



THE XXX KOPAONIK BUSINESS FORUM (KBF 2023)

PURSuing RESILIENT ECONOMY IN UNCERTAIN TIMES: MAJOR CHALLENGES FOR SERBIA AND THE WESTERN BALKANS

in partnership with Mastercard®

Congress Center, Grand Hotel Kopaonik

March 5-8, 2023

AGENDA



Sunday, March 5th, 2023

10:00-20:00	REGISTRATION (RECEPTION – HOTEL GRAND)	
16:00-17:00	PANEL 1:	WESTERN BALKANS ECONOMIC OUTLOOK
Forum Hall	<i>Moderator:</i>	VUJOVIĆ Dušan , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	EBLE Stephanie , Regional Resident Representative for the Western Balkans, IMF RECORD Richard , Lead Economist for Western Balkan, World Bank SANFEY Peter , Deputy Director for Country Economics and Policy, Department of Economics, Policy and Governance, EBRD
17:00-18:00	PANEL 2:	MACROECONOMIC TRENDS IN SERBIA: CHALLENGES AHEAD
Forum Hall	<i>Moderator:</i>	ŠOŠKIĆ Dejan , Member of the Presidency, Serbian Association of Economists
	<i>Introductory:</i>	PETROVIĆ Pavle , President, Fiscal Council of the Republic of Serbia
	<i>Panelists:</i>	GAJIĆ Mihailo , Editor of economic content, Talas.rs RANĐELOVIĆ Saša , Professor, Faculty of Economics, University of Belgrade USTYUGOVA Yulia , Resident Representative in Serbia, IMF VUJOVIĆ Dušan , Member of the Presidency, Serbian Association of Economists
18:00-18:45	PANEL 3:	PRESENTATION OF KBF INDEX OF COMPANY REPUTATION (KBF INCORE)
Forum Hall	<i>Presenter:</i>	BEŠIĆ Miloš , Professor, Faculty of Political Sciences, University of Belgrade
18:45-19:30	PANEL 4:	INVESTMENTS IN IT STARTUPS: WHO AND HOW?
Forum Hall	<i>Moderator:</i>	BJELOTOMIĆ Nebojša , CEO, Digital Serbia Initiative
		BAKOČ Aleksandar , Managing Director, Algotech JOVANOVIĆ Petar , President of the Executive Board, RBA banka UROŠEVIĆ Katarina , Director of Corporate Communications, HTEC Group
19:30-20:15	PANEL 5:	HAS THE CRISIS MADE IT PEOPLE MORE AVAILABLE?
Forum Hall	<i>Moderator:</i>	BJELOTOMIĆ Nebojša , CEO, Digital Serbia Initiative
		ODOBAŠIĆ Davor , CEO, HelloWorld.rs VASIĆ Vladimir , Secretary General, Association of Serbian banks
20:30-22:30	WELCOME RECEPTION powered by MK GROUP	

Monday, March 6th, 2023

09:30-09:50	KEY DEVELOPMENTS BETWEEN TWO KBF'S	
Central Hall		VLAHOVIĆ Aleksandar , President, Serbian Association of Economists
09:50-10:15	MESSAGE FROM THE PARTNER	
Central Hall		CIOLKOWSKI Bartosz , Director South-Eastern Europe, Mastercard
10:15-10:45	ADDRESS OF THE GOVERNOR	
Central Hall		TABAKOVIĆ Jorgovanka , Governor, National Bank of Serbia
10:45-11:30	ADDRESS OF THE SPECIAL GUEST	
Central Hall		GILL Indermit , Senior Vice President, World Bank Group
11:30-12:00	ADDRESS OF THE IMF MISSION CHIEF	
Central Hall		MCGETTIGAN Donal , Mission Chief for Serbia, IMF
12:00-12:30	Break	
12:30-13:45	PANEL 6:	THE FUTURE OF THE EU AND THE WESTERN BALKANS
Central Hall (Parallel track)	<i>Moderator:</i>	VUJACIĆ Ivan , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	GIAUFRET Emanuele , Head of the European Union Delegation to Serbia COCHARD Pierre , French Ambassador to Serbia HILL Christopher , U.S. Ambassador to Serbia KONRAD Anke , German Ambassador to Serbia JOVIĆ Dejan , Professor, Faculty of Political Science, University of Zagreb
12:30-13:45	PANEL 7:	RESHAPING FINANCE FOR CIRCULAR AND REGENERATE ECONOMY: SCALE AND SIZE

