



KOPAONIK
BUSINESS
FORUM

ANNUAL MEETING 2024

ANNUAL MEETING 2024

Introduction

- **XXXI Kopaonik Business forum was organised at the Grand Hotel at Mt. Kopaonik on March 3-6**
 - In partnership with Mastercard

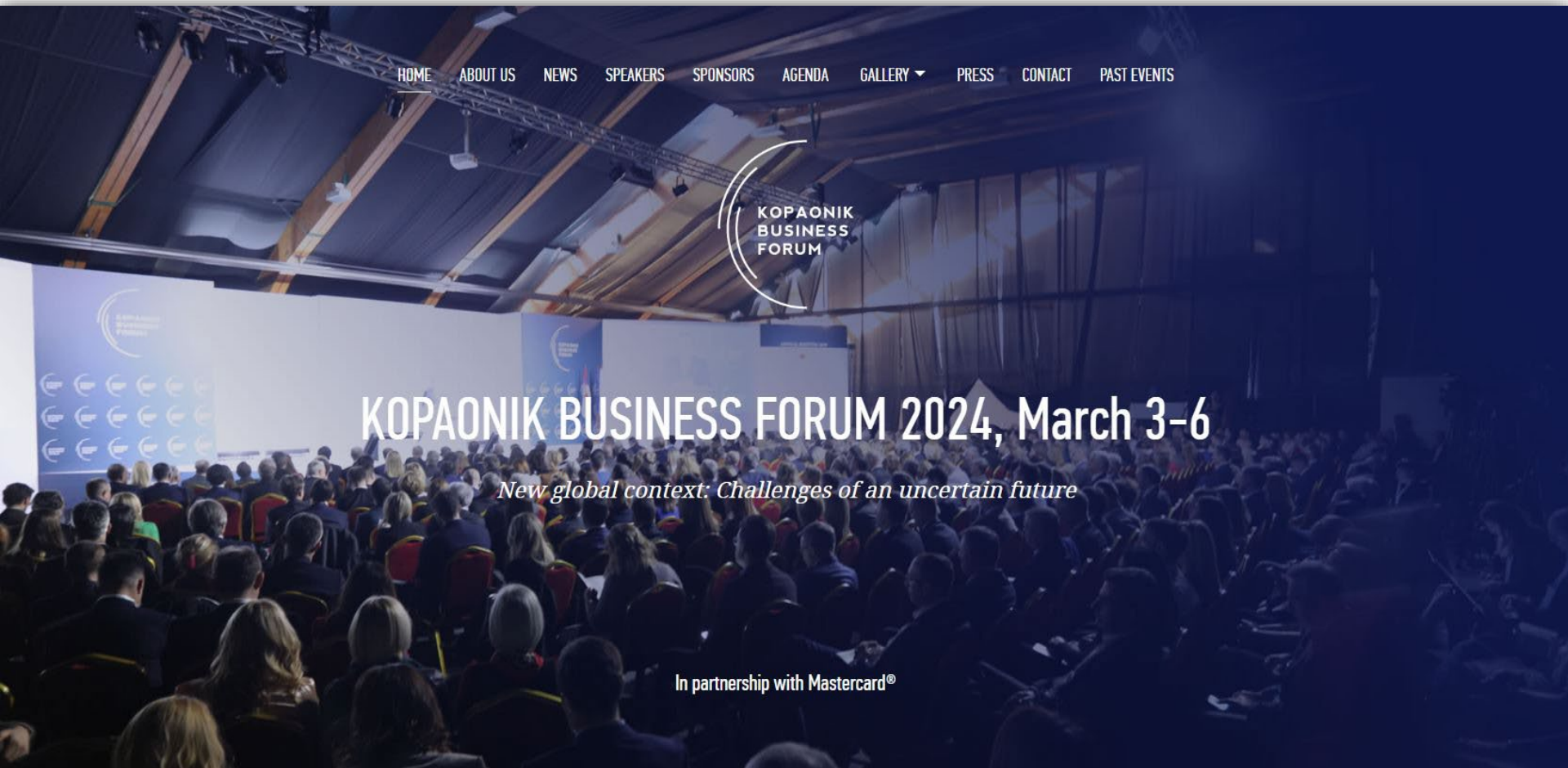
- **The Forum's topic was :**

NEW GLOBAL CONTEXT: CHALLENGES OF AN UNCERTAIN FUTURE

This year's Forum included 36 panels, 3 plenary sessions and 4 special events on economic, political and social challenges, with participation of more than 200 reputed experts and renowned representatives of the local and regional business and political scene

- The event was attended by cca 1,600 participants and 120+ accredited journalists from the country and abroad
 - In addition, the four-day event was watched more than 8,000 viewers via live streaming on the YouTube platform
- **The most relevant conclusions and recommendations of the four-day constructive work and discussion are available to the public**

Website



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KOPAONIK
BUSINESS
FORUM

KOPAONIK BUSINESS FORUM 2024, March 3-6

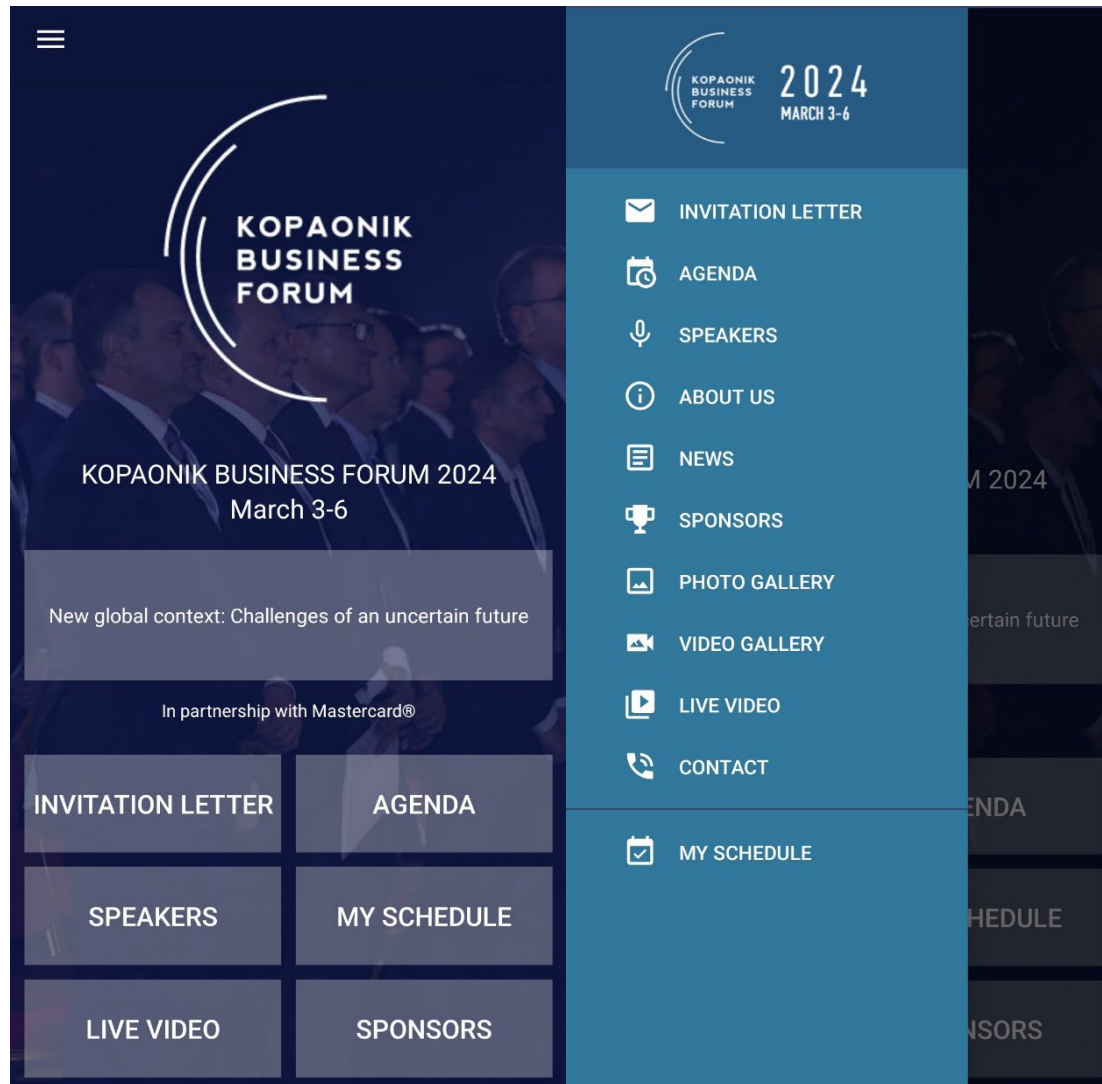
New global context: Challenges of an uncertain future

In partnership with Mastercard®



www.kopaonikbusinessforum.rs

Mobile application



Press conference



Intro film



Promo desk



OD SADA ZAJERNO
EUROBANK
Direktna

KOPAONIK
BUSINESS
FORUM

**САСЕЗ
ЕКОНОМИСТА
СРБИЈЕ**

TRAZICA VASICIMA I EKONOMISTAMA
PREDSTAVI VASICITETI CENTRALNE
SALE JE 500 MESTA
TRAZICA POKRIVAJE KAPACITETA 7. MARTA
PREDSTAVI EKONOMISTAMA SAČINJENO
PREDSTAVI EKONOMISTAMA SAČINJENO
OD VASICIMA. TRAZICA JE BILA
ODRZANA NI LI FORUMI SAMA ODRASLE CE
RACI DA PRATE DIREKTAN PRENOS
PREDSTAVI VASICIMA.

Press corner



Welcome reception



Sunday, March 3, 2024

10:00-20:00	REGISTRATION (GRAND HOTEL RECEPTION DESK)	
15:30-16:30	PANEL 1:	THE WESTERN BALKANS ECONOMIC OUTLOOK
Forum Hall	<i>Moderator:</i>	VUJOVIĆ Dušan , Member of the Presidency, Serbian Association of Economists
	<i>Panellists:</i>	RECORD Richard , Lead Country Economist for the Western Balkans, World Bank USTYUGOVA Yulia , Resident Representative in Serbia, IMF
16:30-17:30	PANEL 2:	MACROECONOMIC TRENDS: CAN SERBIA EMBARK ON THE RAPID GROWTH PATH?
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>Panellists:</i>	JOSIFIDIS Kosta , Member of the Presidency, Serbian Association of Economists NEDELJKOVIĆ Milan , Dean and Professor, FEFA Faculty RANĐELOVIĆ Saša , Member of the Presidency, Serbian Association of Economists VUJOVIĆ Dušan , Member of the Presidency, Serbian Association of Economists
17:30-18:15	PANEL 3:	PRESENTATION OF THE KBF INDEX OF COMPANY REPUTATION (KBF INCORE)
Forum Hall	<i>Presenter:</i>	BEŠIĆ Miloš , Consultant and Methodologist, Ninamedia Research
18:15-19:15	PANEL 4:	CREATIVE INDUSTRY IN SERBIA: A BRIDGE TOWARD SUCCESS
Forum Hall	<i>Moderator:</i>	STANKOVIĆ Ivan , CEO and Owner, Communis
	<i>Panellists:</i>	BJELOGRLIĆ Dragan , Actor and Director RICOV Tomo , Director, Weekend Media Festival & Peppermint Agency TROBOZIĆ GARFILD Milena , Producer
19:15-20:00	PANEL 5:	MASTERING SALES GLOBALLY: HOW TO CONQUER NEW MARKETS?
Forum Hall	<i>Moderator:</i>	BJELOTOMIĆ Nebojša , CEO, Digital Serbia Initiative
	<i>Panellists:</i>	BANKOVIĆ Filip , Senior Director, Messaging Operations, EMEA region, Telesign BOŠKOVIĆ Vladimir , Member of the Executive Board, NLB Komercijalna banka
20:00-20:45	PANEL 6:	ESG STANDARDS: A NEW CHAPTER IN BUSINESS DEVELOPMENT
Forum Hall	<i>Moderator:</i>	BJELOTOMIĆ Nebojša , CEO, Digital Serbia Initiative
	<i>Panellists:</i>	KOSTOVSKA Katerina , Head of Global Sales, Tikves Winery, North Macedonia PÓKOS Gergely , Managing Director, Green Program Directorate, OTP Bank Hungary TURK Dejan , CEO, A1 Serbia & A1 Slovenia VUKOVIĆ Darko , CFO, Elixir Group
21:00-22:30	WELCOME RECEPTION <i>powered by the MK GROUP</i>	

