech by Dusan Vujovic, Minister of Finance, Government of Serbia
- **Return to the heart of Europe: Serbia's path to the European Union** – speech by Alfred Gusenbauer, Advisor to the Government of Serbia

##### *Session one will cover:*

- An introduction to Serbia as a country and business environment
- Recent developments in Serbia's economic and political spheres
- The latest progress on Serbia's path to European Union membership

#### **Morning break - 11:00-11:30**

#### **Session two - 11:30-13:10**

##### ***Towards a better investment environment: challenges and opportunities***

- **Restructuring Serbia's public sector** – speech by Željko Sertic, Minister of Economy, Government of Serbia
- **Strengthening links between the UK and Serbia** – speech by Denis Keefe, British Ambassador to Serbia
- **Truth and myth: the realities of doing business in Serbia** – panel debate featuring:
  - Moderator: Neil Buckley, East Europe Editor, Financial Times
  - Zeljko Vujinovic, General Manager of Microsoft Serbia and Montenegro
  - Ellen Goldstein, World Bank
  - Agata Urbanska, Market Economist, HSBC
  - David Banjai, Plant Manager, Ball Packaging

##### *Session two will cover:*

- The changing face of regulation and the impact of government reforms
- Investor opportunities and the key attractions of Serbia



- Enduring challenges

### **Session three – 13:10-13:40**

- **Doing business in Serbia: A practical guide** - speech by Nikola Jankovic, Acting Director, SIEPA
- **Promoting export and bilateral economic partnerships between UK and Serbia** - Aleksandra Stanarevic, the Serbian Chamber of Commerce

*Session three will cover:*

- Who to contact and where to get more information
- Cultural expectations of doing business in Serbia
- A guide to the key processes
- Key advantages of working in Serbia: tax breaks, workforce skills, costs and energy prices

### **Networking lunch - 13:40-14:40**

### **Session four - 14:40-16:10**

***Belgrade and beyond: investment in Serbia's infrastructure***

- **The necessary infrastructure requirements of an emerging economy: where Serbia is focused on development** – speech by Zorana Mihajlovic, Deputy Prime Minister and Minister for Construction, Transport and Infrastructure, Government of Serbia
- **A model for success: transforming Belgrade's Waterfront** – speech by Sinisa Mali, Mayor of Belgrade
- **Capitalising on Serbia's transformation: is Serbia a clear investment choice in the Balkans?** A panel debate featuring:
  - Moderator: Joan Hoey, Economist Intelligence Unit
  - Piers Marlow, Business Development Director, Arriva
  - Robert Knorr, Senior Partners, Mid Europa Partners
  - Other panellists TBC

*Session four will cover:*

- Serbia's infrastructure strengths and weaknesses
- The key hotspots for infrastructure development investment in Belgrade and beyond
- The next four years – the government's infrastructure priorities: legal certainty, investor protection and investor return

### **Afternoon break - 16:10-16:30**

### **Session five - 16:30-17:10**

***Serbia - the gateway to modern Europe***

- **Fostering business relations between the UK and Serbia** – speech by Sir Paul Judge, Chairman, British Serbian Chamber of Commerce
- **Serbia: an export destination at the heart of Europe** – speech by Miodrag Kostic, President of MK Group



- **Final reflections: Serbia, the modern powerhouse of the Balkans** – speech by Matteo Patrone, Country Director, European Bank for Reconstruction and Development

*Session five will cover:*

- The emergence of Serbia as a modern business hub and logistics base – the gateway to EU, Russia, Turkey and other markets
- The success of Serbian businesses internationally
- The mechanisms in place to support business in Serbia
- Key growth sectors in Serbia – agriculture, renewables and infrastructure development

### **Wrap up – 17:10-17:15**

**Closing remarks** – by Dr Ognjen Pribičević, Ambassador of the Republic of Serbia to the United Kingdom

### **Networking drinks reception - 17:15-18:30**