Forum Hall (Parallel track)	<i>Moderator:</i>	ĐURIČIN Dragan , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	CUPAĆ Dejan , CTO, MK Group DAMLJANOVIĆ Dragoljub , Director for Digital Grid Sales, Schneider Electric LONČAR Medeja , CEO, Siemens Slovenia, Croatia, and Serbia MALINIĆ Dejan , Member of the Presidency, Serbian Association of Economists
13:45-15:00	PANEL 8:	THE DIGITAL FOOTPRINT: ADVANCED DIGITAL COOPERATION
Central Hall (Parallel track)	<i>Moderator:</i>	ĐURKOVIĆ Miloš , Managing Partner, Amrop Serbia
	<i>Panelists:</i>	LUČIĆ Vladimir , CEO, Telekom Serbia MICHEL Mike , CEO, Yettel SKORIĆ MILATOVIĆ Rosanda , Managing Director for Adriatic Region, SAS Institute TURK Dejan , CEO, A1 Serbia & A1 Slovenia
13:45-15:00	PANEL 9:	THE ECONOMIC AGENDA FOR OPEN BALKAN
Forum Hall (Parallel track)	<i>Moderator:</i>	SVILANOVIĆ Goran , Former Minister of Foreign Affairs, Serbia, and Montenegro
	<i>Panelists:</i>	AZESKI Branko , President, Macedonian Chamber of Commerce ČADEŽ Marko , President, Chamber of Commerce, and Industry of Serbia DRAKIĆ Nina , President, Chamber of Economy of Montenegro JANEVSKI Svetozar , President of the board, Tikves Winery LESKAJ Besnik , President, Blessed Investments
15:00-16:15	PANEL 10:	CASHLESS ECONOMY
Central Hall (Parallel track)	<i>Moderator:</i>	RISTIĆ Jelena , Country Manager Serbia, Montenegro, Bosnia and Herzegovina, Mastercard
	<i>Panelists:</i>	TBC
15:00-16:15	PANEL 11:	GENERATION „Z“ IS COMING TO YOUR BUSINESS: ARE YOU READY?
Forum Hall (Parallel track)	<i>Moderator:</i>	SAVIĆ Nebojša , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	ZLATKOVIĆ Predrag , Senior Business HR Manager, Booking.com KULIĆ Maja , Engagement Manager, Global Industrial CEOs, and Board Practice, Heidrick and Struggles, Boston LAZAREVIĆ Jelisaveta , Professor, FEFA Faculty MARIĆ Milena , Professor of Mathematics and Computer Science, IX Gymnasium Mihailo Petrović-Alas
16:15-16:30	Break	
16:30-17:15	SPECIAL EVENT:	NLB KOMERCIJALNA BANKA - PRESENTATION (TBC)
Forum Hall		
17:15-18:30	PANEL 12:	WESTERN BALKANS SUSTAINABLE DEVELOPMENT SOLUTION NETWORK
Central Hall (Parallel track)	<i>Moderator:</i>	LAGUMDŽIJA Zlatko , Professor, School of Economics and Business, University of Sarajevo/Co-Chair, SDSN WB
	<i>Panelists:</i>	CVETKOVIĆ Mirko , Former Prime Minister of Serbia KOUNDOURI Phoebe , Professor, School of Economics, Athens University of Economics and Business/Co-Chair SDSN Europe MESI Senida , Former Deputy Prime Minister of Albania and MP SELI MOVIĆ Jasmina , Dean, School of Economics and Business, University of Sarajevo/Co-Chair, SDSN WB VUJANOVIĆ Filip , Former President of Montenegro
17:15-18:30	PANEL 13:	TRANSFORMATION TOWARD SUSTAINABLE MOBILITY
Forum Hall (Parallel track)	<i>Moderator:</i>	ALVIROVIĆ Mladen , CEO, SAT Media Group
	<i>Panelists:</i>	BRENDAGLIA Roberto , MIDI Europe, ISUZU BREKALO Dino , Board Member, Toyota Adria HABIĆ Slavc , Managing Director, Hyundai Serbia MIJAILOVIĆ Ostoja , President, OMR Group VULETIĆ Nikola , President of the Executive Board, UniCredit Bank
18:30-19:45	PANEL 14:	INSURANCE INDUSTRY UNDER ECONOMIC CRISIS
Central Hall	<i>Moderator:</i>	TOMIĆ PETROVIĆ Nataša , Professor, Faculty of Law, University of Belgrade
18:30-19:45	<i>Panelists:</i>	SOKOVIĆ Ivana , President of the Executive Board, Dunav Insurance BLAGOJEVIĆ Zoran , President of the Executive Board, Wiener Stadtische Insurance FILIPOVIĆ Dragan , President of the Executive Board, Generali Insurance Serbia MARIĆ Milan , Actor
18:30-19:45	PANEL 15:	HOW RESILIENT IS SERBIAN ECONOMY – THE ANGLE OF INVESTORS
Forum Hall (Parallel track)	<i>Moderator:</i>	SPASOJEVIĆ Toplica , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	BASTA Rade , Minister of Economy, Government of the Republic of Serbia COLANGELI Matteo , Board Member, FIC/EBRD Country Director DRAKULIĆ Zoran , President, Serbian Business Club "Privrednik" KOSTIĆ Aleksandar , Vice President, MK Group LAZAREVIĆ Stefan , President, AmCham
19:45-20:45	Break	
20:45-21:00	30 YEARS OF KOPAONIK BUSINESS FORUM	
Central Hall		
21:00-22:00	CLASSICAL MUSIC CONCERT powered by OPERA & THEATRE MADLENIANUM	
Central Hall	The Lights of the Stage	