Photo gallery



Monday, March 4, 2024

09:30-10:00	KEY DEVELOPMENTS BETWEEN TWO KBFS	
Central Hall		VLAHOVIĆ Aleksandar , President, Serbian Association of Economists
10:00-10:20	MESSAGE FROM THE PARTNER	
Central Hall		BARNET Mark , President, Mastercard Europe
10:20-11:10	ADDRESSES BY THE GOVERNOR AND THE MINISTER OF FINANCE	
Central Hall		TABAKOVIĆ Jorgovanka , Governor, National Bank of Serbia MALI Siniša , Minister of Finance, Government of the Republic of Serbia
11:10-11:30	ADDRESS BY THE SPECIAL GUEST	
Central Hall		IZVORSKI Ivailo , Chief Economist for the Europe and Central Asia region, World Bank
11:30-11:50	ADDRESS BY THE IMF MISSION CHIEF	
Central Hall		MCGETTIGAN Donal , Mission Chief to Serbia, IMF
11:50-12:15	Break	
12:15-13:30	PANEL 7:	EU ENLARGEMENT AND WB: CAN SERBIA MAKE IT BY 2030?
Central Hall (Parallel track)	<i>Moderator:</i>	VUJAČIĆ Ivan , Member of the Presidency, Serbian Association of Economists
	<i>Panellists:</i>	CVIJIĆ Srđan , President of the International Advisory Committee, Belgrade Centre for Security Policy GIAUFRET Emanuele , Ambassador, Head of EU Delegation to Serbia HILL Christopher , U.S. Ambassador to Serbia MIŠĆEVIĆ Tanja , Minister of European Integration, Government of the Republic of Serbia PONTARA Nicola , Country Manager for Serbia, World Bank
12:15-13:30	PANEL 8:	DIGITAL INDUSTRY: CHALLENGES OF THE FUTURE
Forum Hall (Parallel track)	<i>Moderator:</i>	ĐURKOVIĆ Miloš , Managing Partner, Amrop Serbia
	<i>Panellists:</i>	JOVANOVIĆ Mihailo , Minister of Information and Telecommunications, Government of the Republic of Serbia LUČIĆ Vladimir , CEO, Telekom Serbia MICHEL Mike , CEO, Yettel/President, FIC Serbia SKORIĆ MILATOVIĆ Rosanda , General Manager, SAS Adriatic
13:30-14:45	PANEL 9:	SKILLS MISMATCH CRISIS IN THE SERBIAN LABOUR MARKET: WAYS TO SOLUTIONS
Central Hall (Parallel track)	<i>Moderator:</i>	ĆETKOVIĆ Sonja , CEO, Infostud
	<i>Panellists:</i>	EVSINA Alisa , HR Director, NIS PEŠIĆ Natalija , Head of HR, A1 Serbia ŠĆEPANOVIĆ Krstinja , HR Director, OTP Bank STREIT Oliver , Head of Project, "Znanjem do posla" (Education to Employment)

Monday, March 4, 2024

13:30-14:45	PANEL 10:	CLIMATE CHANGE: IMPACT ON THE ECONOMY AND SOCIETY
Forum Hall (Parallel track)	<i>Moderator:</i>	VASILJEVIĆ Dušan , Chairman and CEO, Western Balkans Consulting Global Group
	<i>Panellists:</i>	BUČEVAC Rade , Managing Director, Moravacem & CRH Western Balkans ĐURĐEVIĆ Vladimir , Professor, Institute of Meteorology, Faculty of Physics, University of Belgrade FILIPOVIĆ Dragan , President of the Executive Board, Generali Insurance KOKAI Roland , CEO, Vojvodinašume ŽDRALE Miljan , Head of Agribusiness for Central and Southeast Europe, EBRD London
14:45-16:00	PANEL 11:	THE WESTERN BALKANS: REGIONAL ECONOMIC COOPERATION
Central Hall (Parallel track)	<i>Moderator:</i>	SVILANOVIĆ Goran , Former Minister of Foreign Affairs, Serbia and Montenegro
	<i>Panellists:</i>	AMIDŽIĆ Srđan , Minister of Finance and Treasury, Council of Ministers of Bosnia and Herzegovina BRAGONZI Alessandro , Head of Regional Representation for the Western Balkans, EIB BYTYQI Fatmir , Deputy Prime Minister, Government of the Republic of North Macedonia JANEVSKI Svetozar , President of the Board, Tikveš Winery, North Macedonia JOTI Grigor , Owner, InfoSoft Group, Albania
14:45-16:00	PANEL 12:	ARTIFICIAL INTELLIGENCE: THE FUTURE HAS ALREADY BEGUN
Forum Hall (Parallel track)	<i>Moderator:</i>	VUJOVIĆ Branislav , Founder and President of the Management Board, New Frontier Group/New Frontier Innova
	<i>Panellists:</i>	CRNOJEVIĆ Vladimir , Director, BioSense Institute GOSPIĆ Milan , Country Manager, Microsoft PRŽULJ Nataša , ICREA Research Professor, Barcelona Supercomputing Center VASILESCU Marijana , CEO, MediGroup BERIS Yakup , Resident Representative in Serbia, UNDP
16:00-16:15	Break	
16:15-17:15	SPECIAL EVENT:	EXPO 2027: SHAPING THE FUTURE
Central Hall (Parallel track)	<i>Moderator:</i>	LAPČIĆ Vesna , Journalist
	<i>Panellists:</i>	BOROVČANIN Dušan , CEO, EXPO 2027 Belgrade STOJČIĆ Marko , City Architect, Belgrade ČADEŽ Marko , President, Chamber of Commerce and Industry of Serbia BEGOVIĆ Jelena , Minister of Science, Technological Development and Innovation, Government of the Republic of Serbia

Monday, March 4, 2024

16:15-17:15	SPECIAL EVENT:	VIII FORUM OF ADVANCED TECHNOLOGIES NIŠ: INNOVATION ECOSYSTEM AND SMART SPECIALIZATION AS FACTORS OF REGIONAL COMPETITIVENESS
Forum Hall (Parallel track)	<i>Moderator:</i>	RANĐELOVIĆ Milan , Managing Director, Science and Technology Park Niš
	<i>Panellists:</i>	ATANASIJEVIĆ Vladan , COO, Comtrade Group BADŽA Stefan , Director of the Team for Special Projects in the Office of the Prime Minister, Government of the Republic of Serbia NIKOLIĆ Predrag , Managing Director of the Center for Digital Transformation, Chamber of Commerce and Industry of Serbia RADOVANOVIĆ Vladimir , Assistant Minister, Department of Innovation, Technology Transfer and Techment, Ministry of Science, Technological Development and Innovation, Government of the Republic of Serbia STOJANOVIĆ Boban , Professor, Faculty of Economics, University of Niš
17:15-18:30	PANEL 13:	PERSONALIZATION: KEY DRIVER OF BUSINESS GROWTH
Central Hall (Parallel track)	<i>Moderator:</i>	RISTIĆ Jelena , Country Manager Serbia, Montenegro, Bosnia and Herzegovina, Mastercard
	<i>Panellists:</i>	BOGDANOVIĆ Aleksandar , CEO, Mobi Banka ĆUK Vladimir , Director of eCommerce and Data, Gigatron RAMIREZ Jonatan , VP Global Head of Sales Engineering, Dynamic Yield TINTOR Goran , Head of Marketing Data Intelligence, Direct Media
17:15-18:30	PANEL 14:	ROLE OF THE REGION IN A CHANGING AUTOMOTIVE INDUSTRY
Forum Hall (Parallel track)	<i>Moderator:</i>	ČADEŽ Marko , President, Chamber of Commerce and Industry of Serbia
	<i>Panellists:</i>	GRUJIĆ Milan , Managing Director, ZF Serbia JOVANOVIĆ Petar , President of the Executive Board, AIK Banka MIJAILOVIĆ Ostoja , President, OMR Group ZDRAVKOVIĆ Nenad , Member of Supervisory Board, Milšped Group
18:30-19:45	PANEL 15:	INSURANCE: THE NEW REALITY
Central Hall (Parallel track)	<i>Moderator:</i>	MARKOVIĆ Milo , Member of the Executive Board, Dunav Insurance
	<i>Panellists:</i>	JEVTIĆ Dejan , President of the Executive Board, AMS Insurance MARKOVIĆ Dragan , President of the Executive Board, Triglav Insurance MIJAILOVIĆ Bojan , President of the Executive Board, Sava Insurance NIKOLIĆ Sanja , Member of the Executive Board, Wiener Städtische Insurance

Monday, March 4, 2024

18:30-19:45	PANEL 16:	CHALLENGES OF THE SERBIAN ECONOMY: A VIEW OF DOMESTIC AND FOREIGN INVESTORS
Forum Hall (Parallel track)	<i>Moderator:</i>	ĆULIBRK Milan , Journalist
	<i>Panellists:</i>	BLAGOJEVIĆ Zoran , President of the Executive Board, Wiener Städtische Insurance ČADEŽ Marko , President, Chamber of Commerce and Industry of Serbia COLANGELI Matteo , Regional Director for the Western Balkans, EBRD CVETKOVIĆ Slobodan , Minister of Economy, Government of the Republic of Serbia DRAKULIĆ Zoran , President, Serbian Business Club "Privrednik" PEKEZ Goran , JTI/ Chairman, Japanese Business Alliance in Serbia/ Member of BoD, FIC Serbia
19:45-20:00	Break	
20:00-20:45	HARD-TALK INTERVIEW	
Central Hall	<i>Interviewed by:</i>	MIŠKOVIĆ Miroslav , Founder and President, Delta Holding BRKIĆ Miša , Journalist
20:45-21:30	IN CONVERSATION WITH THE PRIME MINISTER	
Central Hall	<i>Interviewed by:</i>	BRNABIĆ Ana , Prime Minister, Government of the Republic of Serbia ĐURIČIN Dragan , Member of the Presidency, Serbian Association of Economists
22:00-	S PARTY	
16:30-	SIDE EVENT - NLB KOMERCIJALNA BANKA & A1: CHARITY SKI RACE, @SKILIFT MALO JEZERO AWARDS CEREMONY AND COCKTAIL @NLB KLUB, GRAND HOTEL	

Photo gallery



Photo gallery cont.



Monday, March 4, 2024

Photo gallery cont.



Photo gallery cont.



Monday, March 4, 2024

Photo gallery cont.



