

The logo consists of two concentric white arcs on the left, with the text 'KOPAONIK BUSINESS FORUM' in white capital letters to their right.

KOPAONIK
BUSINESS
FORUM

ANNUAL MEETING 2025

ANNUAL MEETING 2025

Introduction

- **The 32nd Kopaonik Business Forum was organized from March 2-5, 2025, at the Grand Kopaonik Hotel**
 - In a decade of partnership with Mastercard
- **The Forum's topic was :**

SERBIA 2027: AIMING FOR A HIGH-INCOME ECONOMY

It included 38 panel discussions, 3 plenary sessions and 3 interviews with prominent guests from various areas. In four days of the Forum, more than 200 most distinguished business, economy and science leaders demonstrated the power of dialogue and exchange of ideas and experiences, analyzed the situation in the economy and the society based on arguments, and defined the necessary reform directions, aimed at avoiding the trap of medium income and reaching a high-income economy

- The event was attended by cca **1,600 participants** and 140+ accredited journalists from the country and abroad
 - In addition to present participants, the program was watched by **nearly 7,000 viewers via live stream** on the YouTube platform during four days
- **The most relevant conclusions and recommendations of the 4-day productive efforts and discussions are available to the public**

Website



www.kopaonikbusinessforum.rs

Mobile application



Press conference



Intro film



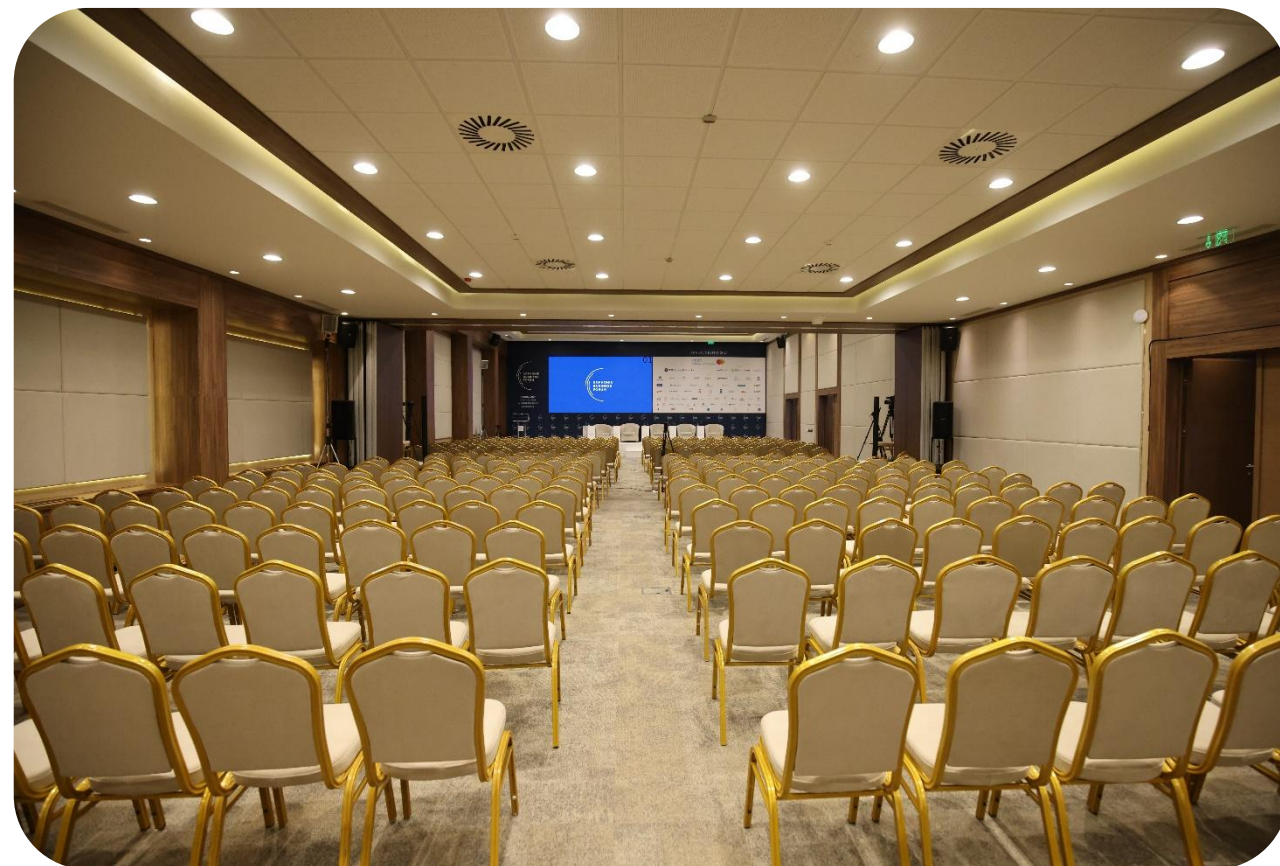
Promo desk



Press corner



Forum Hall



Centrall Hall



Welcome reception



10:00-20:00	REGISTRATION (KOPAONIK HALL – HOTEL GRAND)	
13:30-14:45	UNLOCKING POTENTIAL: EXPO 2027	
Forum Hall	<i>Keynote Address:</i>	BOROVČANIN Dušan , CEO, EXPO 2027 Belgrade
	<i>Speakers:</i>	DANGUBIĆ Danilo , Chief Architect, EXPO 2027 Belgrade GROZDIĆ Vukašin , State Secretary, Ministry of Science, Technological Development, and Innovation, GoS PATERSON Jamie , Expert, EXPO City Dubai TOMAŠEVIĆ Dejan , Member of the EXPO team and renowned Serbian basketball player VESOVIĆ Mihailo , Director of the Division for Strategic Analyses, Chamber of Commerce and Industry of Serbia
14:45-15:45	PANEL 1:	THE WESTERN BALKANS ECONOMIC OUTLOOK: TOWARD SUSTAINABLE GROWTH
Forum Hall	<i>Moderator:</i>	NEDELJKOVIĆ Milan , Dean & Professor, FEFA Faculty
	<i>Panelists:</i>	AHČAN Aleš , Financial Expert, Andersen Slovenia, Serbia, Montenegro and North Macedonia/ Professor, Faculty of Economics, University of Ljubljana RECORD Richard , Lead Country Economist for the Western Balkans, World Bank SANFEY Peter , Deputy Director for Country Economics and Policy, Department of Economics, Policy and Governance, EBRD SOSA Sebastian , Regional Resident Representative for the Western Balkans (excluding Serbia), IMF
15:45-16:45	PANEL 2:	MACROECONOMIC TRENDS IN SERBIA: ARE WE CAPABLE TO REACH HIGH INCOME ECONOMY?
Forum Hall	<i>Moderator:</i>	RANĐELOVIĆ Saša , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	ATANASIJEVIĆ Jasna , Chief Economist, EY Serbia, Montenegro and Bosnia and Herzegovina PAUNOVIĆ Blagoje , President, Fiscal Council, Republic of Serbia RATNOVSKI Lev , Resident Representative for Serbia, IMF ŠOŠKIĆ Dejan , Professor, Faculty of Economics and Business, University of Belgrade
16:45-17:30	PANEL 3:	PRESENTATION OF THE KBF INDEX OF THE COMPANY REPUTATION (KBF INCORE)
Forum Hall	<i>Presenter:</i>	BEŠIĆ Miloš , Consultant and Methodologist, Ninamedia Research

Sunday, March 2, 2025		
17:30-18:30	PANEL 4:	WOMEN, CLIMATE AND POWER: BRIDGING GAPS FOR A GREENER TOMORROW
Forum Hall	<i>Moderator:</i>	JANKOVIĆ Brankica , Commissioner for the Protection of Equality, Serbia
	<i>Panelists:</i>	CAMERON Michelle , Ambassador of Canada to Serbia KRESAL Katarina , Member of Global Management Committee & Co-Chair for CEE region, Andersen Global LUGON-MOULIN Anne , Ambassador of Switzerland to Serbia SRETENović Jelena , Country Manager, Serbia, Montenegro, Bosnia and Herzegovina, Mastercard UGARKOVIĆ Aleksandra , Project Officer for Communication, WWF Adria
18:30-19:15	IN CONVERSATION WITH:	
Forum Hall	<i>Guest:</i>	BABIĆ Branko , Founder and Owner, Phi Academy
	<i>Interviewer:</i>	STANKOVIĆ Ivan , CEO and Owner, Communis
19:15-20:00	PANEL 5:	START-UPS AND CORPORATIONS: HOW TO CREATE GLOBAL PRODUCT?
Forum Hall	<i>Moderator:</i>	BOŠNJAK Željko , Innovation Lead, ICT Hub
	<i>Panelists:</i>	BALABAN Vladan , President, M&I Systems Group BRANKOVIĆ Zorana , COO & Executive Board Member, Banca Intesa JEVTIĆ Đorđe , Co-Founder & CEO, OTA Sync KUZMAN Tanja , CEO, Digital Serbia Initiative
20:00-20:45	IN CONVERSATION WITH:	
Central Hall	<i>Guest:</i>	KOSTIĆ Aleksandar , President, MK Group/ Chairman of the Board of Directors, AIK Banka
	<i>Interviewer:</i>	MILETIĆ Minja , Regional Director, Euronews Serbia, Bosnia and Herzegovina and Montenegro
21:00-22:30	WELCOME RECEPTION <i>powered by</i> MK GROUP	

Sunday, March 2, 2025

Photo gallery



Sunday, March 2, 2025

Photo gallery



Monday, March 3, 2025		
09:30-09:50	KEY DEVELOPMENTS BETWEEN TWO KBFs	
Central Hall		VLAHOVIĆ Aleksandar, President, Serbian Association of Economists
09:50-10:15	MESSAGE FROM THE PARTNER	
Central Hall		LAPČEVIĆ Maja, Senior Vice President, MarTech, Innovation, and Commercialization, Mastercard
10:15-11:15	ADDRESSES OF THE GOVERNOR AND THE MINISTER OF FINANCE	
Central Hall		TABAKOVIĆ Jorgovanka, Governor, National Bank of Serbia MALI Siniša, First Deputy Prime Minister & Minister of Finance, GoS
11:15-11:30	Break	
11:30-12:45	PANEL 6:	WARS, TRADE WARS, AND THE CONSEQUENCES FOR EUROPE AND THE WESTERN BALKANS
Central Hall (Parallel track)	Moderator:	VUJAČIĆ Ivan, Member of the Presidency, Serbian Association of Economists
	Panelists:	JAKŠIĆ Boško, Foreign Affairs Commentator and Journalist KOREWA Aaron, Director Warsaw Office, Atlantic Council RECORD Richard, Lead Country Economist for the Western Balkans, World Bank VUKSANOVIĆ Vuk, Senior Researcher, Belgrade Center for Security Policy
11:30-12:45	PANEL 7:	POWERING DIGITAL ECONOMY – SERBIA'S PATH TO TECH EXCELLENCE
Forum Hall (Parallel track)	Moderator:	ĐURKOVIĆ Miloš, Managing Partner, Amrop Serbia
	Panelists:	ALBERS Judit, CEO, A1 Serbia JEVROSIMOVIĆ Veselin, Owner & Chairman of the Board, Comtrade Group LUČIĆ Vladimir, CEO, Telekom Serbia RADOJIČIĆ Vladimir, CEO, CETIN RISTIĆ Dejan, Minister of Information and Telecommunications, GoS VASIĆ Goran, Chief Corporate Affairs Officer, Yettel
12:45-13:45	Brunch	