23:00-	Party (HOTEL GORSKI)	
Tuesday, March 7th, 2023		
10:15-11:30	PANEL 16:	ENERGY SECURITY UNDER THE GLOBAL ECONOMIC CRISIS - CHALLENGES AND RECOMMENDATIONS FOR THE FUTURE
Central Hall (Parallel track)	<i>Moderator:</i>	GAZIVODA Jelena , Senior Partner, Janković Popović Mitić
	<i>Panelists:</i>	BAJATOVIĆ Dušan , CEO, JP Srbijagas BODE Ernst , CEO, Messer Tehnogas BUSCHLE Dirk , Deputy Director, Energy Community Secretariat ĐEDOVIĆ Dubravka , Minister of Mining and Energy, Government of the Republic of Serbia PONTARA Nicola , Country Manager, World Bank STOJILJKOVIĆ Goran , President, National Petroleum Committee of Serbia
10:15-11:30	PANEL 17:	CONNECTIVITY AGENDA: NEW WHEELS FOR DIGITAL AGE
Forum Hall (Parallel track)	<i>Moderator:</i>	RADONJIĆ PETROVIĆ Dragijana , Vice President, Serbian Association of Economists
	<i>Panelists:</i>	BRAGONZI Alessandro , Head of Regional Representation for the Western Balkans, EIB KRSMANOVIĆ Duško , Head for WB, Central and Eastern Europe, UK Export Finance VESIĆ Goran , Minister of Construction and Infrastructure, Government of the Republic of Serbia
11:30-12:45	PANEL 18:	SAFER DIGITAL FUTURE FOR FINANCIAL INSTITUTIONS: NEW DEVELOPMENTS UNDER ECONOMIC CRISIS
Central Hall (Parallel track)	<i>Moderator:</i>	LAZAREVIĆ Vojislav , Member of the Presidency, Serbian Association of Economists
	<i>Introductory:</i>	O'MAHONY David , COO, Erste Group Bank AG
	<i>Panelists:</i>	KNEŽEVIĆ Tanja , CEO, Eki Transfers MARINKOVIĆ Aleksandar , Country Leader, Asseco South-Eastern Europe PETROVIĆ Zoran , President of the Executive Board, Raiffeisen Bank VULETIĆ Nikola , President of the Executive Board, UniCredit Bank
11:30-12:45	PANEL 19:	BUSINESS ENVIRONMENT & DIGITALIZED PUBLIC SERVICES: ACHIEVEMENTS AND CHALLENGES
Forum Hall (Parallel track)	<i>Moderator:</i>	TOŠIĆ Bojana , Director, Public Policy Secretariat of the Government of Serbia
	<i>Panelists:</i>	ATANASIJEVIĆ Jasna , Member of the Presidency, Serbian Association of Economists DRAŠKOVIĆ Borko , Director, Republic Geodetic Authority ILIĆ Dragana , Corporate Affairs Director, Cetin JOVANOVIĆ Mihailo , Minister of Information and Telecommunications, Government of the Republic of Serbia MILIĆEVIĆ Dušan , CEO, Comtrade System Integration RADAN Radenko , CEO, Saga NFG
12:45-14:00	PANEL 20:	HUMAN CAPITAL FOR GROWTH AND PRODUCTIVITY IN SERBIA