Tuesday, March 5, 2024

09:30-10:00	ADDRESSES BY THE PLENARY SPEAKERS	
Central Hall		BEGOVIĆ Jelena , Minister of Science, Technological Development and Innovation, Government of the Republic of Serbia MARKOVIĆ Dragana , Director, Tax Revenue Administration, Republic of Serbia
10:00-11:15	PANEL 17:	ROAD TO THE ENERGY TRANSITION
Central Hall (Parallel track)	<i>Moderator:</i>	GAZIVODA Jelena , Senior Partner, JPM & Partners
	<i>Panellists:</i>	BOLTZ Walter , Former CEO, Austrian Energy Regulator - E Control/Senior Energy Advisor, Baker McKenzie BRAGONZI Alessandro , Head of the Regional Representation for the Western Balkans, EIB COLIĆ Miloš , CEO, New Energy Solutions ĐEDOVIĆ HANDANOVIĆ Dubravka , Minister of Mining and Energy, Government of the Republic of Serbia JANKOVIĆ Mihailo , CEO, MK Group TYURDENEV Kirill , CEO, NIS
10:00-11:15	PANEL 18:	INFRASTRUCTURE DEVELOPMENT UNDER THE RISING INTEREST RATES
Forum Hall (Parallel track)	<i>Moderator:</i>	RADONJIĆ PETROVIĆ Dragijana , Vice President, Serbian Association of Economists
	<i>Panellists:</i>	BORAS Filip , Partner, Baker McKenzie ĐUKIĆ Nikola , President of the Executive Board, UNIQA Non-life Insurance PONTARA Nicola , Country Manager for Serbia, World Bank VEŠIĆ Goran , Minister of Construction, Transport and Infrastructure, Government of the Republic of Serbia VUJKO Stojan , CEO, Millennium Team
11:15-12:30	PANEL 19:	FINANCE INDUSTRY: TRANSFORMATION AS AN OPPORTUNITY
Central Hall (Parallel track)	<i>Moderator:</i>	LAZAREVIĆ Vojislav , Member of the Presidency, Serbian Association of Economists
	<i>Introductory:</i>	BLEIER Ingo , Chief Corporates & Markets Officer, Erste Group Bank AG
	<i>Panellists:</i>	CIOLKOWSKI Bartosz , Divisional President, South-Eastern Europe, Mastercard JANJIĆ Milen , CEO, Intellya JELEŃSKI Piotr , President of the Management Board, ASEE Group JOVANOVIĆ Petar , President of the Executive Board, AIK Banka POPOVIĆ Darko , President of the Executive Board, Banca Intesa

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11:15-12:30	PANEL 20:	SERBIAN SMEs FACING GLOBAL CHALLENGES
Forum Hall (Parallel track)	<i>Moderator:</i>	ATANASIJEVIĆ Jasna , Member of the Presidency, Serbian Association of Economists
	<i>Panellists:</i>	ANIĆ Igor , President of the Executive Board, ProCredit Bank BUDEĆ Darko , Owner and President, Buck KNEŽEVIĆ Tomislav , Team Leader Green Economy, GIZ OBRADOVIĆ JOVANOVIĆ Katarina , Assistant Minister, Ministry of Economy, Government of the Republic of Serbia ŠORMAZ Nemanja , Director, CEVES
12:30-13:45	PANEL 21:	EDUCATION 4.0
Central Hall (Parallel track)	<i>Moderator:</i>	KISIĆ Svetlana , Member of the Presidency, Serbian Association of Economists
	<i>Panellists:</i>	BAUCAL Aleksandar , Professor, Faculty of Philosophy, University of Belgrade ČEKIĆ MARKOVIĆ Jasminka , Director, Center for Education Policy ĐUKIĆ DEJANOVIĆ Slavica , Minister of Education, Government of the Republic of Serbia JOVANOVIĆ Kosta , Professor, School of Electrical Engineering, University of Belgrade PRODANOVIĆ Tijana , Professor, Faculty of Mathematics, University of Belgrade
12:30-13:45	PANEL 22:	BRINGING CIRCULARITY TO LIFE
Forum Hall (Parallel track)	<i>Moderator:</i>	MILOVANOVIĆ Vladimir , CEO, Beo Čista Energija
	<i>Panellists:</i>	ČAUŠEVIĆ Tisa , Public and Regulatory Affairs Manager, Coca Cola HBC, Serbia and Montenegro GLIGIĆ Bojan , CEO, Eso Tron KNEŽEVIĆ Goran , President, Serbian Biogas Association RADONJIĆ Andrea , Head of Government Relations and Public Affairs Eastern Europe, Tetra Pak TEOFILOVIĆ Verica , CFO, MK Group
13:45-14:45	SPECIAL EVENT:	NOVI SAD FAIR - AGRICULTURE OF THE EUROPEAN UNION AT THE INTERNATIONAL AGRICULTURAL FAIR IN NOVI SAD
Central Hall (Parallel track)	<i>Moderator:</i>	DESPOTOVIĆ Borislav , Editor-in-Chief, BIZLife Magazine
	<i>Panellists:</i>	LOVRIĆ Nikola , CEO, Novi Sad Fair CVETKOVIĆ Slobodan , Minister of Economy, Government of the Republic of Serbia ILIĆ Vedrana , Assistant Minister, Ministry of Agriculture, Forestry and Water Management, Government of the Republic of Serbia VENTRESCA Antonio , Director for Serbia and Montenegro, Italian Trade Agency PAPIĆ Andrej , Project Manager, EU Delegation to the Republic of Serbia

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13:45-14:45	PANEL 23:	A FUTURE WITHOUT WORKERS?
Forum Hall (Parallel track)	<i>Moderator:</i>	SVILANOVIĆ Goran , Former Minister of Foreign Affairs, Serbia and Montenegro
	<i>Panellists:</i>	AĆIĆ Saša , Director, Union of Employers of Republic of Srpska, Bosnia and Herzegovina BRADIĆ Donatella , Regional Program Coordinator and Chief of Mission, IOM Serbia KISIĆ Darija , Minister of Family Welfare and Demography, Government of the Republic of Serbia ROSSI Romano , Vice President, Confindustria Serbia
14:45-16:00	PANEL 24:	WALK THE TALK: THE IMPACT OF ACTIVISM IN PROMOTING ESG CONCEPTS
Central Hall (Parallel track)	<i>Moderator:</i>	JANJATOVIĆ Dejan , Deputy CEO, NLB Komercijalna banka
	<i>Introductory:</i>	BUBNJEVIĆ Slobodan , Science Journalist
	<i>Panellists:</i>	KOVAČEVIĆ Dušan , Founder and CEO, EXIT Festival KRSTIĆ Nenad , Former Representative and Captain of the Serbian National Basketball Team/Owner, Distillery Krstić NIKAČEVIĆ Galeb , Journalist, Host and Author of the Agelast Podcast POPOVIĆ Hristina , Actress
14:45-16:00	PANEL 25:	WOMEN OF CHANGE: SELF-CONFIDENCE, COMMITMENT, AND VISION
Forum Hall (Parallel track)	<i>Moderator:</i>	KNEŽEVIĆ Jasmina , Founder and Supervisory Board Member, Acibadem Bel Medic
	<i>Panellists:</i>	JAKOVLJEVIĆ Sanja , Co-Founder and CEO, Beorol JOVANOVIĆ Biljana , Founder and CEO, Luna Fashion House KARAKLAJIĆ Ljiljana , Owner and CEO, Daily Invest ZLATARIĆ Nataša , General Manager, Euromedic
16:00-17:15	PANEL 26:	SPORT IN BUSINESS AND SOCIETY
Central Hall (Parallel track)	<i>Moderator:</i>	SPASOJEVIĆ Toplica , Member of the Presidency, Serbian Association of Economists
	<i>Panellists:</i>	ČOVIĆ Nebojša , President, KK Crvena zvezda GEORGIEV Slobodan , News Director, TV Nova S LAKOVIĆ Zoran , Director of National Associations, UEFA MIJAILOVIĆ Ostoja , President, JSD Partizan TANASIJEVIĆ Dobrivoje-Den Tana , Sport Executive and Film Producer

Tuesday, March 5, 2024

16:00-17:15	PANEL 27:	AIMING FOR A HIGH-INCOME ECONOMY: CHALLENGES AND OPPORTUNITIES IN SERBIA AND THE WESTERN BALKANS
Forum Hall (Parallel track)	<i>Moderator:</i>	PONTARA Nicola , Country Manager for Serbia, World Bank
	<i>Panellists:</i>	IZVORSKI Ivailo , Chief Economist for the Europe and Central Asia region, World Bank MARQUIER Nicolas , Regional Manager for the Western Balkans, IFC PAVIĆ Amalija , Deputy Executive Director, AmCham Serbia RECORD Richard , Lead Country Economist for the Western Balkans, World Bank SAVIĆ Marija , Chief Economist, Banca Intesa
17:15-18:30	PANEL 28:	BANKING SECTOR: FINANCING ECONOMIC RECOVERY
Central Hall (Parallel track)	<i>Moderator:</i>	VUKOVIĆ Vlastimir , President of the Executive Board, NLB Komercijalna banka
	<i>Panellists:</i>	MIHAJLOVIĆ Predrag , President of the Executive Board, OTP Bank PAVLOVIĆ Slavica , President of the Executive Board, Eurobank Direktna PETROVIĆ Zoran , Chairman of the Managing Board, Raiffeisen Bank STAMENKOVIĆ Nikola , Board Member for Corporates and Markets, Erste Bank VULETIĆ Nikola , President of the Management Board, UniCredit Bank
17:15-18:30	PANEL 29:	SUSTAINABLE AGRICULTURE: A CHALLENGE FOR THE FUTURE
Forum Hall (Parallel track)	<i>Moderator:</i>	VITOŠEVIĆ Saša , CEO, Global Seed
	<i>Panellists:</i>	DALJEVIĆ Zoran , Director of Representative Office for Serbia, Atlantic Group POPOVIĆ Luka , CEO, Delta Agrar RADIČEVIĆ Dušan , CEO, Al Dahra Serbia TANASKOVIĆ Jelena , Minister of Agriculture, Forestry and Water Management, Government of the Republic of Serbia
18:30-19:45	PANEL 30:	YOUNG ENTREPRENEURS: SUCCESS STORIES
Central Hall (Parallel track)	<i>Moderator:</i>	NIKOLIĆ Radojka , Editor in Chief, Magazinbiznis.rs
	<i>Panellists:</i>	MARIĆ Milica , Founder and Owner, Wood Mood Design MILANOVIĆ Dragana , Co-Founder and Co-Owner, Roberto Baressi TURANJANIN Uroš , Founder and Owner, Team Ing Centar VLAHOVIĆ Vojislav , Founder and Owner, Beobašta

Tuesday, March 5, 2024

18:30-19:45	PANEL 31:	REAL ESTATE AT A TURNING POINT
Forum Hall (Parallel track)	<i>Moderator:</i>	NEŠOVANOVIĆ Nebojša , Senior Director, Head of Valuation SEE, CBRE
	<i>Panellists:</i>	BABIĆ Danilo , CEO, Inobačka JAUKOVIĆ Vasilije , Principal Banker, Property and Tourism, EBRD LJUBIĆ Aleksandar , Executive Director, FIC Serbia RUTOVIĆ Danilo , Co-Owner, Lawa
19:45-20:00	Break	
20:00-20:45	ADDRESS BY THE SPECIAL GUEST - ONLINE	
Central Hall		SACHS Jeffrey , Director of the Center for Sustainable Development, Columbia University
20:45-22:00	PANEL 32:	GREEN TRANSITION ACTION PLAN FOR SERBIA
Central Hall	<i>Introductory & moderator:</i>	ĐURIČIN Dragan , Member of the Presidency, Serbian Association of Economists
	<i>Panellists:</i>	BEGOVIĆ Jelena , Minister of Science, Technological Development and Innovation, Government of the Republic of Serbia LONČAR Medeja , CEO, Siemens Slovenia, Croatia and Serbia MALINIĆ Dejan , Member of the Presidency, Serbian Association of Economists

Photo gallery



Photo gallery
cont.



Photo gallery
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Wednesday, March 6, 2024

09:15-10:00	ADDRESSES BY THE PLENARY SPEAKERS	
Forum Hall		KOSTADINOVA Deyana , Director, UNICEF Serbia SCANO Fabio , Representative in Serbia and Special Envoy of the Regional Direct KISIĆ Darija , Minister of Family Welfare and Demography, Government of the Republic of Serbia
10:00-11:15	PANEL 33:	GENDER PARITY FOR SOCIAL AND ECONOMIC DEVELOPMENT
Forum Hall	<i>Moderator:</i>	JANKOVIĆ Brankica , Commissioner for the Protection of Equality
	<i>Panellists:</i>	BRAITHWAITE Biljana , Founding Partner and CEO, Sustineri Partners MARIĆ Milan , Actor SMIRNOV Vadim , Deputy CEO, Director of the Function for Government Relations and Corporate Communications, NIS TASIĆ Mirjana , Advisor, Serbian National Internet Domain Registry Foundation (RNIDS) VESELINOVIĆ Dobrica , Politician, Green-Left Front
11:15-12:15	PANEL 34:	YOUTH CALLS TO ACTION
Forum Hall	<i>Moderator:</i>	ĐUKIĆ SAVIĆ Vesna , Fundraising Specialist, UNICEF Serbia
	<i>Panellists:</i>	BABIĆ Milica , Member, Youth Board, UNICEF Serbia DIMIĆ Bogdan , Member, Youth Board, UNICEF Serbia KANURIĆ Petra , Business Development Manager, Startuj.com PEJOVIĆ MILOVANČEVIĆ Milica , Director, Institute of Mental Health, Belgrade PERUNIČIĆ Elena , Member, Youth Board, UNICEF Serbia PURAR Jovan , Company Director and Chief Legal Officer, MK Group

12:15-13:15	PANEL 35:	FROM "Z" TO "A": NEW CAPITALISM FROM THE ANGLE OF "Z" AND ALPHA GENERATIONS
Forum Hall	<i>Moderator:</i>	SAVIĆ Nebojša , Member of the Presidency, Serbian Association of Economists
	<i>Panellists:</i>	CVETKOVIĆ Katarina , CEO, Helbiz Serbia JANKULOSKI Goran , Co-Founder and Managing Partner, Žiška JOVANOVIĆ Mihajlo - Džaril , Founder and CEO, Fortuna Esports LAZAREVIĆ Jelisaveta , Vice Dean and Professor, FEFA Faculty/Bloomberg Adria
13:15-14:30	PANEL 36:	RETHINKING HEALTHCARE FINANCING BASED ON DATA
Forum Hall	<i>Moderator:</i>	LONČAR Dragan , Member of the Presidency, Serbian Association of Economists
	<i>Panellists:</i>	BOJOVIĆ Jelena , Director, Center for 4IR Serbia BOYD Mark , Principal Policy Associate, Open Data Institute UK GOVEDARICA Ana , General Manager, Roche RADULOVIĆ Vukašin , Co-Founder, Heliant ŠKODRIĆ RADOJEVIĆ Sanja , Director, National Health Insurance Fund
14:30-14:45	CLOSING REMARKS	
Forum Hall		VLAHOVIĆ Aleksandar , President, Serbian Association of Economists

Photo gallery



Photo gallery
cont.