Monday, March 3, 2025		
13:45-15:00	PANEL 8:	SUPPORTING INNOVATION – THE NEW START-UP IDEAS (FOLLOWED BY TALKS WITH POTENTIAL INVESTORS)
Central Hall (Parallel track)	<i>Moderator:</i>	VUJOVIĆ Branislav , Founder & Board member, New Frontier Group/New Frontier Innova
	<i>Panelists:</i>	GOLOVIĆ Nikola , Co-Founder, Diratech OSKAR Marko , Co-Founder, Cropt PAVLOVIĆ Marko , Founder, MILI - EV charging robot RADOVANOVIĆ Luka , Co-Founder, B2Bee ZEČEVIĆ Iva , B2B Sales & Marketing Manager, Blinking
13:45-15:00	PANEL 9:	POPULATION DYNAMICS AFFECTING THE LABOR MARKET
Forum Hall (Parallel track)	<i>Moderator:</i>	BOBIĆ TASIĆ Danijela , Economic Development Specialist, UNDP
	<i>Keynote Address:</i>	BERIS Yakup , Resident Representative, UNDP
	<i>Panelists:</i>	BOSNIĆ Milan , Director, National Employment Service of Serbia DAVIDOVIĆ Marjana , Country Manager, Adriatic Hub South, Nestle NIKITOVIC Vladimir , Principal Research Fellow, Institute of Social Sciences ŽIVKOVIĆ Uroš , Program Director, Returning Point
15:00-16:15	PANEL 10:	THE ROLE OF ARTIFICIAL INTELLIGENCE IN BUSINESS
Central Hall (Parallel track)	<i>Moderator:</i>	VUJOVIĆ Branislav , Founder & Board member, New Frontier Group/New Frontier Innova
	<i>Panelists:</i>	BERKOVIĆ Marko , Head of Revenue EMEA, Poolside JANJIĆ Milen , CEO, Intellya LUKIĆ Miša , Founder & CEO, Brand Sapiens NEDELJKOVIĆ Aleksandar , Partner & CBO, Mainstream PRŽULJ Nataša , Professor, MBZ University of Artificial Intelligence (MBZUAI), Abu Dhabi, UAE
15:00-16:15	PANEL 11:	THE WESTERN BALKANS: SUSTAINABLE REGIONAL COOPERATION
Forum Hall (Parallel track)	<i>Moderator:</i>	NIKOLIĆ Radojka , Editor in Chief, Magazinbiznis.rs
	<i>Panelists:</i>	BYTYQI Fatmir , Member of Parliament, Republic of North Macedonia ČADEŽ Marko , President, Chamber of Commerce and Industry of Serbia KRESAL Katarina , Member of Global Management Committee & Co-Chair for CEE region, Andersen Global LESKAJ Besnik , Owner, Blessed Investment & Abkons, Albania SORRELL Damien , Head of Regional Representation for the Western Balkans, EIB

Monday, March 3, 2025		
16:15-17:15	PANEL 12:	INNOVATIVE BUSINESS IN CHINA
Central Hall (Parallel track)	<i>Moderator:</i>	VUJOVIĆ Branislav , Founder & Board member, New Frontier Group/New Frontier Innova
	<i>Panelists:</i>	HUANG Roz , CEO, Dandelion Global, Independent Corporate Board Director LI Pan , Founder, Zhifu Technology RANĐELOVIĆ Milan , Managing Director, Science and Technology Park Niš WANG Max , CEO, TOJOY International
16:15-17:15	PANEL 13:	PROJECT SALLY 996
Forum Hall (Parallel track)	<i>Moderator:</i>	BULATOVIĆ Jelena , Executive Director, Serbian Association of Managers
	<i>Presenters:</i>	ĐOLIĆ Ivan , Director, BE-Terna IGNJATOV Ivana , Fundraising and Communications Director, SOS Children's Villages Serbia PEROVIĆ Miloš , CEO, New Startegy
17:15-18:30	PANEL 14:	DATA-DRIVEN ECONOMY
Central Hall (Parallel track)	<i>Moderator:</i>	LAZAREVIĆ Jelisaveta , Vice Dean, FEFA Faculty/Chief Content Officer, Bloomberg Adria
	<i>Panelists:</i>	ATANASIJEVIĆ Vladan , CEO, Egzakta CAREVIĆ Marko , CEO, Ananas SOBALA Krzysztof , Senior Vice President, Mastercard Services VULETIĆ Nikola , CEO & Chairman of Management Board, UniCredit Bank Serbia
17:15-18:30	PANEL 15:	INFRASTRUCTURE AND CONNECTIVITY AGENDA
Forum Hall (Parallel track)	<i>Moderator:</i>	RADONJIĆ PETROVIĆ Dragijana , Vice President, Serbian Association of Economists
	<i>Panelists:</i>	BORAS Filip , Partner, Baker McKenzie ĐUKIĆ Nikola , President of the Executive Board, UNIQA Non-life insurance GLIŠIĆ Darko , Minister for Public Investment, GoS POLEDICA Miodrag , Executive Director of Strategy, Designing and Development, PE Roads of Serbia PONTARA Nicola , Country Manager for Serbia, World Bank VUJKO Stojan , CEO, Millennium Team
18:30-19:45	PANEL 16:	LOVE, PASSION, FREEDOM – ASSOCIATION OF SERBIAN INSURERS
Central Hall (Parallel track)	<i>Moderator:</i>	LAKOVIĆ Ivana , CEO, Luxury Integrated
	<i>Panelists:</i>	CZETTL Christoph , President of the Executive Board, GRAWE Insurance FILIPOVIĆ Filip , renowned water polo champion MARKOVIĆ Dragan , President of the Executive Board, Triglav Insurance MILANOVIĆ Miloš , Member of the Executive Board, Dunav Insurance VRANEŠ Ljubica , opera diva, prima donna of the National Theatre in Belgrade

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18:30-19:45	PANEL 17:	SERBIAN HIGH-INCOME ECONOMY- IS IT ACHIEVABLE? INSIGHTS FROM INVESTORS
Forum Hall (Parallel track)	<i>Moderator:</i>	PEKEZ Goran , JTI/ Chairman, Japanese Business Alliance in Serbia/ Member of BoD, FIC Serbia
	<i>Panelists:</i>	ČADEŽ Marko , President, Chamber of Commerce and Industry of Serbia COLANGELI Matteo , Regional Director for the Western Balkans, EBRD JANKOVIĆ Mihailo , CEO, MK Group ŠAPONJIĆ Nebojša , Co-Founder, Nelt Group SOVROVIĆ Andrej , Member of the Executive Board, Delta Holding
19:45-20:00	Break	
20:00-20:45	IN CONVERSATION WITH A SPECIAL GUEST:	
Central Hall	<i>Guest:</i>	GE Jun , Chairman of the Board and CEO, TOJOY Enterprise Services/Formers Global Vice President of Intel, Apple and NVIDIA, People's Republic of China
	<i>Interviewer:</i>	LUKŠIĆ Igor , Former Prime Minister, Government of Montenegro
20:45-22:00	PANEL 18:	GREEN ENERGY TRANSITION: RATIONAL, OUTCOMES, MILESTONES AND SUPPORT FOR INNOVATIVE SOLUTIONS
Central Hall	<i>Moderator:</i>	ĐURIČIN Dragan , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	DAMLJANOVIĆ Dragoljub , VP International Sales Digital Grid, Schneider Electric ĐORĐEVIĆ Aleksandar , Business Development Manager, MK Group GROZDIĆ Vukašin , State Secretary, Ministry of Science, Technological Development and Innovation, GoS
22:00-		TRULY UNIQUE party

Monday, March 3, 2025

Photo gallery



Monday, March 3, 2025

Photo gallery



Monday, March 3, 2025

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Monday, March 3, 2025

Photo gallery



09:00-09:30	ADDRESS OF THE PLENARY SPEAKER	
Central Hall		DINOVIĆ Miroslav , Assistant Director, Tax Revenue Administration, Republic of Serbia
09:30-10:10	ADDRESS OF THE SPECIAL GUEST	
Central Hall		MILANOVIĆ Branko , Research Professor & Senior Scholar, CUNY/Visiting Professor, LSE <i>Changes in Global Income Distribution and Their Political Implications</i>
10:10-10:15	Break	
10:15-11:30	PANEL 19:	GREEN ENERGY TRANSITION - CONTRIBUTION TO HIGH INCOME ECONOMY
Central Hall (Parallel track)	<i>Moderator:</i>	POPOVIĆ Vladimir , Dean & Professor, Faculty of Mechanical Engineering, University of Belgrade
	<i>Panelists:</i>	COLIĆ Miloš , Founder & CEO, New Energy Solution LAZENDIĆ Neda , Senior Energy Adviser, Hyundai Engineering MRDAK Rade , Advisor to the Minister for Renewable Energy Sources, Ministry of Mining and Energy, GoS ŠAINOVIĆ Petar , Country Managing Director, Siemens Energy ŽIVKOVIĆ Dušan , CEO, JSC Electric Power Industry of Serbia
10:15-11:30	PANEL 20:	HOW THE NEW GERMAN SUPPLY CHAIN ACT WILL SHAPE OUR BUSINESS?
Forum Hall (Parallel track)	<i>Moderator:</i>	RADONJIĆ PETROVIĆ Dragijana , Vice President, Serbian Association of Economists
	<i>Panelists:</i>	BODE Ernst , Former COO, Messer SE&Co KGaA COSSUTTA Erich , President, Danubia Holdings PETRIKIĆ Radivoje , Managing Partner, CMS Belgrade PREDOJEVIĆ Matthias , Vice President Corporate Development, Elixir Group
11:30-12:45	PANEL 21:	NEW TRENDS IN THE FINANCE INDUSTRY
Central Hall (Parallel track)	<i>Moderator:</i>	LAZAREVIĆ Vojislav , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	CIOLKOWSKI Bartosz , Divisional President, South-Eastern Europe, Mastercard MIKIĆ Maja , Chief Operation Officer, AIK Banka MILOŠEVIĆ Aleksandar , Chief Technology Officer, ASEE VESELINOVIĆ David , Founder & CEO, Crypto 12 VULETIĆ Nikola , CEO & Chairman of Management Board, UniCredit Bank Serbia