Central Hall (Parallel track)	<i>Moderator:</i>	PONTARA Nicola , Country Manager, World Bank
	<i>Panelists:</i>	RECORD Richard , Lead Economist for the Western Balkan, World Bank YU Xiaoqing , Director for the Western Balkan, World Bank
12:45-14:00	PANEL 21:	AGRICULTURE IN A DEGLOBALIZED WORLD AND THE CHALLENGES THAT AWAIT SERBIA
Forum Hall (Parallel track)	<i>Moderator:</i>	VITOŠEVIĆ Saša , CEO, Global Seed
	<i>Panelists:</i>	DALJEVIĆ Zoran , Director, Central Finance Serbia & Macedonia, Atlantic Group JANKOVIĆ Mihailo , CEO, MK Group KOKAI Roland , CEO, Vojvodinašume POPOVIĆ Luka , COO, Delta Agrar TANASKOVIĆ Jelena , Minister of Agriculture, Forestry and Water Management, Government of the Republic of Serbia
14:00-14:45	SPECIAL EVENT:	OSMIUM - THE GAME CHANGER ON THE TANGIBLE ASSET MARKE: THE UNFORGEABLE PRECIOUS METAL
Forum Hall	<i>Speakers:</i>	WOLF Ingo , Director, German Osmium Institute
14:45-16:00	PANEL 22:	#FUTURESMARTSERBIA BIOTECH REVOLUTION: MOVING FROM COMMITMENT TO ACTION
Central Hall (Parallel track)	<i>Moderator:</i>	PAUNOVIĆ Nenad , Director of the Team for IT and Entrepreneurship, Office of the Prime Minister, Republic of Serbia
	<i>Introductory:</i>	BEGOVIĆ Jelena , Minister for Science, Innovation and Technological Development, Government of the Republic of Serbia
	<i>Panelists:</i>	ANDERSON John , Director of Financial Strategy, Imperial College London CMILJANOVIĆ Vladimir , Chairman of the Board of Directors, Swiss Rockets AG DRMANAC Radoje , Chief Scientific Officer and Co-Founder, Complete Genomic FICKERT Reimund , Biologist, Barcelona Biomedical Research Park OPP Robert , Chief Digital Officer, UNDP THONG Alasdair , Founding Partner, Selvedge Venture
14:45-16:00	PANEL 23:	WOMEN IN BUSINESS - IS THIS A MEN'S WORLD?
Forum Hall (Parallel track)	<i>Moderator:</i>	JOKANOVIĆ Tamara , Managing Director, Represent Communications
	<i>Panelists:</i>	HADROVIĆ Marina , Managing Director East Adriatic markets and Bulgaria, Mondelēz International KARIĆ Ksenija , CEO, Schneider Electric MILDRAG Zorana , Co-founder Global eCommerce, Sport Vision RISTIĆ Jelena , Country Manager Serbia, Montenegro, Bosnia and Herzegovina, Mastercard
16:00-17:15	PANEL 24:	ESG: REPUTATIONAL OPPORTUNITY, INVESTORS' REQUIREMENT OR A LEGAL REGULATION
Central Hall	<i>Moderator:</i>	JANJATOVIĆ Dejan , Deputy CEO, NLB Komercijalna banka