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ANNUAL MEETING 2024



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Media coverage analysis

This year's Kopaonik Business Forum gathered the highest number of media representatives, whose coverage reflected a diversity of topics and participants, additionally contributing to an increase on the number of media reports covering the Forum

Trend of increased media coverage continued – by 11 percent compared to last year

- More diverse qualitative content of information before the Forum contributed in making the media even more interested in the event itself
- **Continuity of covering topics per day** was maintained, with the media **reporting intensively on the first, as well as on the second and the third day** of the Forum this year
- In addition to utilising traditional Forum participants, more diverse topics and new stories launched at the Forum enabled the media to utilise a higher number of experts and interlocutors

Media coverage analysis (cont.)

Traditionally, the period prior to the Forum was used for interviews in video format (N1 - Dan uživo and TV Tanjug), as well as in written one (magazines Bizlife, CorD, NIN, web portals Blic.rs and Forbessrbija).

In the week before the Forum, the press conference was organised, and during the Forum, Aleksandar Vlahović gave interviews and participated in live footage in various news shows on daily basis

- The number of media reports on **web portals increased**, whereas the coverage on TV stations remained the same as last year
- Radio coverage rose, with all media reports aired by **Radio Beograd**, the same as last year
- Among dailies, **Danas** increased the coverage, whereas **Politika**, **Večernje novosti** and **Blic** maintained the trend of coverage on the spot, with **Narodne novine** standing out for the first time
- **RTS**, **TV Tanjug** and **Happy TV** had nearly the same volume of media reports this year, with the latter included for the first time on the list of the TV stations with high coverage of the Forum. Traditionally, **N1** also achieved continued in coverage
- The highest number of articles on web portals was registered for **Tanjug** (via its service), with **telegaf.rs** standing out for the first time this year

Nikola Đukić: Svi značajni infrastrukturni objekti u Srbiji su osigurani

U budžetu za 2021. godinu za infrastrukturu će biti izdvojeno oko četiri milijarde evra, a tokom ove godine će, između ostalog, biti završeno i 166 kilometara saobraćajnica, rekao je na Kopaoniku biznis forumu Goran Vesnić, ministar građevinarstva, saobraćaja i infrastrukture u Vladi Republike Srbije. On je, učestvujući na panelu „Razvoj infrastrukture u oko-

lnostima razata kamatnih stopa“, rekao na značaj osiguranja u bezbednosti tokom izgradnje, ali i održivosti infrastrukturnih objekata.

Na to se, učestvujući na istom panelu, nadovešao Nikola Đukić, predsednik IO UNIQA neživotnog osiguranja, rekavši da u Srbiji nema značajnog infrastrukturnog objekta koji nije osiguran, i najavio da će ova kompanija uskoro i

Srbiji prilikom procene rizika u obzir uzimati i to da li osiguranik ispunjava ESG standarde u svom poslovanju, dodajući da je UNIQA grupa prva osiguravajuća kompanija koja je u procenu rizika uvela kriterijume održivosti. Ovo će i kod nas biti posebno značajno, prvenstveno zbog sve većih posledica koje na celu privredu pa i infrastrukturne projekte imaju klimatske

promene, a uzimajući u obzir i činjenicu da je u ugovorima između investitora i izvođača radova polisa osiguranja radova i odgovornosti prema trećim licima propisana kao obaveza.

– Pravna lica koja se bave izradom i kontrolom tehničke dokumentacije, izvođači radova i oni koji se bave stručnim nadzorom moraju biti osigurani od odgovornosti za štetu

koju prilikom pružanja profesionalnih usluga mogu imati druga strana, kao i da investitori i izvođači radova moraju biti osigurani za štetu koju izvođenje radova može naneti trećim licima – rekao je Nikola Đukić.

On je posebno ukazao na značaj promena koje je do-

neo Pravilnik o uslovima osiguranja od profesionalne odgovornosti, usvojen u septembru prošle godine na osnovu Zakona o planiranju i izgradnji, kojim su povećane osigurane sume kako za izvođače i investitore, tako i za lica koja obavljaju stručni nadzor i tehnički pregled. **PA TEKST**

NIS ulaze više od 150 miliona evra u izgradnju nove petrohemijske fabrike

Kompanija – Termostatski petrohemijski kompleks Srbije (TPK) ulazi više od 150 miliona evra u izgradnju nove petrohemijske fabrike. Direktor izvođača radova, Nikola Đukić, rekao je na Kopaoniku biznis forumu da će se radovi na izgradnji nove petrohemijske fabrike završiti do kraja 2023. godine. On je istakao da će nova fabrika biti veća od postojeće i da će omogućiti proizvodnju dodatnih 150 miliona litara petrohemikalija godišnje. Đukić je istakao da će nova fabrika biti veća od postojeće i da će omogućiti proizvodnju dodatnih 150 miliona litara petrohemikalija godišnje. On je istakao da će nova fabrika biti veća od postojeće i da će omogućiti proizvodnju dodatnih 150 miliona litara petrohemikalija godišnje.



GUVERNERKA NES JORGOVANKA TABAKOVIĆ

Infinflacija usporila na 5,5 odsto

U Izveštaju Narodne banke Srbije (NBS) izdatom 15. oktobra, infinflacija u Srbiji je u oktobru usporila na 5,5 odsto. Ovo je najniži nivo infinflacije od početka 2020. godine. NBS je istakao da je usporavanje infinflacije posledica smanjenja cena energenata i sirovina. NBS je istakao da je usporavanje infinflacije posledica smanjenja cena energenata i sirovina. NBS je istakao da je usporavanje infinflacije posledica smanjenja cena energenata i sirovina.

Besih: Auto-put do Bojara može biti gotov za tri i po godine

Često Bojarski auto-put, koji će biti gotov za tri i po godine, može biti gotov za tri i po godine. Besih je istakao da će auto-put biti gotov za tri i po godine. Besih je istakao da će auto-put biti gotov za tri i po godine. Besih je istakao da će auto-put biti gotov za tri i po godine.

Srbija posvećena smanjenju nejednakosti u obrazovanju dece

„Kada je reč o mentalnom zdravlju, delimo viziju da je izgradnja otvorenog zajedništva temelj održivog ekonomskog razvoja. U osobećujući političku podršku, Srbija napreduje u promovisanju mentalnog zdravlja i psihološkog blagostanja dece i adolescenata. Važna prekretnička linija je političke Memorandum o razumevanju izveštaju šefa ministarstva, koja radi zajedno“, navela je direktorka UNICEF-a u Srbiji Dijana Kostadinović.



Biznis-forum

MINISTAR MALI: CILJ JE DA ZA TRI GODINE RAST BDP BUDE SEDAM ODPSTO

Srbija, investicioni rast na dobitku investicionog profita, javlja se u okvirima NBS izveštaja. Tabaković na Kopaoniku

Počeo tradicionalni 31. Kopaonik biznis forum

POČEO TRADICIONALNI 31. KOPAONIK BIZNIS FORUM SRPSKI DAVOS OTVARA TEME I REŠAVA PROBLEME

U okviru ovog tradicionalnog događaja, ministar ekonomije i infrastrukture Goran Vesnić istakao je da je cilj Srbije povećati BDP za tri godine za sedam odsto. Vesnić je istakao da će Srbija nastaviti da ulaže u infrastrukturu i da će biti završeno 166 kilometara saobraćajnica tokom ove godine. Vesnić je istakao da će Srbija nastaviti da ulaže u infrastrukturu i da će biti završeno 166 kilometara saobraćajnica tokom ove godine.

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MAŠINSKI DEFICIT U DVE KASE

U okviru ovog tradicionalnog događaja, ministar ekonomije i infrastrukture Goran Vesnić istakao je da je cilj Srbije povećati BDP za tri godine za sedam odsto. Vesnić je istakao da će Srbija nastaviti da ulaže u infrastrukturu i da će biti završeno 166 kilometara saobraćajnica tokom ove godine.

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Čadež: Vlada sprema predlog za jačanje podrške domaćim preduzećima

Čadež je istakao da će Vlada spremiti predlog za jačanje podrške domaćim preduzećima. Čadež je istakao da će Vlada spremiti predlog za jačanje podrške domaćim preduzećima. Čadež je istakao da će Vlada spremiti predlog za jačanje podrške domaćim preduzećima.

POČEO 31. PO KOPAONIKU BIZNIS FORUM

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Neће biti zatvaranja termoelektrana preko noći

Ministarstvo energetike i termoelektrane Srbije istakao je da neće biti zatvaranja termoelektrana preko noći. Ministarstvo energetike i termoelektrane Srbije istakao je da neće biti zatvaranja termoelektrana preko noći. Ministarstvo energetike i termoelektrane Srbije istakao je da neće biti zatvaranja termoelektrana preko noći.

DIREKTORKA UNICEF-A: Srbija posvećena smanjenju nejednakosti u obrazovanju dece

„Kada je reč o mentalnom zdravlju, delimo viziju da je izgradnja otvorenog zajedništva temelj održivog ekonomskog razvoja. U osobećujući političku podršku, Srbija napreduje u promovisanju mentalnog zdravlja i psihološkog blagostanja dece i adolescenata. Važna prekretnička linija je političke Memorandum o razumevanju izveštaju šefa ministarstva, koja radi zajedno“, navela je direktorka UNICEF-a u Srbiji Dijana Kostadinović.

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Web portals

Savez ekonomista Srbije: Srbija treba odgovorna fiskalna politika i reforma javnih preduzeća

Savez ekonomista Srbije: Srbija treba odgovorna fiskalna politika i reforma javnih preduzeća



Panel na Kopaonik biznis forumu: Kadrovi i razvoj tržišta rada u Srbiji

DRUŠTVO
Podeli vest

Nedostatak kadrova i njihov razvoj će biti sve aktuelnije pitanje u našoj zemlji i zato je potrebno sistemski se baviti ovim pitanjem, ocenjeno je na panelu posvećenom stanju na tržištu rada u Srbiji, održanom danas u okviru Kopaonik biznis foruma.

Zajednički je ocenjeno da nedostatak kadrova nije samo izazov za HR eksperte, već i za donosiocle odluka kako na nivou kompanija, tako i na nivou države.

Sonja Četković, generalni direktor Infostuda, koja je bila i moderator panela, iznela je podatak da prema popisu iz 2022. godine u Srbiji ima 623.000 ljudi manje koji su radno sposobni u odnosu na prethodni popis. Od toga, 53 odsto ima završenu samo srednju školu, a 25 procenata samo osnovnu ili nepotpunu osnovnu školu, što pokreće i pitanje kompetencija.

Nikola Pontara: Srbija malo iznad proseka ZB po pitanju realnog BDP po glavi stanovnika

www.vebs.rs | Podeli vest



KOPAONIK - Direktor kancelarije Svetske banke u Srbiji Nikola Pontara izjavio je danas na Kopaonik biznis forumu da kada se pogleda sadašnji prosečan realni BDP po glavi stanovnika kod novih članica EU, da su one dostigle 60 odsto proseka realnog BDP po glavi stanovnika EU, dok Zapadni Balkan ostaje u proseku na 30 odsto i dodao da je Srbija malo iznad tog proseka na ZB.