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11:30-12:45	PANEL 22:	BEYOND DIGITALIZATION: AI AND DATA EMPOWERED PUBLIC SERVICES
Forum Hall (Parallel track)	<i>Moderator:</i>	ATANASIJEVIĆ Jasna , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	CARNEIRO PEIXOTO Tiago , Senior Digital Development Specialist, World Bank DRAČA Miloš , Sales Director Public and Enterprise, Adriatic region, Microsoft SEE DRAGOŠAN Ivan , Technology Consulting Leader, EY Central Europe JOVANOVIĆ Mihailo , Director, Office for IT and eGovernment, GoS LJUBOJEVIĆ Siniša , CSO, Saga
12:45-14:00	PANEL 23:	HIGH PERFORMING EDUCATION FOR A HIGH-INCOME ECONOMY
Central Hall (Parallel track)	<i>Moderator:</i>	KISIĆ Svetlana , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	ALEKSIĆ Ivana , Global Education and Business Development Advisor, British Council GABER Slavko , Professor, Faculty of Education, University of Ljubljana JOVIĆ Aleksandar , Assistant Minister, Ministry of Education, GoS MIRKOVIĆ Ana , Co-Founder & CEO, Digital Communications Institute PAVLOVIĆ BABIĆ Dragica , Associate Professor, Faculty of Philosophy, University of Belgrade
12:45-14:00	PANEL 24:	SOCIO-ECONOMIC IMPACT STUDY: WHY ARE GLOBAL PLAYERS (STILL) DOMESTIC COMPANIES?
Forum Hall (Parallel track)	<i>Moderator:</i>	TELESKOVIĆ Anica , Journalist, RTS
	<i>Panelists:</i>	LUKIĆ Darko , CEO, Nelt Group MARKOVIĆ Saša , General Manager, Coca Cola HBC Serbia and Montenegro STAJKOVIĆ Dragan , General Manager, Bambi STEVANOVIĆ Saša , State Secretary, Ministry of Finance, GoS STOJKOVIĆ Gorica , Franchise General Manager for Serbia, Montenegro and North Macedonia, The Coca-Cola Company VESOVIĆ Mihailo , Director of the Division for Strategic Analyses, Chamber of Commerce and Industry of Serbia
14:00-14:30	Brunch	
14:30-15:30	IN CONVERSATION WITH: HOW TO CREATE THE FUTURE	
Central Hall (Parallel track)	<i>Guest:</i>	LINDKVIST Magnus , Futurologist, Author and Trendspotting Phenomenon
	<i>Interviewer:</i>	JANJATOVIĆ Dejan , Deputy Chief Executive Officer, NLB Komercijalna banka

14:30-15:30	PANEL 25:	SERBIA AND SOUTHEAST EUROPE THROUGH THE LENS OF GLOBAL M&A AND FINANCIAL MARKETS
Forum Hall (Parallel track)	<i>Presenters:</i>	ĐELIĆ Božidar , Managing Director, Head of Central and Eastern European Investment Banking, Lazard STAROVIĆ Miloš , Managing Director, Co-Head EMEA Cross Asset and Sovereign Solutions Group, Bank of America
15:30-16:45	PANEL 26:	WHY THE CIRCULAR ECONOMY IS THE BUSINESS OPPORTUNITY OF OUR TIME
Central Hall (Parallel track)	<i>Moderator:</i>	ZELIĆ Lidija , Manager, Serbian Biogas Association
	<i>Panelists:</i>	DAVIDOVIĆ Marjana , Country Manager, Adriatic Hub South, Nestle KOKAI Roland , CEO, Vojvodinašume MAUHAR Siniša , Managing Director, Moravacem TEOFILOVIĆ Verica , CFO, MK Group TRNINIĆ Jelena , Director, Public Affairs, Communication & Sustainability, The Coca-Cola Company Serbia, Montenegro, N. Macedonia
15:30-16:45	PANEL 27:	ESCAPING THE MIDDLE-INCOME TRAP: LESSONS FROM OTHER COUNTRIES
Forum Hall (Parallel track)	<i>Moderator:</i>	PONTARA Nicola , Country Manager for Serbia, World Bank
	<i>Panelists:</i>	BULATOVIĆ Bodin , Country Officer for Serbia & Western Balkans, IFC MORDT Matilde , United Nations Resident Coordinator in Serbia RECORD Richard , Lead Country Economist for the Western Balkans, World Bank UDOVIČKI Kori , Founder and Chairwoman of the Board, CEVES
16:45-18:00	PANEL 28:	REELS, MEMES & FINANCIAL TRICKS: COMMUNICATING WITH THE ALWAYS-ONLINE GENERATION
Central Hall (Parallel track)	<i>Moderator:</i>	BOŠKOVIĆ Vladimir , Member of the Executive Board, NLB Komercijalna banka
	<i>Panelists:</i>	AŠĆERIĆ Milivoje , Influencer MILOJEVIĆ Slavko , CDO, NF Innova RADOVIĆ Jelena , MSc in Sociology and Marketing Strategist, Pasaž Advertising TOTA Anđela , Winner of the "NLB Idea" internship program
16:45-18:00	PANEL 29:	INNOVATION HORIZONS: ACCELERATE THE TECH-DRIVEN DEVELOPMENT
Forum Hall (Parallel track)	<i>Moderator:</i>	OBRADOVIĆ Dušan , Co-Founder & CEO, SEE UP
	<i>Panelists:</i>	ANDELKOVIĆ Maja , Innovation and Entrepreneurship Team Leader, World Bank CAREVIĆ Marko , CEO, Ananas ODOROVIĆ Lav , Co-Founder & CEO, Relio AG PITIĆ Goran , Professor, FEFA Faculty TRIFUNOVIĆ Ivan , President, WaferGen Biosystems/Co-Founder, Dren Bio

18:00-19:15	PANEL 30:	BANKING SECTOR: THE ROLE IN ECONOMIC RECOVERY
Central Hall (Parallel track)	<i>Moderator:</i>	VUKOVIĆ Vlastimir , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	JOVANOVIĆ Petar , President of the Executive Board, AIK Banka KONDIĆ Srđan , President of the Executive Board, Addiko Bank MIHAJLOVIĆ Predrag , President of the Executive Board & CEO, OTP Bank POPOVIĆ Darko , President of the Executive Board & CEO, Banca Intesa TERZIĆ Jasna , President of the Executive Board, Erste Bank
18:00-19:15	PANEL 31:	SUSTAINABLE DEVELOPMENT - THE CONTRIBUTION OF AGRICULTURE AND FOOD PROCESSING INDUSTRY
Forum Hall (Parallel track)	<i>Moderator:</i>	DALJEVIĆ Zoran , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	BLAGOJEVIĆ Zoran , President of the Executive Board, Wiener Städtische Insurance POPOVIĆ Luka , CEO, Delta Agrar RADIČEVIĆ Dušan , CEO, Al Dahra Serbia ZHUKOVA Natalia , Director, Head of Food and Agribusiness, EBRD
19:15-20:30	PANEL 32:	THE "JADAR" PROJECT: PROS AND CONS
Central Hall (Parallel track)	<i>Moderator:</i>	STANOJEVIĆ Zoran , Editor and Journalist, RTS
	<i>Panelists:</i>	DONDUR Vera , Professor, Faculty of Physical Chemistry, University of Belgrade ĐURIČIN Dragan , Professor, Faculty of Business and Economics, University of Belgrade KNEŽEVIĆ Dinko , Professor, Faculty of Mining and Geology, University of Belgrade MARJANOVIĆ Prvoslav , Advisor to Director, Institute for Water Resources Development "Jaroslav Černi" STEVANOVIĆ Zoran , Professor, Faculty of Mining and Geology, University of Belgrade
19:15-20:30	PANEL 33:	NEW NEIGHBORS, NEW BUSINESS HORIZONS: REFUGEE POTENTIAL IN SERBIA
Forum Hall (Parallel track)	<i>Moderator:</i>	LAPČIĆ Vesna , Economic Journalist and Editor
	<i>Panelists:</i>	ALMEYDA RODRIGUEZ Fernando , Human Rights Lawyer, Refugee from Cuba EGOROVA Ekaterina , CEO & CSO, IKEA South East Europe NEDIĆ Danijela , Acting Assistant to Commissioner for Refugees and Migration of Republic of Serbia SOUFIANE Adjali , Representative in Serbia, UN Refugee Agency (UNHCR) VESOVIĆ Mihailo , Director of the Division for Strategic Analyses, Chamber of Commerce and Industry of Serbia
20:30-21:15	IN CONVERSATION WITH:	
Central Hall	<i>Guest:</i>	PEŠIĆ Svetislav , Basketball Coach, World and European Champion
	<i>Interviewer:</i>	SPASOJEVIĆ Toplica , Member of the Presidency, Serbian Association of Economists