(Parallel track)	<i>Panelists:</i>	ČADEŽ Marko , President, Chamber of Commerce, and Industry of Serbia COLIĆ Miloš , Managing Director, New Energy Solutions MIŠČEVIĆ Tanja , Minister of European Integration, Government of the Republic of Serbia RISTIĆ Jelena , Country Manager Serbia, Montenegro, Bosnia and Herzegovina, Mastercard TORBICA Zoran , CEO, Ekomobilnost
16:00-17:15	PANEL 25:	IT IS TIME FOR SERBIA'S BIG SMALL BUSINESS: COMPETITIVENESS AND INNOVATION
Forum Hall (Parallel track)	<i>Moderator:</i>	UDOVIČKI Kori , Chairwomen of The Board, CEVES
	<i>Introductory:</i>	ŠORMAZ Nemanja , Director, CEVES MEDIĆ Pavle , Deputy Chief Economist, CEVES
	<i>Panelists:</i>	GALIĆ Jure , Business Development and Marketing Executive, NOVELIC JANKOVIĆ Goran , Director and Owner, Inmold Plast JOVANOVIĆ Biljana , General Manager, Luna ŠARKOVIĆ Dušan , Director and Owner, DMV industrijski kontrolni sistemi
17:15-18:30	PANEL 26:	EDUCATION: THE ROADS TO COMPETENCE
Central Hall (Parallel track)	<i>Moderator:</i>	KISIĆ Svetlana , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	BJELOTOMIĆ Nebojša , Director, Digital Serbia Initiative ĐURIČANIN Miloš , Director of Strategy and Development, Nordeus Foundation PITIĆ Goran , Professor, FEFA Faculty RUŽIĆ Branko , Minister for Education, Government of the Republic of Serbia SMIRNOV Vadim , Deputy CEO, Director of the Function for government relations and corporate communications, NIS a.d. Novi Sad
17:15-18:30	PANEL 27:	E-MOBILITY: THE PRESENT OR THE FUTURE?
Forum Hall (Parallel track)	<i>Moderator:</i>	POPOVIĆ Vladimir , Dean, Faculty of Mechanical Engineering, University of Belgrade
	<i>Panelists:</i>	ĐORIĆ Darko , CEO, MIND Group GRUJIĆ Milan , Managing Director, ZF Serbia TOMIĆ Vladimir , Head of Department for the Realization of Strategic Investments, Serbian Development Agency VASILJEVIĆ Duško , Senior Private Sector Specialist, World Bank
18:30-19:45	PANEL 28:	BANKING SECTOR - WHAT COULD BE NEGATIVE EFFECTS OF ECONOMIC CRISIS?
Central Hall (Parallel track)	<i>Moderator:</i>	GALIĆ Jelena , President of the Executive Board, AIK Banka
	<i>Panelists:</i>	MIHAJLOVIĆ Predrag , President of the Executive Board, OTP Banka Srbija PAVLOVIĆ Slavica , President of the Executive Board, Eurobank Direktna POPOVIĆ Darko , President of the Executive Board, Banca Intesa TERZIĆ Jasna , President of the Executive Board, Erste Bank VUKOVIĆ Vlastimir , President of the Executive Board, NLB Komercijalna banka
18:30-19:45	PANEL 29:	THE IMPORTANCE OF EFFICIENT TAX ADMINISTRATION IN UNCERTAIN TIMES
Forum Hall (Parallel track)	<i>Moderator:</i>	KOSTIĆ Svetislav , Professor, Faculty of Law, University of Belgrade
	<i>Panelists:</i>	JOVANOVIĆ Violeta , Executive Director, NALED MARKOVIĆ Dragana , Director, Tax Administration of the Republic of Serbia RAKIĆ Ivan , Country Managing Partner for Serbia, Montenegro, Bosnia, and Hercegovina, EY SVIRČEV Srđan , Senior Public Sector Specialist, Governance Global Practice, World Bank
19:45-21:00	PANEL 30:	TOURISM: INFLUENCE ON THE IMAGE AND INVESTMENT ATTRACTIVITY OF SERBIA AND THE WESTERN BALKANS
Central Hall (Parallel track)	<i>Moderator:</i>	PETKOVIĆ Goran , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	ČAČIĆ Ivica , Regional Vice President Development, Marriott International HANSEN Brooke , Professor, University of South Florida MEMIĆ Husein , Minister for Tourism and Youth, Government of the Republic of Serbia REUL Frank , Vice President & Head of Development, Accor Eastern Europe STAŠEVIĆ Željko , General Manager, Kempinski Hotel Adriatic
19:45-21:00	PANEL 31:	CIRCULAR ECONOMY AS AN INNOVATION IN THE SDGs
Forum Hall (Parallel track)	<i>Moderator:</i>	VUJIĆ Goran , Professor, University of Novi Sad
	<i>Panelists:</i>	ČAUŠEVIĆ Tisa , Public and Regulatory Affairs Manager, Coca-Cola HBC, Serbia, and Montenegro MILOVANOVIĆ Vladimir , Managing Director, Beo Čista Energija MITROVIĆ Siniša , Head of the Centre for Circular Economy, Chamber of Commerce & Industry of Serbia PREDOJEVIĆ Matthias , Vice President, Elixir Group RAJKOVIĆ Dragan , Sustainability Director North Europe and East Europe, Tetra Pak
21:00-21:45	HARD TALK INTERVIEW WITH PHILIP ZEPTER	
Central Hall	<i>interviewed by:</i>	STANKOVIĆ Ivan , CEO and Owner, Communis
Wednesday, March 8th, 2023		
9:30-10:00	ADDRESS OF THE PLENARY SPEAKERS	
Forum Hall		SCANO Fabio , WHO representative for Serbia KOSTADINOVA Deyana , Director, UNICEF Serbia
10:00-11:00	PANEL 32:	SOCIAL COHESION IN TIMES OF CRISIS: SOLIDARILY RESISTANT OR RESISTANT TO SOLIDARITY
Forum Hall	<i>Moderator:</i>	JANKOVIĆ Brankica , Commissioner for the Protection of Equality