NESVAKIDAŠNJI PANEL NA KOPAONIK BIZNIS FORUMU: "Šta bi bilo kada bismo svi odustali od odgovornosti?" (FOTO)

IAKO nam se može činiti da naš individualni doprinos nije značajan u globalnom kontekstu, istina je da svaki pojedinac ima mogućnost da ostvari promene upravo na ovom, mikro nivou. Naši svakodnevni postupci, izbori i stavovi imaju uticaj na ljude oko nas, a time i na društvo u celini, zaključio je Dejan Janjatović na panelu "Walk the talk: Značaj aktivizma u promovisanju ESG koncepta" održanom na 31. Kopaonik biznis forumu.



Panel na Kopaonik biznis forumu: Energetska tranzicija je nezaustavljiv proces



Šta vam je posebno ba povratna biljna? Tri jednostavne stvari: da vaš proizvod napravlja bolje od bilo koga drugog; da znate kome ćete ga prodati i da imate goruđu želju za uspehom.

U toj lepo formulisanoj definiciji koje se može naći u američkim izdanjima o menadžmentu i biznisu, u prištbi miki ima leziva, pa sam zato tima i pošla moj panel na ovogodišnjem Kopaonik biznis forumu (5. marta "YoungEntrepreneurs Success Stories") u kome su mi gostili: Dragana Milošević, osnivačica brenda voštaje Roberto Barassi, Milica Marić, osnivačica brenda Wood Design, Čačaji, Vojislav Vlahović, osnivač i vlasnik kompanija On line shop domaća zrna i hrana Biočista i Uroš Turjanjani, generalni direktor i vlasnik kompanija Tim ing center Kragujevac.

Tomom nađog odgovora, koji je trajao oko 80 minuta, prošli smo kroz najvažnije teme za preduzimače. Šta im je bilo najvažnije, a šta najteže kad su počinjali biznis, kako doaze do finansijskih sredstava za razvoj kompanije i da i su svojim uslovima koje nude banke, kako bi im olakšali finansiranje najviše odgovarali, da li su im poneli i dašna koja plaćaju državi visoki i veliko opterećenje za biznis, da li državna administracija ostavlja život, kako je trebala radna snaga i kako doaze do novih radnika, koliko su im društvena mreža važna u poslovanju i tako dalje. Preduzimači su bili izvorno otvoreni i odgovarali vrlo direktno, ali i sa zanimljivim dijalozima, sa štaćao moj portal www.gazetabiznis.rs ostavim samo odgovore na pitanja. Šta smatrate najom najvažnom greškom koju ste napravili u biznisu i šta svojim uspehom?

Marković na Kopaonik biznis forumu: Poreska uprava Srbije povećala naplatu poreza



Џефри Сакс: Треба да славимо што Владу САД напушта Нунандова



Jedan od najprometnijih svetskih ekonomista i analitičara Џефри Сакс изјавио је вечерас, обраћајући се као специјални gost na Kopaonik Biznis Forumu, da je dobra vest koja je Vaševska Nunnan, nekadašnja ministarka zdravlja, koja je bila savetnica za spoljnu politiku američkog predsednika Džordža W. Busha, ušla u mirovanje u Srbiju 1999. godine, u cilju je mirovanje u Srbiju 1999. godine.

Završen Kopaonik biznis forum: Godina pred nama i dalje neizvesna

3 dana ago | 1 minuta read



Završen ovogodišnji 31. Kopaonik biznis forum, kojem je prisustvovalo od sada najviše broj – 1600 učesnika, sa ukupno 42 sesije, na kojima se razgovaralo o različitim ekonomskim i društvenim pitanjima u obliku izlaza.

Kopaonik biznis forum nije samo biznis forum, već moćno akademsko razgovor, a to je potvrđeno i učestvom izvanrednih i stranih eminentnih predavačnika akademike zajednice.

Uvedene su brojne teme od značaja za društveni razvoj, a nisu zanemareni ni tradicionalne makroekonomske teme, kao i one koje se odnose na pojedine industrije. Na taj način ovedena je i modernizacija agenda, a prisutni su mogli da slušaju i panele koji su bili posvećeni obrazovanju, veštackoj inteligenciji, kreativnoj industriji, klimatskim promenama, tržištu rada, rodnoj ravnopravnosti, ženama i ženskim udelima, lokalno sportu u biznisu i društvu, medijama – generaciji Z i Alfa, ESG, inicijativi digitalne Srbije, budućnosti automobilske industrije. Takođe, predstavljeni su rezultati Indeksa korporativne reputacije (ICRP) 2023. Forum najvažnijih tehnoloških inicijativa Hinesadskog sajma.

Državo odvaj višo novca: Pomoć za mlade, siromašni i teže zapaljive kategorije

Ministarstvo rada, zapošljavanja i socijalne zaštite izjavilo je da će država odvojiti više novca za pomoć za mlade, siromašni i teže zapaljive kategorije.



NLB Komercijalna banka: Snaga pojedinca u promovisanju održivih koncepata



Veliki smisao ne može imati da se radi o individualnim odgovorima, nego o zajednici i produktivnosti kompanija, istakao je na panelu promovisanje održivih koncepata u okviru ovogodišnjeg Kopaonik biznis foruma. Panel "Walk the talk: Značaj aktivizma u promovisanju ESG koncepta" održan na 31. Kopaonik biznis forumu.

Ovogodišnji panel u organizaciji NLB Komercijalne banke i Saveza ekonomista Srbije kojim je moderirao Dejan Janjatović, domaćin precesidnicio izvanrednog odбора NLB Komercijalne banke, okupio je istaknute ličnosti iz različitih sfera društvenog života koje produktivna korak ko promovisanje održivosti i društvene odgovornosti. Među učesnicima bili su Dušan Kevošević, osnivač i direktor EBIT Investora, glavnica ministarstva Finansija, Saša Ninković, autor i voditelj podcasta "Agencija i Hinesadski sajam", bivši koordinator i časni vlasnik Cestovne Kancelarije.

Media coverage analysis (region)

This year again, regional media outlets reported from the Forum by placing appealing participants from the countries of the region and conclusions

The highest interest in reporting in the region was registered in North Macedonia, with Montenegro standing out for the first time

Završen Kopaonik biznis forum: Godina pred nama i dalje neizvjesna

7 MARTA, 2024 | DODAJTE KOMENTAR



КОПАОНИК БИЗНИС ФОРУМ 2024: „Новиот глобален контекст: предизвиците на неизвесната иднина“

28/02/2024 | ПРЕТПРИЕМНИШТВО

Претстојниот викенд ни го носи најзначајниот настан во регионот, 31. Копеонок бизнис форум, кој ќе се одржи од 3 до 6 март во хотелот Гранд Копеонок.

Централна тема на Форумот ќе биде „Новиот глобален контекст: предизвиците на неизвесната иднина“, како и претходните години, Форумот ќе го отвори Јоргованка Табаковиќ, додека во име на главниот партнер на форумот, компанијата Mastercard, ќе се обрати Марк Барнет, претседател на Mastercard Европа. На крајот на Форумот на учесниците традиционално ќе им се обрати Ана Брнабиќ, премиерката на Србија.



КОПАОНИК БИЗНИС ФОРУМ 2024 – „NOVI GLOBALNI KONTEKST: IZAZOVI NEIZVJESNE BUDUĆNOSTI“

28. Februara 2024. | Izdvojeno, Vijesti

Предстојeci vikend donosi nam najznačajniji poslovni događaj u regionu, 31. Kopaonik biznis forum, koji će se održati od 3. do 6. marta u hotelu Grand Kopaonik.

Centralna tema Foruma biće „Novi globalni kontekst: izazovi neizvjesne budućnosti“, a kao i prethodnih godina, Forum će otvoriti Jorgovanka Tabaković, guvernerka Narodne banke Srbije, a u ime glavnog partnera foruma, kompanije Mastercard, obratit će se Mark Barnet, predsjednik Mastercard Evropa. Na kraju Foruma učesnicima će se tradicionalno obratiti Ana Brnabić, predsjednica Vlade Srbije.

„Interesovanje za KBF 2024 je izuzetno, te će se tokom četiri dana rada okupiti više od 1500 učesnika. Pripremljena je zanimljiva, intenzivna agenda sa interesantnim i uticajnim panelistima i specijalnim gostima. Kroz tri plenarne sesije, četiri specijalna događaja, 26 sesija sa publikom, 200 sesija sa uzastopnim

POVEZANI ČLANCI



Početak radova na toplifikaciji Pljevalja pitanje dana

prije 1 sat



КОПАОНИК БИЗНИС ФОРУМ: Завршна riječ i zatvaranje KBF 2024.

Regija | 13.03.2024 |

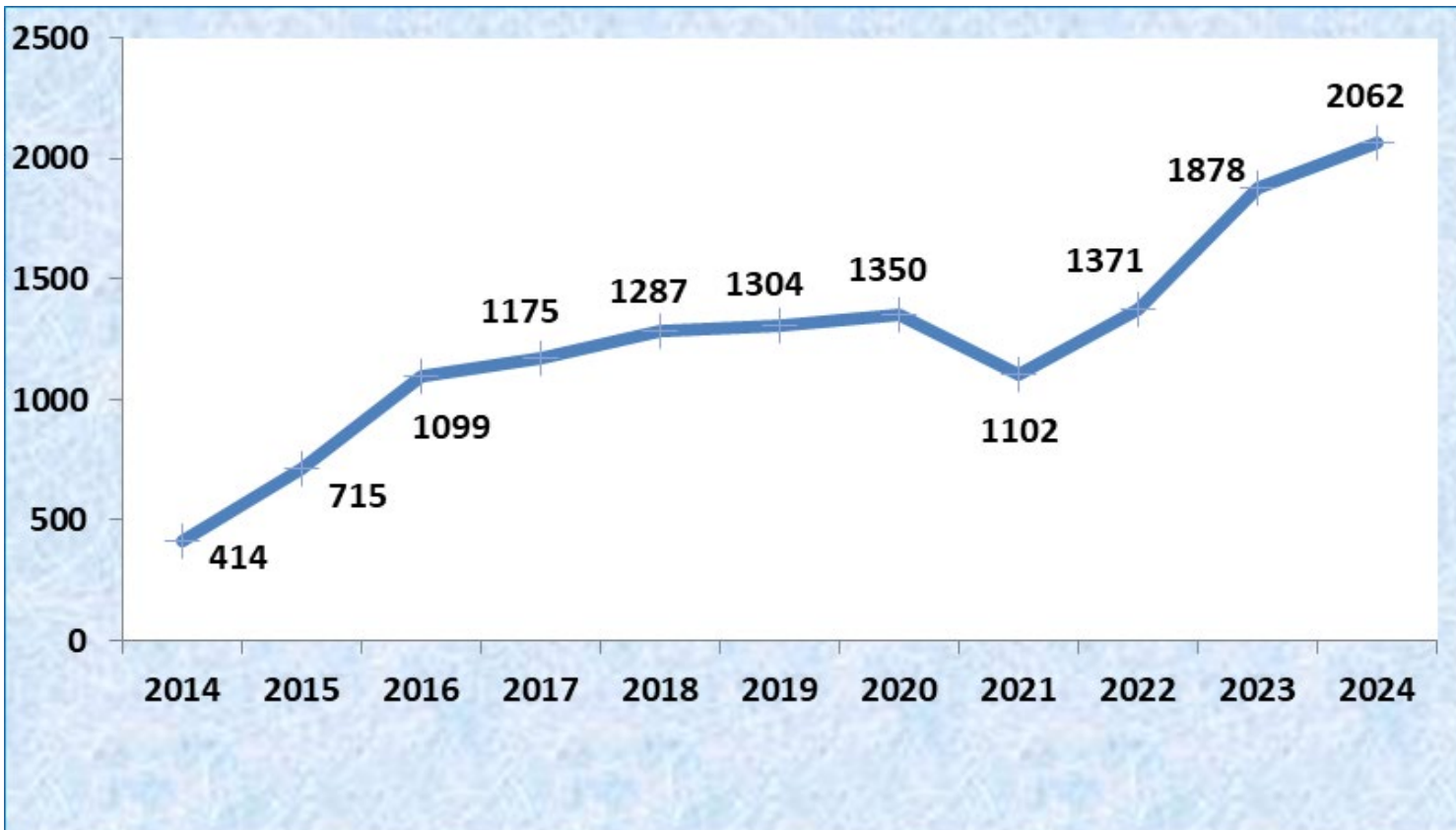
Овогодишњем 31.Копеонок бизнис форуму присуствовао је до сада највећи број - 1600 судионика, укупно 42 предавања, на којима се разговарало о различитим економским и друштвеним питањима у доба криза.