Tuesday, March 4, 2025

Photo gallery



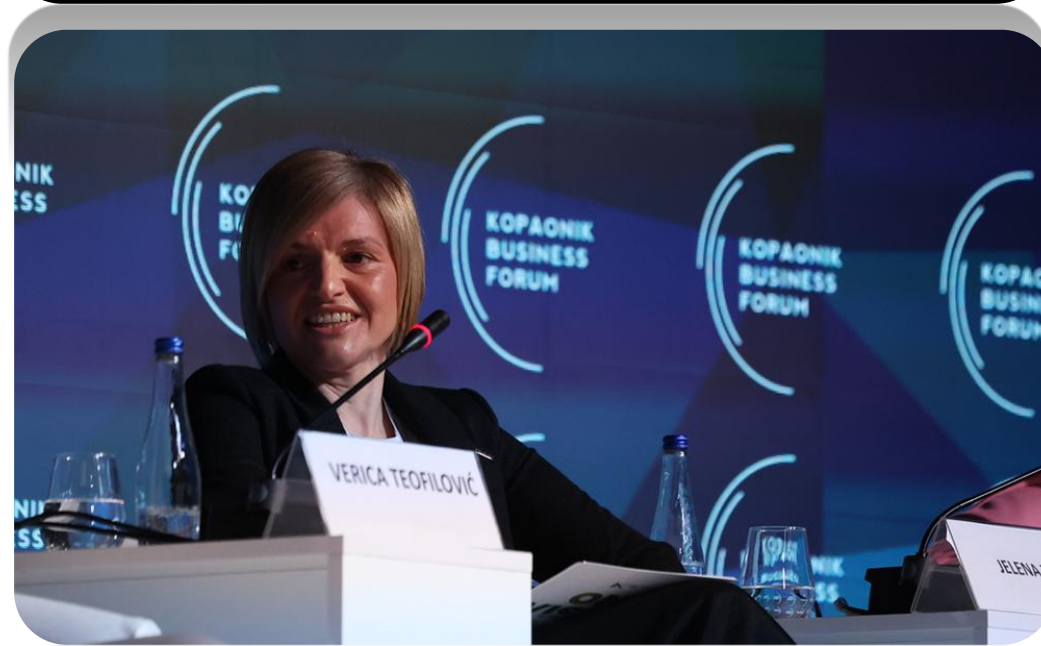
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Photo gallery



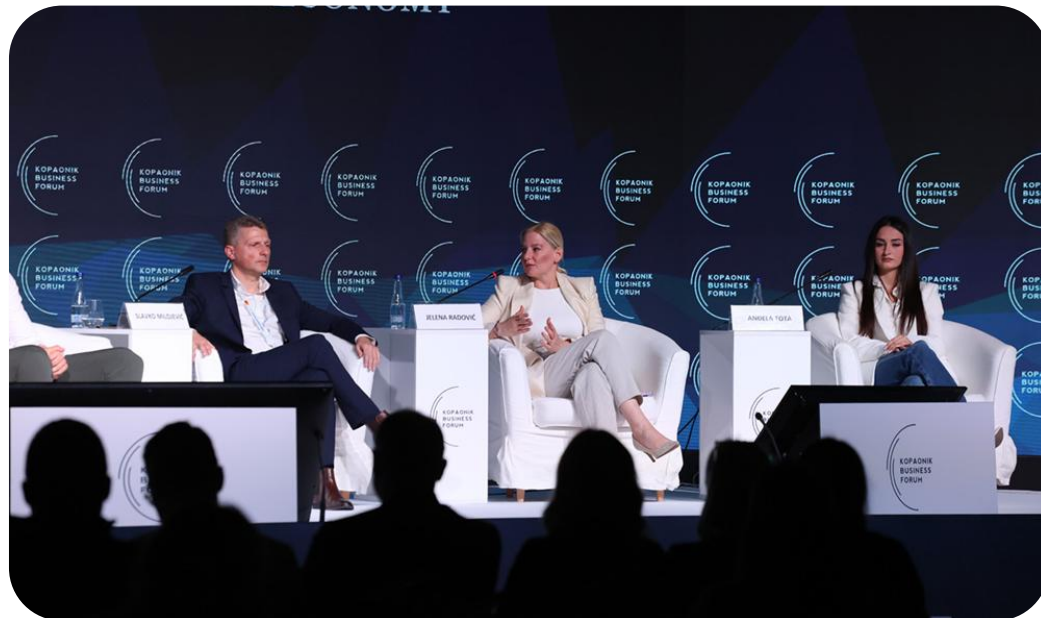
Tuesday, March 4, 2025

Photo gallery



Tuesday, March 4, 2025

Photo gallery



Tuesday, March 4, 2025

Photo gallery



Wednesday, March 4, 2025

09:00-09:45	ADDRESSES OF THE PLENARY SPEAKERS	
Forum Hall		KOSTADINOVA Deyana , Director, UNICEF Serbia GRUJIĆ Gabrijela , Director, Office for Dual Education and National Qualifications Framework
09:45-10:45	PANEL 34:	WHO IS MORE IMPORTANT TO YOU THAN ME?
Forum Hall	<i>Moderator:</i>	ĐUKIĆ SAVIĆ Vesna , Fundraising Specialist, UNICEF Serbia
	<i>Panelists:</i>	ALEKSIĆ Anja , Business Advisory Board Member, UNICEF Serbia KANURIĆ Petra , Business Development Manager, Startuj.com MILANKOVIĆ Marko , Corporate Communications Manager, Nelt Group MILORADOVIĆ Kristina , Youth Council, UNICEF Serbia PURAR Jovan , Chief Legal Officer, MK Group
10:45-11:45	PANEL 35:	ENDOWMENT IN SERBIA
Forum Hall	<i>Moderator:</i>	VOJNOVIĆ Rade , Chairman of the Board, Belgrade Philharmonic Orchestra
	<i>Panelists:</i>	ĐORĐEVIĆ Nemanja , Manager, Miodrag Kostić Endowment KOPRIVICA Tijana , Director, Delta Foundation PEKOVIĆ Aleksandar , General Manager, Ilija Milosavljević Kolarac Endowment VELIČKOVIĆ Svetlana , Manager, Madlena Zepter Cultural Endowment
11:45-13:00	PANEL 36:	GENERATIONS Z AND ALPHA IN THE AGE OF GEN AI
Forum Hall	<i>Moderator:</i>	SAVIĆ Nebojša , Member of the Presidency, Serbian Association of Economists
	<i>Panelists:</i>	JOVANOVIĆ Mihajlo - Džaril , Director, Serbian Games Association KOVAČEVIĆ Darko , Director General Financial Stability, National Bank of Serbia LAZAREVIĆ Jelisaveta , Vice Dean, FEFA Faculty/Chief Content Officer, Bloomberg Adria PROTIĆ Aleksandar , Chief of Admissions, Talent and B2B Executive Master, Polytechnique/Program Director & Chairman, Academie Tesla, Sorbonne University ŠTEDUL Jan , AI Growth Architect, Melkior

Wednesday, March 4, 2025		
13:00-14:15	PANEL 37:	HEALTHCARE IN SERBIA BASED ON INNOVATIONS
Forum Hall	Moderator:	LONČAR Dragan, Member of the Presidency, Serbian Association of Economists
	Panelists:	GOVEDARICA Ana, General Manager, Roche Serbia JOKIĆ Mirko, Patient Experience Advocate JOVANOVIĆ Mihailo, Director, Office for IT and eGovernment, GoS RADULOVIĆ Branko, Professor, Faculty of Law, University of Belgrade
14:15-14:30	CLOSING REMARKS	
Forum Hall		VLAHOVIĆ Aleksandar, President, Serbian Association of Economists

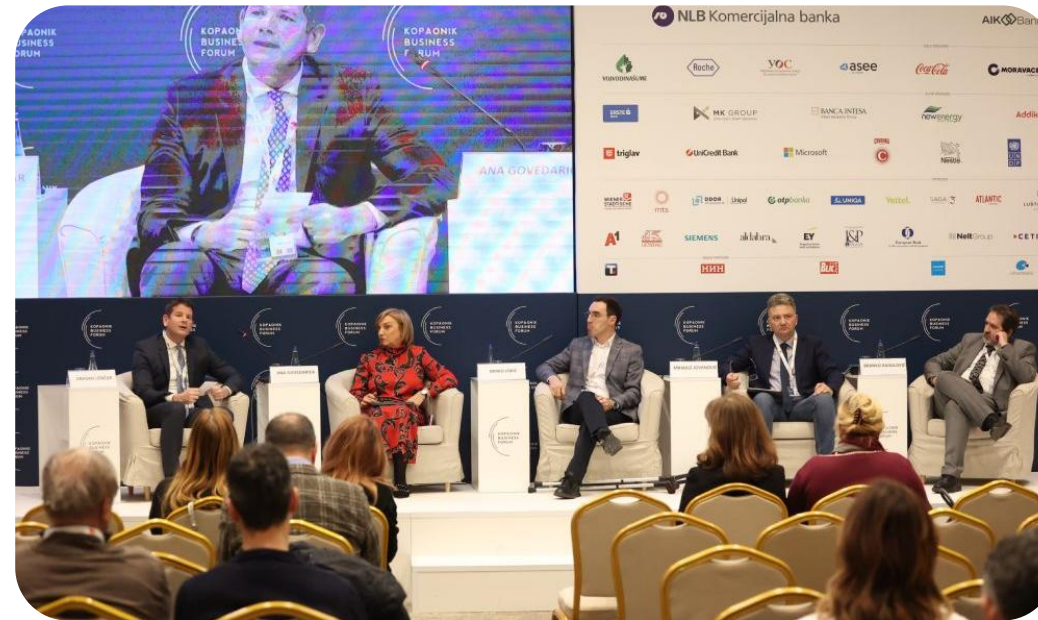
Wednesday, March 5, 2025

Photo gallery



Wednesday, March 5, 2025

Photo gallery



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KOPAONIK BUSINESS FORUM

ANNUAL MEETING 2025



*A Decade of Partnership:
United by Vision, Driven by Excellence*



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Media coverage analysis

This year's Kopaonik Business Forum gathered the highest number of media representatives so far, whose coverage presented the diversity of topics and participants, additionally contributing to an increase of media reports related to the Forum

The trend of growing media coverage was continued

- More diverse quality content of information (individual details for each Forum day, special guests, how education and the start-up culture can change Serbia, China as a driver of innovation) before the Forum and continuous contact with the media contributed to their **growing interest in following the content**
- **Continuity in covering topics per day was maintained**
- The media used both traditional Forum participants and those statements served as a basis for a wider context of a specific topic and production of interesting reports/ live coverage /articles

Media coverage analysis (cont.)