	<i>Panelists:</i>	ALTIPARMARKOV Nikola , Member of Fiscal Council, Republic of Serbia BEGOVIĆ Jelena , Minister for Science, Innovation and Technological Development, Government of the Republic of Serbia MILETIĆ Ivan , Director External Affairs SE Europe and International Affairs Eastern Europe Region, Philip Morris International NIKOLIĆ DIMIĆ Vera , Executive Director, AmCham in Serbia ŠUNDERIĆ Žarko , Director, Center for Social Policy
11:00-12:15	PANEL 33:	WHAT IS GOOD FOR CHILDREN IS ALSO GOOD FOR BUSINESS
Forum Hall	<i>Moderator:</i>	ĐUKIĆ SAVIĆ Vesna , Fundraising Specialist, UNICEF Serbia
	<i>Panelists:</i>	ĆETKOVIĆ Sonja , CEO, Infostud PAVLOVIĆ Jelena , Vice President, Delhaize Serbia POPOVIĆ Darko , President of the Executive Board, Banca Intesa SOČANAC Milica , Member of Shareholder Office, Nelt
12:15-13:30	PANEL 34:	HEALTHCARE: NEW REALITIES AND POINTS OF TRANSFORMATION
Forum Hall	<i>Moderator:</i>	LONČAR Dragan , Member of the Presidency, Serbian Association of Economists
	<i>Introductory:</i>	GRUJIČIĆ Danica , Minister of Health, Government of the Republic of Serbia
	<i>Panelists:</i>	GOVEDARICA Ana , General Manager, Roche KNEŽEVIĆ Jasmina , CEO and Owner, Acibadem Bel Medic RADULOVIĆ Vukašin , Co-Founder, Heliant ŠKODRIĆ RADOJEVIĆ Sanja , Director, National Health Insurance Fund VUKOVIĆ Simo , Consultant, The Second Health Project in Serbia, World Bank
13:30-14:00		ADDRESS OF THE MINISTER OF FINANCE
Forum Hall		MALI Siniša , Minister of Finance, Government of the Republic of Serbia
14:00-14:45		IN CONVERSATION WITH THE PRIME MINISTER MRS. ANA BRNABIĆ
Forum Hall	<i>interviewed by:</i>	ĐURIČIN Dragan , Member of The Presidency, Serbian Association of Economists
14:45-15:00		CLOSING REMARKS
Forum Hall		VLAHOVIĆ Aleksandar , President, Serbian Association of Economists