Srpski Davos nije samo biznis forum, već mjesto akademske rasprave, a to je potvrđeno i sudjelivanjem domaćih i stranih eminentnih predstavnika akademske zajednice. Uvedene su brojne teme od značaja za društveni razvoj, a nisu zanemarene ni tradicionalne makroekonomske teme, kao i one koje se odnose na pojedine industrije. Na taj način je osvježena i modernizirana agenda, a prisutni su mogli slušati i panele koji su bili posvećeni obrazovanju, umjetnoj inteligenciji, kreativnoj industriji, klimatskim

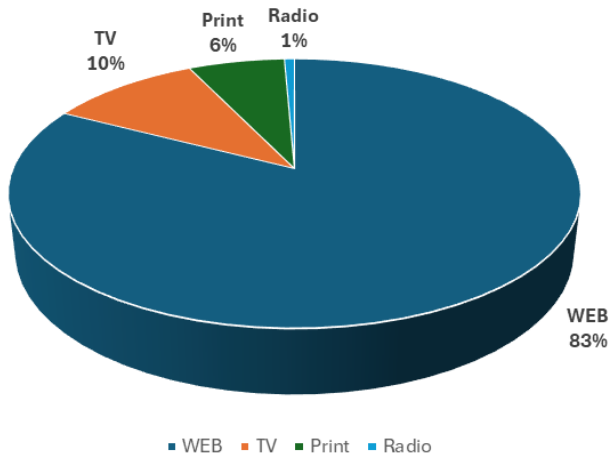
Media coverage

KOPAONIK BUSINESS FORUM 2024	Negative	Neutral	Positive	Total no. of media reports
	/	1529	533	2062

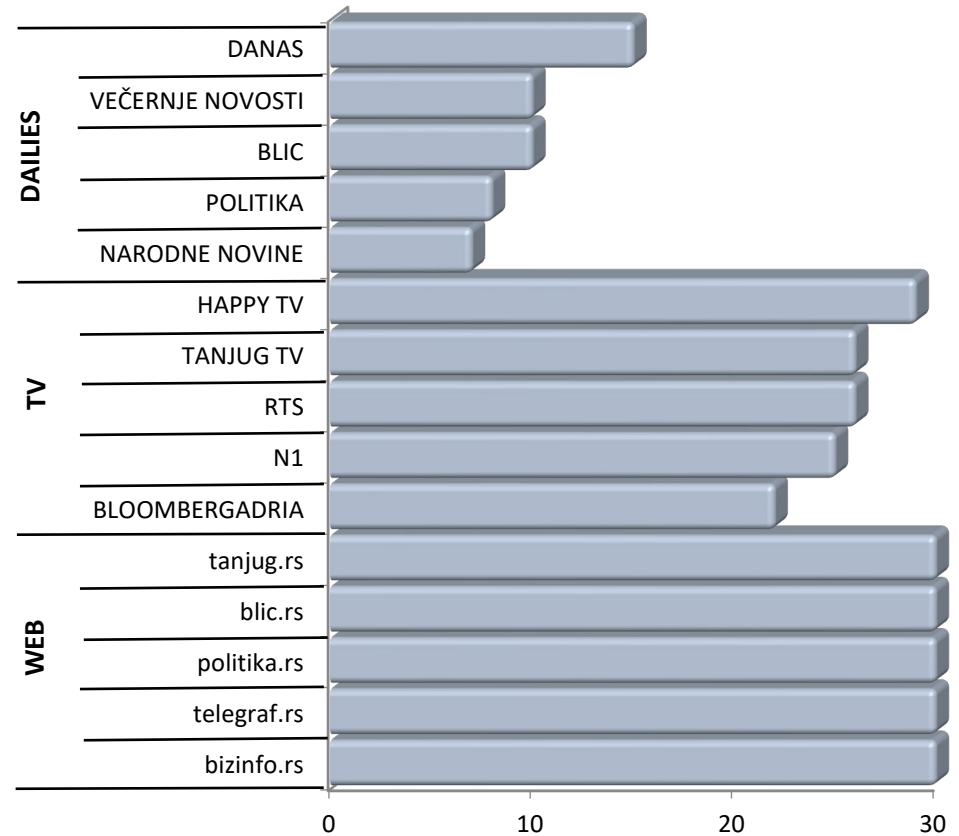


Media coverage (cont.)

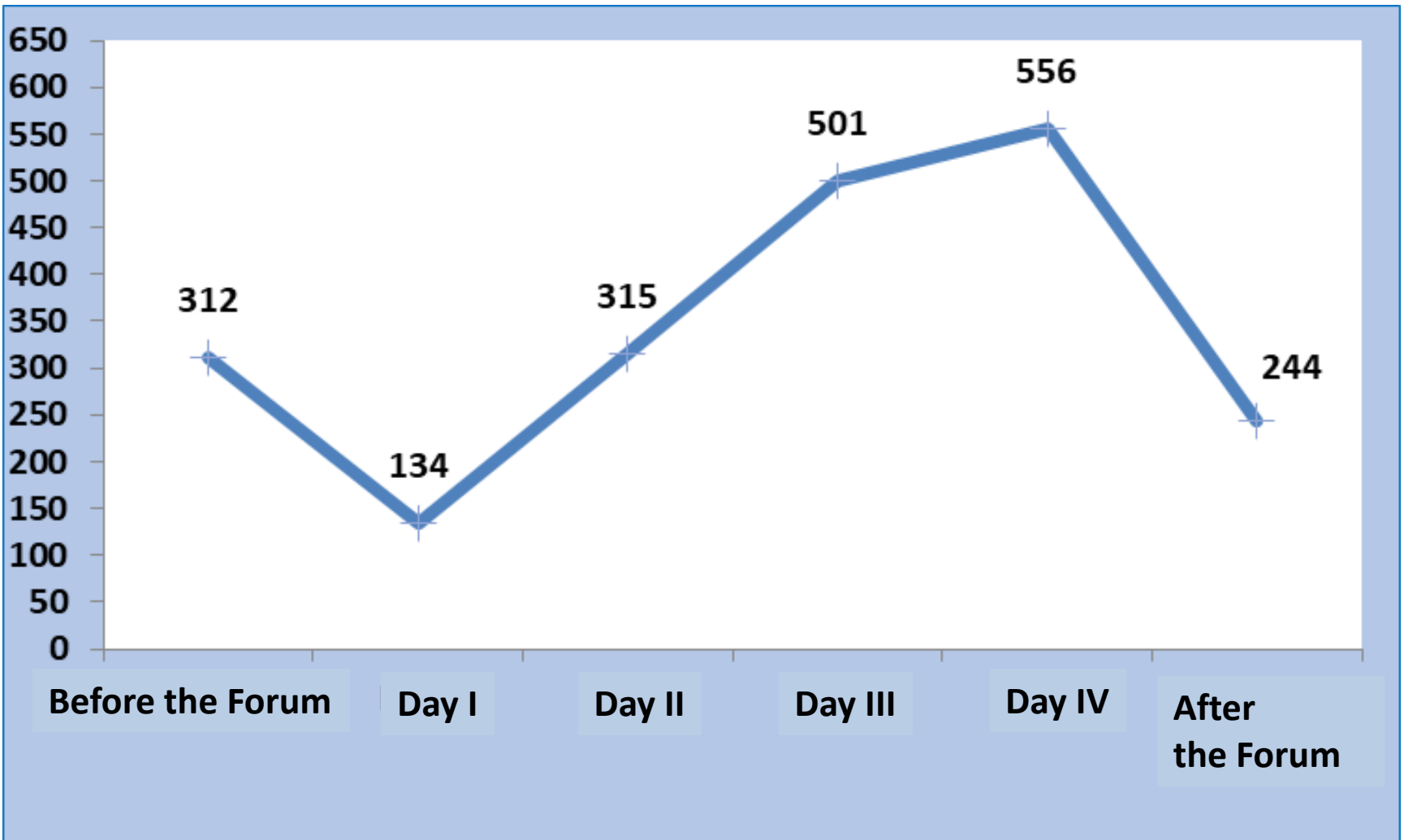
Distribution of media reports per type of media



Distribution of media reports per type of media - Top 5



Coverage dynamic



Most covered interlocutors



Jorgovanka Tabakovic,
NBS Governor



Aleksandar Vlahovic,
SES President



Sinisa Mali,
Minister of Finance



Ana Brnabic,
Prime Minister, Republic of Serbia

Survey results

- **The survey was distributed to all registered participants**
 - Representatives of the financial and real sector, as well as the consulting sector, were the most frequent interlocutors
 - There were many participants who attended the Forum for the first time, and most of them participated at 2 to 5 Forums. On average, they attended 10+ panels
- **Form, organisation, participants and content made the strongest impression on participants, with communication during breaks also rated very highly. This year again, better rating was registered in all categories compared to previous ones**
- **The most appealing topics:**
 - The highest number of participants referred to the Sport in Business and Society panel
 - Macroeconomic topics, foreign and local investors, education, green agenda, climate change, ESG, banking sector, digitalisation, AI
 - Other topics that stood out were: health care, regional cooperation, young entrepreneurs, real estate, women in entrepreneurship
 - Addresses of the special guest (Ivailo Izvorski), Jeffrey Sachs and the Hard talk interview with Miroslav Mišković were particularly identified as appealing
 - Address of Minister of Finance, welcome address of Aleksandar Vlahović

Survey results (cont.)

- **Proposed topics:**

- Regional business cooperation
- Investments
- Private capital
- Innovation
- Education
- Climate change, environmental protection, ESG
- Artificial intelligence, AI, cryptocurrencies
- Organisational culture (topics addressing younger generations more)
- Construction (apartments, permits)
- Solar power plants (impossibility to obtain connection to power grid by EDS and reasons, real estate cadastre, 1.2 million unregistered real estates in Serbia)
- FMCG sector, supply chain
- Risk management
- Efficient judicial system as service of the business sector
- Electric mobility and infrastructure

Survey results (cont.)

- **Proposed topics:**
 - Entrepreneurship, SME
 - Specific proposals for improving the investment climate in the country for domestically-owned businesses
 - Energy sector, with more relevant panellists
 - The real sector challenges
 - Sources of competitive advantage in Serbian economy
 - Taxes, regulations
 - Marketing, consulting services
 - Everything related to sports
 - Infrastructure project design as relevant activity prior to infrastructure construction
 - Renewable energy sources as stand-alone topic
 - Automotive industry
 - E-commerce
 - Education, science and human resources that the country' prosperity depends on
 - EU integration, regional integration
 - Women Leadership

Survey results (cont.)

- **Preferred speakers :**

- More people from the business sector, financial investors (private equity funds), Jim Hagemann Sobe, Marshal Goldsmith, Martin Lindstrom, Novak Đoković, Elon Musk, Simon Sinek, Aleksandar Kavčić, Miodrag Zec
- Experts in AI technology, teachers, educationalists, representatives of Microsoft, Facebook, Apple, RGZ Director, Aleksandar Kostić (MK Group), Ministries of Environmental Protection and Justice, consultancy and auditing firms (the big four), Miško Ražnatović, Edin Mehić, Dubravka Bjekić (founder and CEO of PaySpot), Bojan Leković, Prof. Dr Slaven Tica, Vladimir Drobnjak (key negotiator of Croatia for the EU integration)
- Successful businesspeople (e.g. Darko Budeč (BUCK), Nebojša Matić (Mikroelektronika), Luka Stanić and Marko Kukić (BG Reklam).

Survey results (cont.)

- **Key motives for attendance:**
 - Networking, monitoring trends, communication with partners, macroeconomic trends and expectations, economic trends, business contact with participants, learning about good practices, opening of the Serbian market
 - Participants underlined that “there is no better event in Serbia where you can meet so many successful and high-quality individuals. It inspires and brings back hope in this country, and that is really necessary”.

Survey results (cont.)