Prior to the Forum, a guest appearance on TV RTS (Jutarnji program show) and a traditional interview for the Tanjug news agency (video, photo and service news) were organized

In the week before the Forum, a press conference was held, while during the Forum Aleksandar Vlahović and Dragijana Radonjić Petrović gave statements and participated in live coverage of various news shows on a daily basis

- The number of media reports on **web portals has been growing** from year to year, whereas the intensity of coverage on TV stations and in print media has been maintained
- **Radio coverage increased** and, the same as last year, all the media reports were placed by **Radio Beograd**
- Among dailies, **Danas** had the highest coverage again, while **Politika**, **Večernje novosti** and **Blic** maintained the trend of covering the forum on the spot. Top five dailies also included **Dnevnik**
- The highest number of media reports among TV stations was registered on **TV RTS**, followed by **TV Tanjug**, **Bloomberg Adria** and, for the first time, **RTV** and **Euronews**
- Among web portals, the leader in coverage was **Tanjug (via its service)**, followed by **rtv.rs** and **kurir.rs**



The Winning Approach is Modern and Transparent

Serbia must modernise, change its economic structure and increase its productivity and competitiveness. Existing policies don't pay sufficient attention to these objectives

ALEKSANDAR VLAHOVIĆ
President of the Serbian Association of Economists

His year's Kopaonik Business Forum (KBF) takes place in the broader context of a geopolitical and governance situation that's continuously complex. This time around, the postulated political identity of last year's KBF has even more sources and encompasses an array of relevant economic and social areas, ranging from slow growth, conflict ven-

an Association of Economists, the global economy is recovering slower than expected, though it is nonetheless displaying considerable resilience. "It is expected that the growth of advanced economies will improve slightly, from 1.7% in 2023 to 1.9% in 2024, and will maintain the same momentum in 2025. Estimates for 2024 reflect the stronger growth dynamics in the U.S. G20 and expected weaker growth in the EU. When it comes to the forecast for 2025, the response to the U.S. economy is expected to experience slower growth (G2.2%), while other advanced economies are expected to perform better

Počeo 32. Kopaonik biznis forum

Kopaonik biznis forum, 32. po redu, počeo je juče prezentovanjem Specijalizovane izložbe „EXPO 2027“.

Na prezentaciji je rečeno da je do sada učešće na „EXPO 2027“ potvrdilo oko 70 zemalja, a da se do sredine zima održava

2027. Dušan Borovčanin rekao je da će ukupna kapitalna ulaganja u EXPO iznositi 1,3 milijarde evra, dodajući da će država taj novac povratiti samo od turizma, prenosi Danas. Tvrdi da će Srbija samo od milion stranaka koji u vreme EXPO izložbe nastaju kao tri stadi i potrebna

čanin je rekao da se očekuje da će ovu izložbu posetiti bar četiri miliona ljudi. Orogodišnji Kopaonik biznis forum okupiće oko 1.600 učesnika od čega će nešto više od 220 biti učesnici panela. Tema ovogodišnjeg foruma, koji traje do 5. marta, je

MALI: DO SADA 75 ZEMALJA POTVRDILU UČEŠĆE NA EKSPU

Prvi potpredsednik Vlade i ministar finansija Siniša Mali izjavio je da je prema najnovijim podacima 75 zemalja potvrdilo svoje učešće na specijalizovanoj izložbi EKSP 2027. godine, kao i da je to juče ujutro učinila i Crna Gora.

„S obzirom da smo dobili potvrdu Crne Gore, imamo 75 zemalja već prijavljenih koji su potvrdili učešće na EKSP 2027. godine u Beogradu. Nismo toliko očekivali za ovaj kratak vremenski period, dva meseca je u pitanju, ali to je sjajna vest za sve nas i za sve građane Srbije“, rekao je Mali na Kopaonik biznis forumu. On je rekao da je EKSP najvažniji razvojna šansa naše zemlje u narednom periodu.

„Očekujemo ne samo rekordni broj posetilaca, očekujemo da se na pravni način predstavimo svetu i da ne samo kao Srbija već kao region iskoristimo ovaj period da unapredimo dodatno infrastrukturu, da unapredimo dodatno kvalitet života građana Srbije, da podignemo životni standard i da dosegne-mo taj cilj da predamo 100 milijardi evra vrednosti BDP-a Srbije 2027. godine.

Trećeg dana Kopaonik biznis foruma govoriće tri ministra Vlade Srbije, na panelu o zelenoj tranziciji ministarka rudarstva i energetike Dubravka Đedović Handanović, o obrazovanju će govoriti ministarka prosvete Srbije Slavica Đukić Dejanović, a na panelu o održivom razvoju ministar poljoprivrede Srbije Aleksandar Martinović.

32. Kopaonik biznis forum

O izložbi EXPO i projektu Jadar



Kopaonik biznis forum, 32. po redu, počeo je juče prezentovanjem Specijalizovane izložbe „EXPO 2027“. Na prezentaciji je rečeno da je do sada učešće na „EXPO 2027“ potvrdilo oko 70 zemalja, a da se do sredine zime održava

Sinergija

GE DUN: SRBIJA JE MESTO INOVACIJA KOJE OMogućAVA SARADNJU S KINOM

Srbija i Kina mogu da naprave dobar posao u oblasti veštačke inteligencije, nadam se da će moja zemlja i Evropa raditi zajedno, izjavio je Ge Dun, izvršni direktor kompanije „TJOY“, na 32. Kopaonik biznis forumu



32. Kopaonik biznis forum, 32. po redu, počeo je juče prezentovanjem Specijalizovane izložbe „EXPO 2027“.

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GUVERNERKA NBS NA KOPAONIK BIZNIS FORUMU PREDSTAVILA REZULTATE

Srbija oborila sve rekorde

Stabilnost moramo da čuvamo u konkurentnom svetu, kada se dešavaju nikad brže promene, kaže Tabakovićeva

Guvernerka Narodne banke Srbije Jorgovanka Tabakovićeva u obraćanju otvaranju 32. Kopaonik biznis foruma izjavila je da Srbija oborila sve rekorde u konkurentnom svetu, kada se dešavaju nikad brže promene, kaže Tabakovićeva. Ona je istakla da Srbija oborila sve rekorde u konkurentnom svetu, kada se dešavaju nikad brže promene, kaže Tabakovićeva. Ona je istakla da Srbija oborila sve rekorde u konkurentnom svetu, kada se dešavaju nikad brže promene, kaže Tabakovićeva.

MALA EKONOMIJA, VELIKA LABORATORIJA: KAKO SRBIJA MOŽE DA TESTIRA BUDUĆNOST PRE NEGO ŠTO STIGNE NA SVETSKU SCENU

Budućnost se ne predviđa – ona se stvara

Ile Dejan Janjatović, zamenik predsednika Izvršnog odbora NLB Komercijalne banke



„Budućnost se ne predviđa, ona se stvara“, rekao je Ili Dejan Janjatović, zamenik predsednika Izvršnog odbora NLB Komercijalne banke, na panelu o budućnosti Srbije. On je istakao da Srbija mora da bude otvorena za inovacije i da se fokusira na razvoj ljudskih resursa.

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PREZENTACIJA EKSP 2027

Održana je i prezentacija EKSP 2027, a direktor istovremeno preduzeća Dušan Borovčanin je naveo da se očekuje više od četiri miliona posetilaca, da će biti organizovano 80 biznis događaja, i više od 10.000 B2B sastanaka. Najviše je 120 međunarodnih organizacija i za 93 dana izložba, minimum 8.000 događaja.

Rast ulaganja

Guvernerka kaže da je rast BDP od 3,9 odsto u 2024. bio u samom vrhu Evrope vođen investicijama u osnovna sredstva i privatnom potrošnjom. Rastu investicija doprineli su rekordna profitabilnost privrede, visoki prilivi po osnovu stranih direktnih investicija i kapitalna ulaganja države – rekla je Tabakovićeva. Ona je istakla da u delu privredne aktivnosti NBS očekuje dodatno ubrzanje rasta BDP na 4,5 odsto u ovoj godi-

UBRZAVANJE DOMAĆIH INVESTICIJA DO EKONOMIJE VISOKOG RASTA



„Mi smo dobri u inženjeringu, dobri smo da mislimo dobro, imamo dobra rešenja, ali da od toga napravimo proizvod nismo baš najbolji. Mi možemo da tvrimo softvere, ali to je neki maksimum koji ćemo da ostvarimo, rekao je Marko Čadež.

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TV stations



Web portals

Tabaković na KBF: Veštačka inteligencija ne postoji, kreativan je i dalje –samo čovek

Blic 3. mart 2025. • 10:41

Komentara 1

Slušaj vest



0:00 / 0:00



Danas je drugi dan Kopaonik biznis foruma (KBF). Glavna tema ovogodišnjeg KBF biće "Srbija 2027- Težeci ekonomiji sa visokim prinosima". Ovaj dan će obeležiti veliki broj panela na kojima će stručnjaci iz Srbije i sveta govoriti o svim aktuelnim temama koje su vezane za ekonomiju. Na samom početku obratiće se ministar finansija Siniša Mali i Jorgovanka Tabaković, guvernerka Narodne banke Srbije.



Foto: Zoran Ilić / BINGO

Telegraf BIZNIS Info IT Biz Agro Karijera Nekretnine Novčanik Beograd na vc



Foto: Tanjug/STRAHINJA ACIMOVIC

Info Biz | Dragijana Radonjić Petrović na KBF: Cilj je da Srbija 2027. ima ekonomiju visokog dohotka

Dragijana Radonjić Petrović na KBF: Cilj je da Srbija 2027. ima ekonomiju visokog dohotka

BIZ b92 Srbija Region Svet EXPO 2027 Energetika Kultura Moj kvadrant Obrazovanje

Danas počinje KBF: Evo šta je glavna tema "srpskog Davosa"

Centralna tema 32. Kopaonik biznis foruma (KBF), koji počinje danas na Kopaoniku, biće "Srbija 2027- Težeci ekonomiji sa visokim prinosima".

Srbija Ivan Tanjug

03.03.2025. • 9:29



K BIZNIS* NASLOVNA INFOBIZ NOVČANIK NEKRETNOSTI MOJ BIZNIS PENZIJE

"SRBIJA 2027 - TEŽECI EKONOMIJI SA VISOKIM PRINOSIMA"

SVE JE SPREMNO ZA 32.KOPAONIK BIZNIS FORUM: Tokom četiri dana održaće se 38 panela, tri plenarne sesije, kao i tri intervjua sa istaknutim gostima

Sre, 26.02.2025. 13:34h

Komentariši



Foto: Promo

Biznis • KBF: Srbija bi mogla da dostigne visoke stope rasta ako reformiše institucije

KBF: Srbija bi mogla da dostigne visoke stope rasta ako reformiše institucije

Srbija može dostići visoke stope rasta uz reforme i odlične institucije
Potrebno je smanjiti rashode i reforme fiskalnih politika, zdravstva, obrazovanja i poreza

Anica Jelovac

2. mart 2025. • 20:29

Komentara 7

Slušaj vest



0:00 / 0:00



Srbija je ostvarila jako dobar napredak kada je reč o investiranju u infrastrukturu i mogla bi da dostigne velike stope rasta, pa i veće od sedam odsto, ako bi reformisala svoje institucije, poručili su danas predstavnici međunarodnih finansijskih institucija i eksperti na Kopaonik biznis forumu, na panelu "Ekonomski izgledi Zapadnog Balkana: ka održivom rastu".



KBF: Srbija se približava ekonomiji visokih prinosa



(Foto Tanjug)

Srpska ekonomija može dostići ekonomiju visokih prinosa, ali za to je neophodna podrška domaćim investitorima, ulaganje u infrastrukturu i okretanje ka izvozu, zaključak je panela „Srbija kao ekonomija visokih prinosa - Da li je

Почео Копеонок бизнис форум – "Србија 2027 – тежећи економији са високим приносима"

Почео је Копеонок бизнис форум, један од најважнијих привредних догађаја у региону, а који је окупио више од 1.600 истакнутих личности из пословног света, економије, науке и технологије.

Централна тема 32. Копеонок бизнис форума је "Србија 2027 – тежећи економији са високим приносима".



BIZNIS VESTI

Vlahović na 32. Kopaonik biznis forumu: Srbija mora da transformiše svoju privrednu strukturu

Autor: Euronews Srbija, Tanjug 03/03/2025. • 16:47



Danas počinje Kopaonik biznis forum, glavna tema kako da srpska ekonomija postigne visoke prinose



GLAVNI CILJ KAPITALNOG PROJEKTA MINISTARSTVA

MINISTAR RISTIĆ O DIGITALNOJ TRANSFORMACIJI SRBIJE: Govorio u okviru Kopaonik biznis foruma

Prenosi: BIZNIS Kurir Pon, 03.03.2025. 14:30h

Komentariši

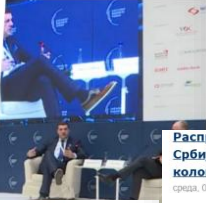



Web portals

Forbes SRB

Kopaonik biznis forum od 3. do 6. marta – Izazovi neizvesne budućnosti


VESTI • Forbes Srbija



Drugi dan Kopaonik biznis foruma: Ovo su glavne teme


Slučaj vest

Danas je drugi dan Kopaonik biznis foruma (KBF). Glavna tema ovogodišnjeg KBF biće "Srbija 2027: Teški ekonomiji za visokim prinosima". Ovaj dan će obeležiti veliki broj panela na kojima će stručnjaci iz Srbije i sveta govoriti o svim aktuelnim temama koje su vezane za ekonomiju.



Vlahović na 32. Kopaonik biznis forumu: Srbija mora da transformiše svoju privrednu strukturu

Autor: Eurionews Srbija, Tanjug – 02/03/2025 – 16:47



24 SEDAM

NAJNOVIJE KAMERE UŽIVO POLITIKA SPORTI SHOWBIZI SVETI HROMIKA DRUŠTVO LIFESTYLE



Tragedija u Novom Sadu Rat u Siriji Hajlaštaj utakmica novak doković EXPOS

SAZNAJTE VIŠE

09.03.2025 | 15:46

Dobre vesti iz zdravstva: eKarton i eBolovanje stižu ove godine – šta to znači za pacijente?

U narednih godinu i po biće završeno prebacivanje svih podataka iz zdravstvenih ustanova u Data centar u Kragujevcu




Расправа о литијуму на "Копеонок бизнис форуму": Србија се ставља у позицију сличну некадашњим колонијама

среда, 06. март 2025.

Криза у рударству која је погодила Србију деvedesетих година не би требало данас да се решава довођењем страних компанија под условима који држави не доносе довољан профит, већ је стављају у позицију сличну некадашњим колонијама. Ова оцена била је један од ставова изнетих током академске расправе на Копеонок бизнис форуму, у оквиру панела посвећеног пројекту „Јадар“.

На панелу су, како пише лист „Данас“, учествовала четири професора и један представник Института „Ларослав Черни“, а ставови су били подељени – од оштрог противљења ископавању литијума до уверења да Србија требало да искористи ову прилику за економски развој.




K / BIZNIS

NASLOVNA INFOBIZ NOVČANIK NEKRETNOSTI MOJ BIZNIS PENZIONER ODŽIVIA BUDUĆ


RAST BDP SRBIJE BIĆE OD 4 DO 5% Vlahović: 2027. zaokruženje investicionog ciklusa

Pon, 03.03.2025, 11:48h



Kopaonik biznis forum biće održan od 2. do 5. marta 2025.

10. mart 2025 | 12:34




Tradicionalni Kopaonik biznis forum biće od 2. do 5. marta izdvojen godinu, a glavna tema biće "Srbija 2027: Teški ekonomiji za visokim prinosima", najavili su danas organizatori.

K / BIZNIS

NASLOVNA INFOBIZ NOVČANIK NEKRETNOSTI MOJ BIZNIS PENZIONER ODŽIVIA BUDUĆ


"SVE MEDALJE STAVIĆU MOJOJ VERI OKO VRATA": Pešić otkrio od čega zavisi pobeda i kako motiviše naše košarkaše

Autor: BIZNIS Kurir
Sre, 05.03.2025, 9:47h





Predstavnik MMF-a za Zapadni Balkan: Srbija bi mogla da dostigne visoke stope rasta ako reformiše institucije

KOMENTARI
Tanjug – 02/03/2025 – 17:40



Sutra počinje Kopaonik biznis forum, glavna tema kako da srpska ekonomija postigne visoke prinose

03.03.2025 | 17:18




EXPO 2027 Belgrade

Foto-kolaž: Shutterstock, Pixabay

Dangubić: Imaćemo nasleđe Ekspa koje će biti 100 odsto iskorišćeno nakon manifestacije

Info BIZ | Dangubić: Imaćemo nasleđe Ekspa koje će biti 100 odsto iskorišćeno nakon manifestacije – Tanjgraf BIZNIS




Media coverage analysis (region)

Regional media reported from the Forum by placing information about participants from the neighboring countries and conclusions

For the second consecutive year, the highest interest in the region was registered for **North Macedonia**, while the Forum is traditionally well covered in **Montenegro**

Бизнис Вести

ВЕСТИ ЕКОНОМИЈА ФИНАНСИИ ЛОКАЛНО МАРКЕТИНГ ПРЕТПРИЕМНИШТВО СВЕТ НАУКА



С'Е Е ПОДГОТВЕНО ЗА 32. КОПАОНИК БИЗНИС ФОРУМ

28/02/2025 ПРЕТПРИЕМНИШТВО

Србија 2027 – Тежеење кон економија со високи приноси

На бизнисот бизнисот еста во регионот. Копаноник бизнис форум, го содржи од

Sve je spremno za 32. Kopaonik biznis forum

admin — 28. februara 2025. — 12:28 — Nema komentara — 4 minute čitanja

Копаноник бизнис форум: Заклучоци и насоки за иднината

07/03/2025 in Во фокусот, Најнови вести, Настан

Сподели на Facebook

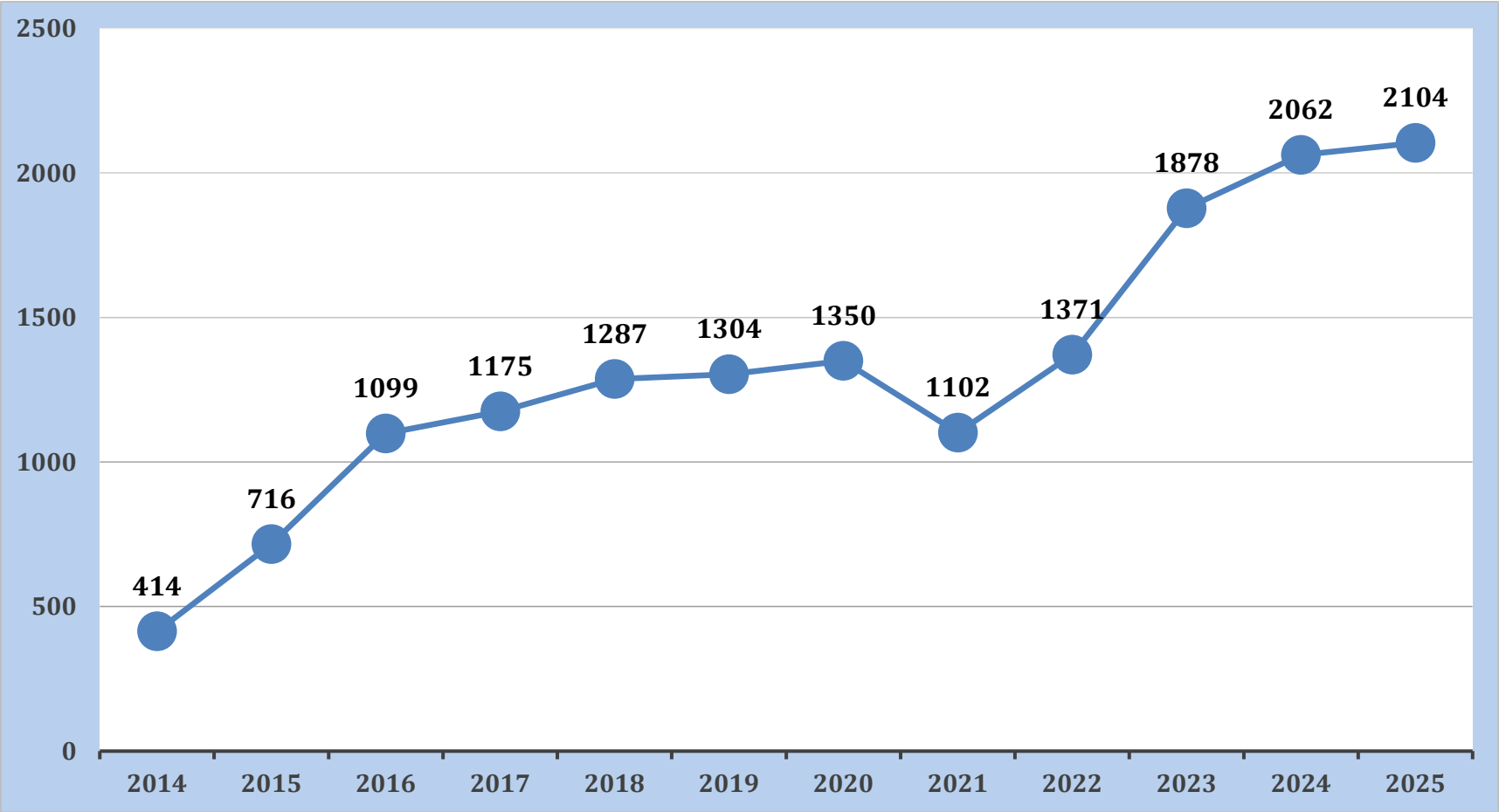
Твитни

Сподели на LinkedIn

Оваа година, Копаноник бизнис форум собра повеќе од 1600 учесници, а во текот на четирите дена беа организирани 38 панел-дискусии, три пленарни сесии и три интервјуа со истакнати гости од различни области.