- **Constructive suggestions:**
 - Organise networking opportunities, meeting sessions, workshops and master class on relevant topics
 - Smaller number of panels and shorter breaks (three minutes) between panels
 - More opinion exchanges
 - More business people from around the world
 - Participants also highlighted moderators who contributed to excellent panels, as well as those exceeded by participants
 - Globally renowned individuals as guests
- **31st Kopaonik Business Forum met expectations of participants – rating close to excellent (4.3)**
 - Despite constructive suggestions, a majority of participants commended the Forum, highlighting that this was the best organised event so far

Note: A number of suggestions referred to the hotel (accommodation capacities, air-conditioning in halls)

Social media

As before, communication on social media was realised via two channels – **LinkedIn** and **Facebook**, before, during and after the Forum

At the official LinkedIn page, **the number of followers rose by 1,035 (more than 50%)**. The current number of followers is 3,052

All results of LinkedIn and Facebook were achieved **organically**

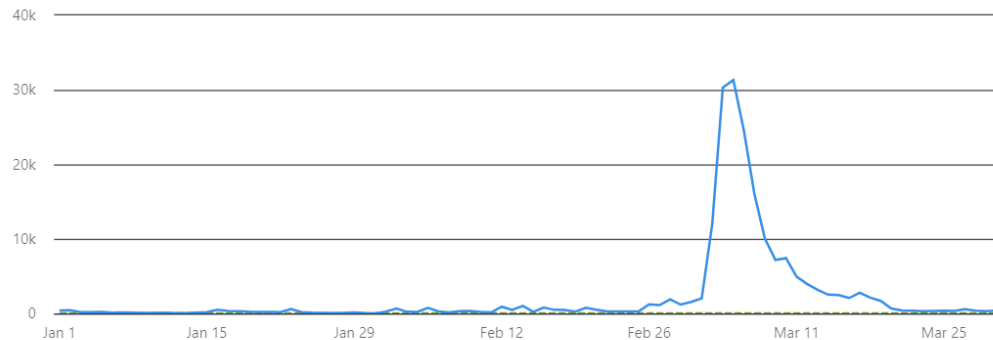
Content was placed via photo and video posts

LinkedIn statistics

- Total number of followers: **3,052 (+1,035)**
- Total number of posts: **84**
- Total number of views: **193,417**
- Total number of likes: **3,768**
- Total number of shares: **32**
- Total number of visits: **8,776**

Metrics

Impressions ▾



✓ Organic

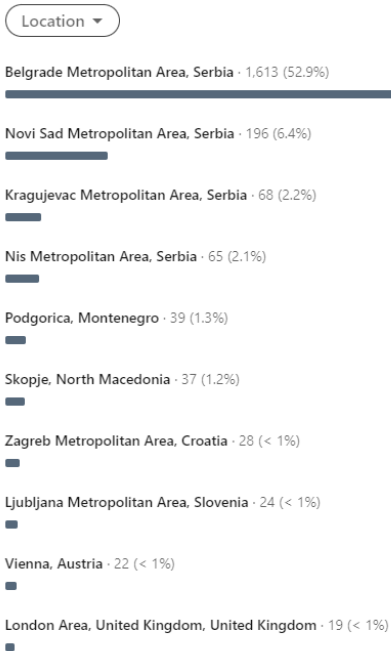
193,417

✓ Sponsored

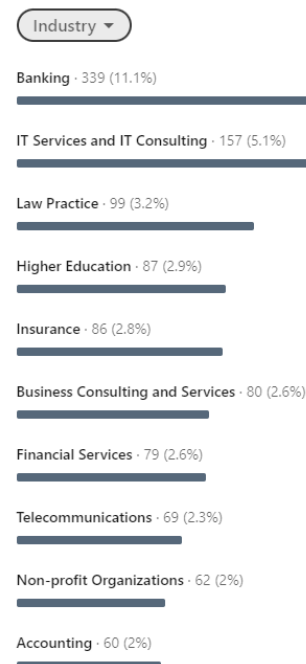
0

LinkedIn – follower statistics

- Statistics per location



- Statistics per industry



LinkedIn post with the best results



Kopaonik biznis forum

3,052 followers

3w •

„Energetska stabilnost je danas ključni faktor i pitanje nacionalne bezbednosti i strategije. **MK Group** izgradila je do sada 3 vetroparka u Vojvodini, a u maju ćemo otvoriti i Krivaču, prvi vetropark u Istočnoj Srbiji, u koji smo investirali 165 miliona evra. Radimo i na izgradnji agosolarnog projekta Kula, i u sve projekte obnovljivih izvora energije do 2026. godine investiraćemo ukupno 900 miliona evra za 1 GW zelene energije. Pored globalno veće tražnje za električnom energijom, investicije ne smeju stati. Zbog toga su značajne zelene stimulacije za dalja ulaganja u nove projekte“, rekao je **Mihailo Jankovic**, generalni direktor MK group.

Na panelu - Put ka energetske tranziciji učestvovali su **Walter Boltz** bivši direktor, Austrijska regulatorna agencija za energetiku - E Control/viši savetnik za energetiku, **Baker McKenzie**, **Alessandro Bragonzi**, šef regionalnog predstavništva za Zapadni Balkan, **EIB**, **Miloš Colić**, generalni direktor, New Energy Solutions, **Dubravka Djedović Handanović**, ministarka rudarstva i energetike, Vlada Republike Srbije i **Kirill Tyurdenev**, generalni direktor, NIS.

17. panel na **#KBF2024** moderirala je **Dr Jelena Gazivoda, LL.M (Cantab)**, stariji partner, JPM & Partners.

Ukoliko niste u mogućnosti da prisustvujete, panele možete pratiti na linku: <https://lnkd.in/gnDVqDv>

[See translation](#)



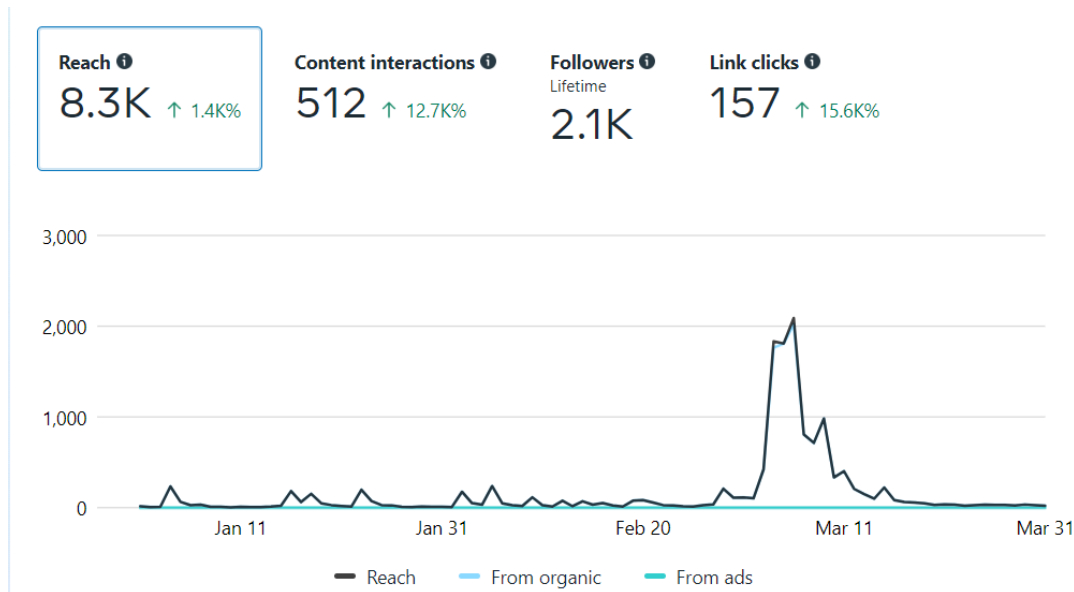
Tijana Đorđević and 235 others

2 comments • 8 reposts

- Reach: **9,435**
- Likes and reactions: **236**
- Clicks on the link to live streaming: **840**

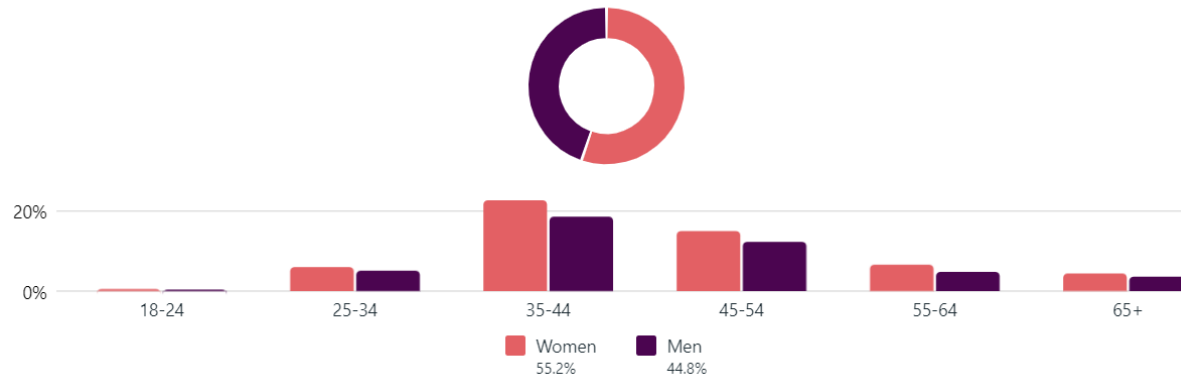
Facebook

- Total number of followers: **2,111 (+44)**
- Total number of posts: **84**
- Total organic reach from January to March : **8,317**
- Total interaction with content: **512**
- Total number of likes: **394**
- Total number of shares: **23**
- Total number of visits: **5,1K**
- Visits to the website from Facebook: **157**

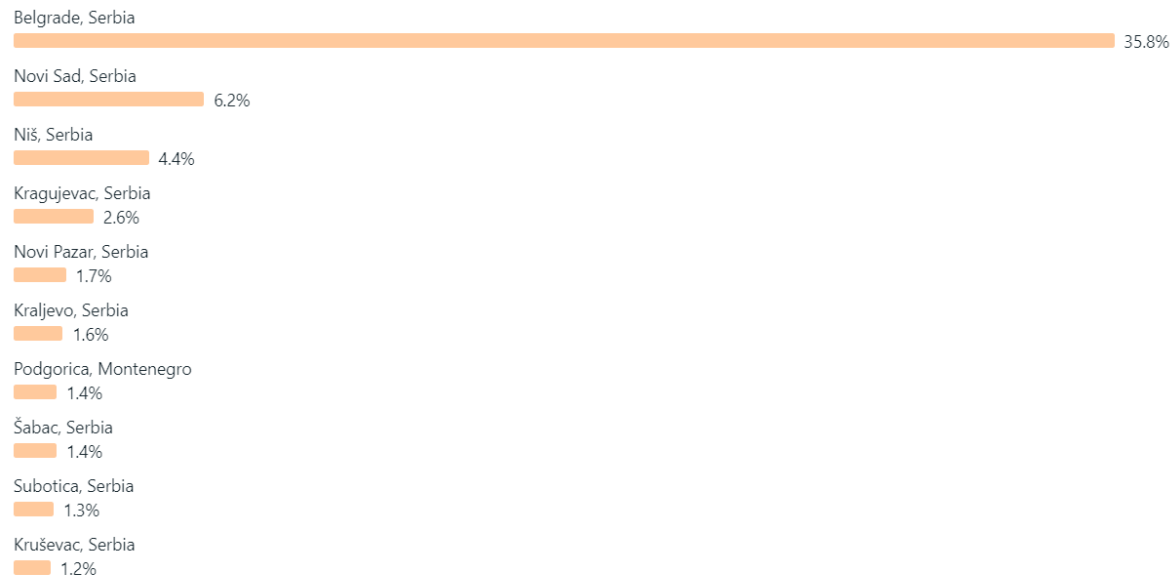


Facebook – follower statistics


Age & gender ^①



Top cities



Facebook post with the best results

 Kopaonik biznis forum
Published by Karapina Markovih · March 5 at 2:38 PM · 🌐


„Smatram da implementacija ChatGPT-a i drugih alata u bankarstvu nije nemoguća, ali su potrebni resursi i edukacija, kako bi se pronašao najbolji način da ih integrišemo. AI donosi mogućnost da se napravi personalizovana ponuda klijentima, što je velika promena“ rekao je Petar Jovanović, predsednik Izvršnog odbora, AIK Banka.

„Generalno gledano, tehnologija iza AI postoji već neko vreme. Danas mislim da je važnija tema kako finansijski sektor može da iskoristi ovu vrstu tehnologije kao podršku našim procesima“, rekao je Milen Janjić, generalni direktor Intellya.