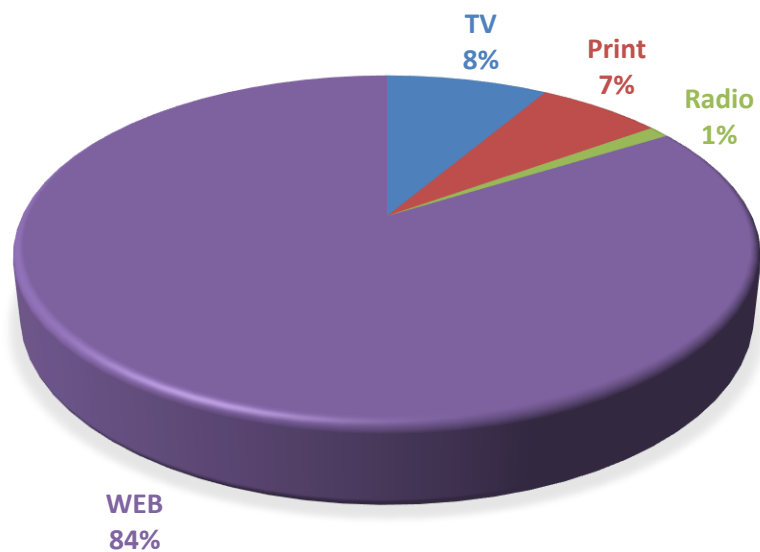
Media coverage

KOPAONIK BUSINESS FORUM 2025	Neutral	Positive	Total no. of media reports
	1732	372	2104

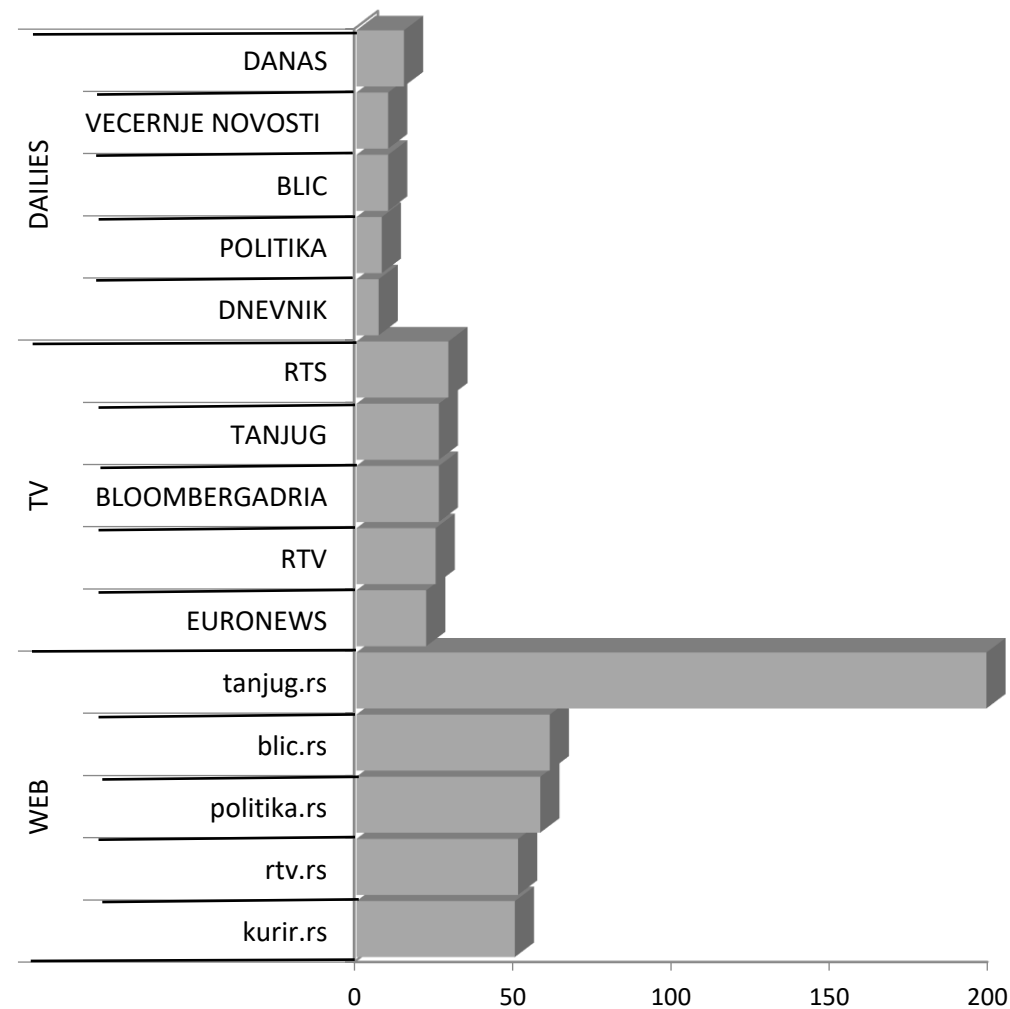


Media coverage (cont.)

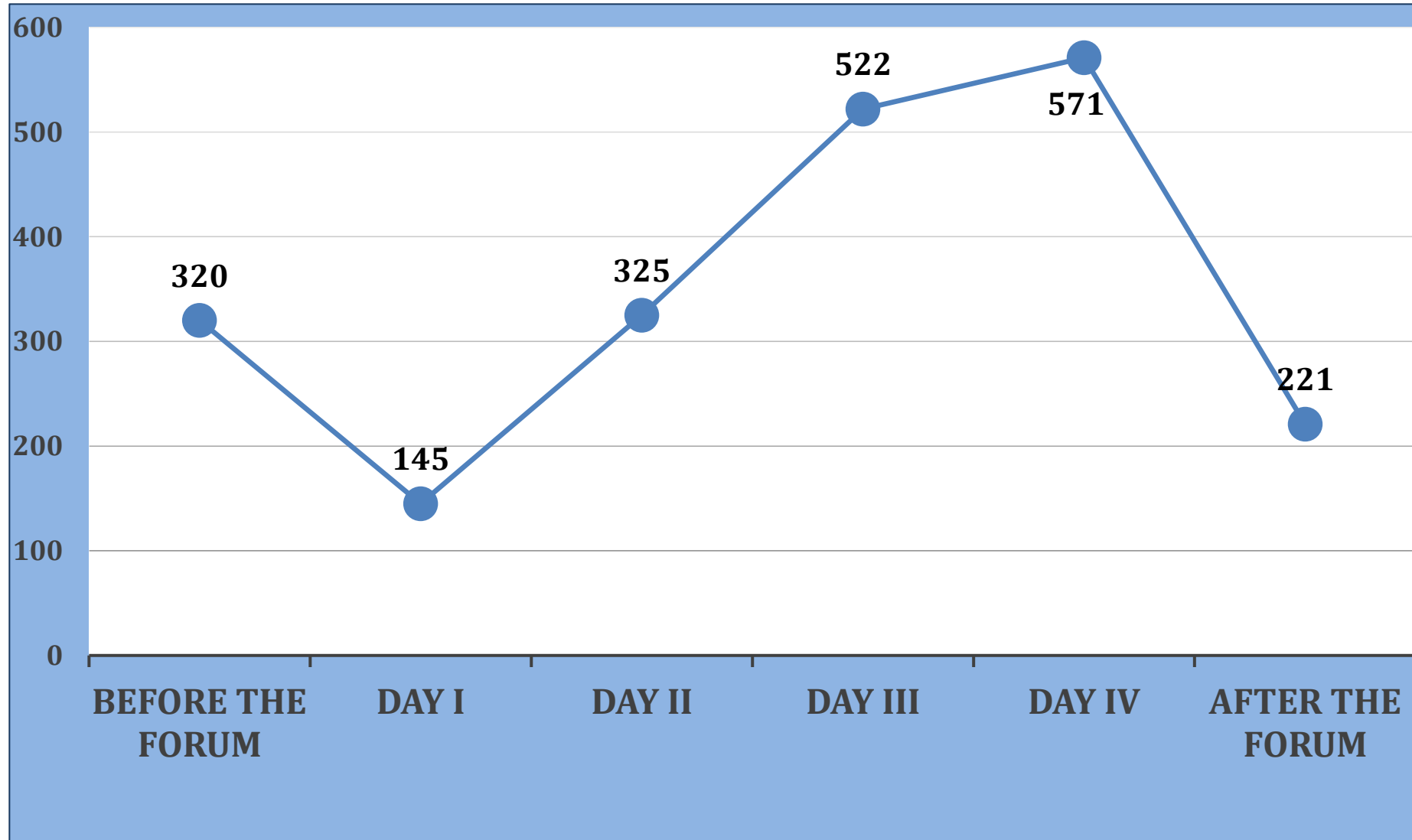
Distribution of media reports per type of media



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

Survey results

A survey on satisfaction with the KBF 2025 raises growing interest of participants, with a number of respondents growing every year

- Traditionally, representatives of the financial and real sector, academic community and consulting were most willing to participate in the survey
- Participants mainly attended 2 to 5 Forums, with a high number of those who attended the forum for the first time
- They mainly attended 5 to 10 panels, with a higher number of those attended more than 10

The general impression this year is significantly intensified, with panel participants, form and organization making the strongest impression again, with a higher grade for social activities

The most interesting topics:

- The panel on Jadar made the strongest impression
- High interest was also registered for the panels about artificial intelligence, infrastructure, energy
- Participants specifically referred to a special addressing of Branko Milanović and special interviews with Svetislav Pešić, Aleksandar Kostić and Branko Babić (they think that hard talk is an exceptionally good format)
- Also, they were highly interested in the topics of green transition, circular economy, women and climate change, banking, endowment, education, macroeconomic trends
- This year again, they noted that they were particularly interested in speeches of Governor Jorgovanka Tabaković and of Aleksandar Vlahović at the opening ceremony

Survey results (cont.)

Proposal of topics:

- Environmental protection, ESG and CSR
- How the business sector can contribute to the protection of natural resources
- Climate change, green agenda
- Labour and corporate rights
- Cooperation between the public and private sectors
- Economy and insurance, global topics with local overview
- Insurance
- AI, impact of artificial intelligence, growth and development in the age of Gen AI
- Tech, crypto, blockchain
- Business and entrepreneurship
- Business trends through successful or unsuccessful stories
- Trends in the global market and ability to apply experiences on the local market
- Society and education
- Student movement
- Market and reaction to change
- Changes in consumer habits
- Agriculture
- Pharmacy
- Health care
- Active connecting and networking
- NLP, people development, tips for youth

Among desired topics, the strongest interest was expressed in ESG and successful and unsuccessful businesses

Survey results (cont.)