Na panelu Finansijski sektor: Transformacija kao neophodnost govorili su i Bartosz Ciolkowski, direktor kompanije Mastercard za JIE, Piotr Jelenski, predsednik Upravnog odbora ASEE Group i Darko Popović, predsednik Izvršnog odbora, Banka Intesa.

Panel je moderirao Vojislav Lazarević, član predsedništva, [Savez Ekonomista Srbije](#), a uvodničar je bio Ingo Bleir, član Uprave Erste Bank Group AG i predsednik Upravnog odbora Erste Bank Srbija.











Ukoliko niste u mogućnosti da prisustvujete, panele možete pratiti na linku:
<https://www.kopaonikbusinessforum.rs/live>
#KBF2024 #KopaonikBiznisForum



See insights and ads [Boost post](#)

- Reach: **1,203**
- Total interaction: **259**
- Clicks to the link to live streaming: **56**

Top 10 posts per reach – Facebook

	<p>„Smatram da implementacija ChatGPT-a i drugih alata u bankarstvu nije nemoguća, ali su potrebni resursi i edukacija, kako bi se pronašao najbolji način da ih integrišemo. AI donosi mogućnost da se napravi personalizovana ponuda klijentima, što je velika promena" rekao je Petar Jovanović, predsednik Izvršnog odbora, AIK Banka. „Generalno...</p> <p>Tue, Mar 5</p>	Post reach	Engagement
		1,203	259
	<p>31. Kopaonik biznis forum u slikama! ↓ Vidimo se sledeće godine od 2. do 5. marta!</p> <p>Fri, Mar 8</p>	Post reach	Engagement
		699	161
	<p>Kraj nultog dana obeležio je Koktel dobrodošlice u organizaciji MK Group. Savez ekonomista Srbije ustanovio je i Zlatnu povelju Kopaonik biznis foruma, a prvi dobitnik je Miodrag Kostić, predsednik i osnivač kompanije MK Group. Ovo priznanje za dugogodišnju saradnju, podršku i izuzetan doprinos u organizaciji Kopaonik biznis foruma preuze...</p> <p>Sun, Mar 3</p>	Post reach	Engagement
		660	131
	<p>"Nama je neophodno znanje. Može se uložiti novac, može se napraviti fabrika, ali je presudno dobro upravljanje fabrikom. Zato nam je neophodna edukacija", rekao je Miroslav Mišković, osnivač i predsednik, Delta Holding u okviru Hard-talk intervjua, koji je vodio novinar Miša Brkić. Ukoliko niste u mogućnosti da prisustvujete, panele...</p> <p>Mon, Mar 4</p>	Post reach	Engagement
		572	131
	<p>Kad pogledamo tržišta Skandinavije vidimo da su ona ta koje su najdalje otišle u korišćenju električnih vozila i da je tu uloga države bila značajna, ali i banke i finansijske institucije mogu da daju svoj doprinos. Veoma važan segment u tome je, pored finansiranja, edukacija, jer kad neko postavi pitanje zašto bi posedovao električni automobil, čini se ...</p> <p>Mon, Mar 4</p>	Post reach	Engagement
		565	82
	<p>Iako je u Americi filmska industrija u problemu, kod nas je produkcija u porastu. „Mi pratimo svet, ali uvek na neki svoj način", rekao je Dragan Bjelogrić. Politički razlozi ne treba da budu prepreka kreativnoj industriji, glavna je poruka panela „Kreativna industrija u Srbiji: Most ka uspehu". Na panelu su učestvovali Dragan Bjelogrić, glumac i...</p> <p>Sun, Mar 3</p>	Post reach	Engagement
		445	38
	<p>Prijave za 31. Kopaonik biznis forum su u toku! Ukoliko niste u mogućnosti da prisustvujete, panele možete pratiti na linku: https://www.kopaonikbusinessforum.rs/live #KBF #KopaonikBiznisForum</p> <p>Sun, Mar 3</p>	Post reach	Engagement
		433	41
	<p>„Interesovanje za KBF 2024 je izuzetno, te će se tokom četiri dana rada okupiti više od 1500 učesnika. Pripremljena je zanimljiva, intenzivna agenda sa interesantnim i uticajnim panelistima i specijalnim gostima. Kroz tri plenarne sesije, četiri specijalna događaja, 36 panela sa, približno, 200 panelista, učesnici Forumu će, svaki pojedinačno, pronaći on...</p> <p>Wed, Feb 28</p>	Post reach	Engagement
		426	25
	<p>Kopaonik biznis forum updated their profile picture.</p> <p>Thu, Jan 4</p>	Post reach	Engagement
		423	12
	<p>Deo velikog broja malih i srednjih preduzeća, kojih ima preko 400 hiljada, njih oko 500, posebno je važan iz ugla ekonomskog rasta i razvoja i za ostvarenje više puta podvučenog preduslova za brži privredni rast - da se ostvare veća domaća privatna ulaganja. Segment domaćih MSP koja izvoze na razvijena tržišta i ostvaruje višu produktivnost od...</p> <p>Tue, Mar 5</p>	Post reach	Engagement
		403	68

LinkedIn video content before the Forum

https://www.linkedin.com/posts/kopaonik-biznis-forum_kopaonikbiznisforum-kbf-activity-7167874671080529920-itYS?utm_source=share&utm_medium=member_desktop



"Najbolji način suočavanja sa neizvesnom budućnošću je da imate dobre ekonomske temelje."

Nikola Pontara, direktor kancelarije Svetske banke u Srbiji, nekoliko dana pre početka 31. Kopaonik biznis foruma osvrnuo se na temu ekonomskog rasta i društvenog prosperiteta Srbije.

Dao je konkretne ideje za siguran ekonomski rast u našoj zemlji i istakao koje su to vrednosti na kojoj Srbija treba da ima fokus.

Teme, govornici i detaljna agenda Forumu, kao i formulari za prijavu nalaze se na sajtu: https://lnkd.in/e-4_KD6

#KopaonikBiznisForum #KBF

See translation



https://www.linkedin.com/posts/kopaonik-biznis-forum_kopaonikbiznisforum-kbf-activity-7168913086530211841-z5Gk?utm_source=share&utm_medium=member_desktop



„Veštačka inteligencija se već odomacila kao tema u svetu biznisa. Veoma smo ponosni što smo deveti put zaredom glavni partner Kopaonik biznis foruma i što ovo donosimo kao jednu od aktuelnih tema i upoznajemo širu poslovnu zajednicu sa njom”, rekla je **Jelena Ristic**, direktorka **Mastercard** za tržište Srbije, Crne Gore i Bosne i Hercegovine.

Savremene tehnologije i veštačka inteligencija značajno utiču na budućnost društva i ekonomije, što će biti jedna od važnih tema na ovogodišnjem Kopaonik biznis forumu.

Detaljna agenda Forumu i formulari za prijavu nalaze se na sajtu: https://lnkd.in/e-4_KD6

#KopaonikBiznisForum #KBF

See translation



https://www.linkedin.com/posts/kopaonik-biznis-forum_kopaonikbiznisforum-kbf-activity-7168208964449419264-t9J6?utm_source=share&utm_medium=member_desktop



Na koji način se mogu aktivirati uspavani potencijali Srbije koji bi mogli dovesti do brzog razvoja privrede i društva?

O ovome je govorio **Vlastimir Vuković**, predsednik Izvršnog odbora, **NLB Komercijalna banka**, osvrnuvši se podjednako na savremene tehnologije i ruralni razvoj naše zemlje.

Ovo su samo neke od tema o kojim će srpska ekonomska elita govoriti na 31. Kopaonik biznis forumu.

Detaljna agenda Forumu i formulari za prijavu nalaze se na sajtu: https://lnkd.in/e-4_KD6

#KopaonikBiznisForum #KBF

See translation



Facebook video content before the Forum



„Veštačka inteligencija se već odomaćila kao tema u svetu biznisa. Veoma smo ponosni što smo deveti put zaredom glavni partner Kopaonik biznis foruma i što ov...

<https://fb.watch/rac9vdLTOV/>



<https://fb.watch/racZ4UOKeE/>



<https://fb.watch/racUp2AXhI/>

Innovation – LinkedIn video content during the Forum

https://www.linkedin.com/post/s/kopaonik-biznis-forum_kbf-kopaonikbiznisforum-activity-7170191174387941376-RU4N?utm_source=share&utm_medium=member_desktop

https://www.linkedin.com/posts/kopaonik-biznis-forum_kbf2024-kopaonikbiznisforum-activity-7170551357836247040-lrll?utm_source=share&utm_medium=member_desktop

https://www.linkedin.com/posts/kopaonik-biznis-forum_kbf2024-kopaonikbiznisforum-activity-7170933207016620032-zWtN?utm_source=share&utm_medium=member_desktop

https://www.linkedin.com/posts/kopaonik-biznis-forum_kbf2024-kopaonikbiznisforum-activity-7171520453256036353-q740?utm_source=share&utm_medium=member_desktop

Kopaonik biznis forum
3,052 followers
1mo · 🌐

Dobro došli na 31. Kopaonik biznis forum!

Nulti dan smo otvorili vrlo zanimljivim panelima, a u naredna tri dana čekaju nas nove teme i eminentni stručnjaci iz sveta ekonomije i biznisa.

#KBF #KopaonikBiznisForum

See translation



Kopaonik biznis forum
3,052 followers
3w · 🌐

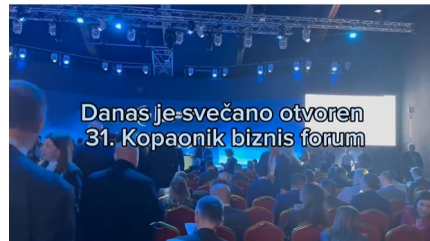
Danas je svečano otvoren 31. Kopaonik biznis forum.

Tokom celog dana učesnici su imali priliku da slušaju interesantne panele i stručnjake iz različitih oblasti.

Konstruktivni razgovori, ideje i važni zaključci na temu ekonomije i biznisa čekaju nas i sutra na #KBF2024.

#KopaonikBiznisForum

See translation



Kopaonik biznis forum
3,052 followers
3w · 🌐

Drugi dan Kopaonik biznis foruma 2024. je završen!

Otvorene su različite teme, pokrenute mnoge diskusije i doneti kvalitetni zaključci o aktuelnim dešavanjima!

#KBF2024 #KopaonikBiznisForum

See translation



Kopaonik biznis forum
3,052 followers
3w · 🌐

Nakon 4 dana, 42 sesije i uz čak 1600 učesnika, ovogodišnji Kopaonik biznis forum je završen!

Energetska tranzicija, veštačka inteligencija, obrazovanje, kreativna industrija, bankarski sektor, zdravlje, sport, finansije, žene u biznisu... Mnoge teme su otvorene, zanimljive diskusije vođene, a učesnici su bili puni utisaka i novih, inspirativnih saznanja!

Hvala vam!

#KBF2024 #KopaonikBiznisForum

See translation



Innovation – Facebook video content during the Forum



<https://www.facebook.com/KopBiznisForum/videos/782259413938670/>

Dobro došli na 31. Kopaonik biznis forum! Nulti dan smo otvorili vrlo...

4 weeks ago · 81 views



<https://www.facebook.com/KopBiznisForum/videos/1065036754732884/>

Danas je svečano otvoren 31. Kopaonik biznis forum. Tokom celog dana...

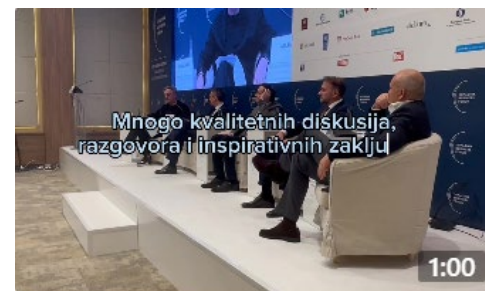
3 weeks ago · 168 views



<https://www.facebook.com/KopBiznisForum/videos/3724323414455686/>

Drugi dan Kopaonik biznis foruma 2024. je završen! Otvorene su različite...

3 weeks ago · 62 views



<https://www.facebook.com/KopBiznisForum/videos/1613426236097116/>

Nakon 4 dana, 42 sesije i uz čak 1600 učesnika, ovogodišnji Kopaonik biznis...

3 weeks ago · 141 views