- **Desired speakers:**

- Novak Đoković, Michael Spence (Nobel Prize winner, economist), Željko Obradović, Milan Panić, Branko Milutinović, Aleksandar Čubrilo, Slobodan Đinović (Orion telekom), Rosanda Milatović Škorić (OTP Bank), Jovan Veljković (Logo doo), Tomislav Mićović; Saša Popović (Vega IT), Pijanista (artist Aleksandar Josifovski). People who have already participated, such as Filip Zepter and Miroslav Mišković, were mentioned as well
- In addition to specific names, the following desired participants were listed: future PM of Serbia, CEO of a multinational, META, ALPHABET, X reps, ambassadors of countries with strong economy in Serbia, Army rep specialised in economic affairs, successful Serbian entrepreneurs, successful businesspeople, keynote speakers – professors and scientists, representatives of start-ups, successful CFOs and global speakers, representatives of institutions and the civil sector (panel discussions with those with different opinions), representatives of vulnerable groups in Serbia, representative of students nominated for the Nobel Prize

- **Key motives for attendance:**

- Networking, company visibility, communication with the business community and expansion of the business network, participation in panels, business trends, and 2025 projections
- Some of the motives were also gaining new insights, inspirational discussions, meeting prominent people

The importance of monitoring business trends, networking and exchange of opinions was highlighted

Survey results (cont.)

Constructive suggestions:

- Consider a charity campaign, with part of funds collected from participation fees donated to socially vulnerable categories every year. This will be humane, with a new value added to the KBF
- Fewer topic-grouped panels in order to have clearer outcomes and messages of the event (more flexible schedule in order to attend as many panels as possible)
- Open discussions with audience will be interesting, with moderators feeling free to ask tricky questions
- Stronger presence of relevant government bodies
- Organization of workshops, not just panels
- Add future-oriented topics
- Participation of more stakeholders in discussions about issues of the real world. Institutions that may help resolve issues
- Avoid panel participants from the same industry in one panel, they should be diverse in order to gain more
- More new names among panelists
- Traditionally, participants would like a 5-10 minute break between panels
- The official formulation at the Forum can be in Serbian
- Regarding the socio-political situation, a very small number of comments referred to it. Abstract: It was necessary to refer to the current developments in the country and repercussions for the economy

The 32nd Kopaonik Business Forum met expectations again and was rated as very good

Social media

Communication on social media was realised via **LinkedIn** before, during and after the Forum. Through 71 posts, we organically **reached 82,140** members, and made an impact with **226,226 impressions**

**At the official LinkedIn page, the number of followers rose by 941 (more than 30% increase).
The current number of followers is 3,993**

Number of clicks combined from every post is **44,703**, which includes clicks on content, company name and logo

All results on LinkedIn were achieved organically

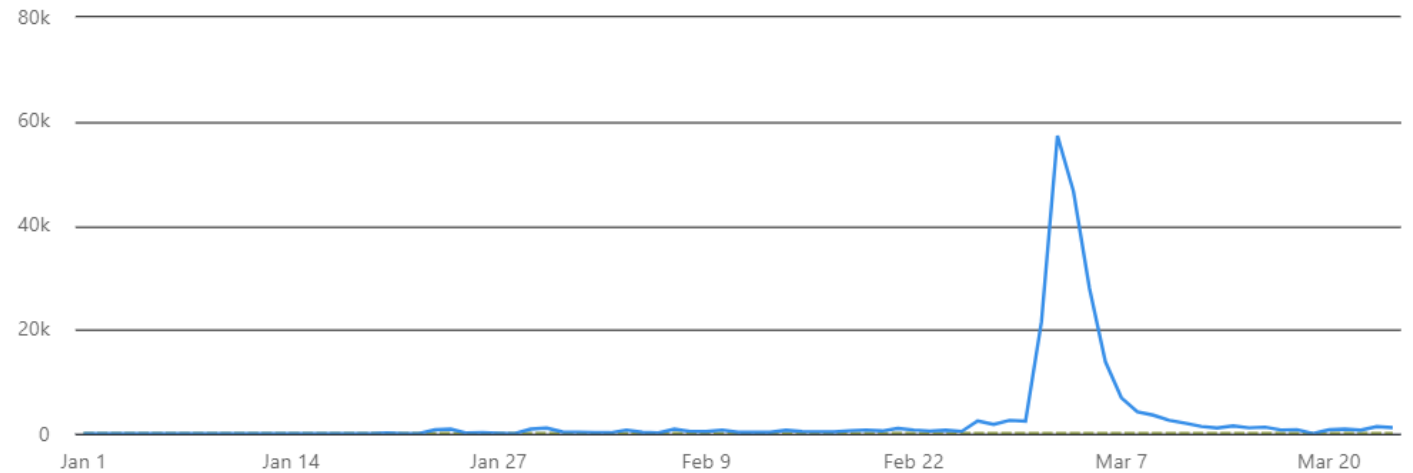
Content was placed via photo and video posts

LinkedIn statistics

- Total number of followers: **3,993** (+941)
- Total number of posts: **71**
- Total number of views: **226,226**
- Total number of likes: **4,844**
- Total number of shares: **18**
- Total number of visits: **3,634**

Metrics

Impressions ▾



✓ — Organic

226,226

✓ - - - Sponsored

0

LinkedIn – follower statistics

- Statistics per location

Location ▾

Belgrade Metropolitan Area, Serbia · 2,043 (56.2%)



Novi Sad Metropolitan Area, Serbia · 276 (7.6%)

Ljubljana Metropolitan Area, Slovenia · 97 (2.7%)

Kragujevac Metropolitan Area, Serbia · 73 (2%)

Podgorica, Montenegro · 58 (1.6%)

Nis Metropolitan Area, Serbia · 57 (1.6%)

London Area, United Kingdom, United Kingdom · 39 (1.1%)

Zagreb Metropolitan Area, Croatia · 27 (< 1%)

Vienna, Austria · 22 (< 1%)

Greater Chicago Area · 19 (< 1%)

- Statistics per industry

Industry ▾

Banking · 473 (13%)



IT Services and IT Consulting · 371 (10.2%)

Financial Services · 192 (5.3%)

Business Consulting and Services · 166 (4.6%)

Public Relations and Communications Services · 132 (3.6%)

Software Development · 122 (3.4%)

Law Practice · 115 (3.2%)

Marketing Services · 112 (3.1%)

Advertising Services · 103 (2.8%)

Construction · 90 (2.5%)

LinkedIn post with the best results



- Impressions: **30,961**
- Members reached: **16,495**
- Likes and reactions: **549**
- Number of clicks: **12,059**

LinkedIn video content before the Forum

<https://www.linkedin.com/feed/update/urn:li:activity:7300155820946685952>



Kopaonik biznis forum
3,993 followers
1mo • 

Zoran Blagojević, direktor **Wiener Städtische osiguranje a.d.o. Beograd**, govorio je o izazovima i očekivanjima Evropske unije kada je reč o održivosti.

Da li je Srbija spremna da ispuni te zahteve? Šta nam je zaista potrebno: regulativa ili iskrena posvećenost?

On će zajedno sa drugim stručnjacima biti jedan od panelista, koji će otvoreno diskutovati o održivosti kao ključnom faktoru poslovanja. Vidimo se na **#KopaonikBiznisForum!**

📎 Detaljna agenda Foruma i formulari za prijavu nalaze se na sajtu: <https://lnkd.in/ehgCAN4>

#KBF2025

Show translation

Da li su Srbija i region spremni da ispunе očekivanja Evropske unije o održivosti?




ZORAN BLAGOJEVIĆ
DIREKTOR
WIENER STÄDTISCHE OSIGURANJE A.D.O.

Srbija, pretpostavljam, očekuje da bude spremna. 1:50 1x  

 You and 57 others 1 comment

<https://www.linkedin.com/feed/update/urn:li:activity:7300496289622900738>



Kopaonik biznis forum
3,993 followers
1mo • 

"Digitalizacija je ključ ka budućnosti, a svako od nas ima svoju ulogu u tom procesu", istakla je **Jasna Atanasijević**, član Predsedništva Saveza ekonomista Srbije. U kontekstu ubrzanja digitalne transformacije, ona je naglasila značaj saradnje svih sektora kako bi se postigao održiv napredak.

Jasna Atanasijević će biti jedan od govornika na predstojećem Kopaonik biznis forumu, gde će podeliti svoje uvide o digitalizaciji i njenoj ulozi u ekonomskom razvoju regiona.

📎 Detaljna agenda Foruma i formulari za prijavu nalaze se na sajtu: <https://lnkd.in/ehgCAN4>


#KopaonikBiznisForum #KBF2025


Show translation

Kako ubrzati digitalizaciju u Srbiji?



JASNA ATANASIJEVIĆ
ČLAN PREDSEDNIŠTVA SAVEZA
EKONOMISTA SRBIJE

U prethodnom periodu desila se velika 1:50 1x  

 Tamara Ivanković and 18 others 1 repost

<https://www.linkedin.com/feed/update/urn:li:activity:7301272182590996480>



Kopaonik biznis forum
3,993 followers
3w • 

Vlastimir Vuković, predsednik Izvršnog odbora **NLB Komercijalna banka**, govorio je o tri ključne stvari koje bankarski sektor treba da uradi kako bi ubrzao rast privrede.

Kroz svoje poslovne strategije, banke se sve više usmeravaju ka održivosti, ne samo kao poslovnoj filozofiji, već kao svakodnevnoj praksi. Kao odgovorni deo društva, Vuković veruje da je važno da svi sektori zajedno rade na stvaranju održivih i odgovorno upravljanih projekata koji donose dugoročne koristi.

O ovim temama će biti reči na Kopaonik biznis forumu, gde će se detaljnije razmatrati kroz dijalog sa stručnjacima iz sektora.

📎 Detaljna agenda Foruma i formulari za prijavu nalaze se na sajtu: <https://lnkd.in/ehgCAN4>

#KBF2025
#KopaonikBiznisForum

Show translation

Koje tri stvari bankarski sektor treba da učini da se ubrza rast?



VLASTIMIR VUKOVIĆ
PREDSEDNIK IZVRŠNOG ODBORA
NLB KOMERCIJALNE BANKE

da 1:50 1x  

 Katarina Marković and 124 others 1 repost

Innovation – LinkedIn video content during the Forum

<https://www.linkedin.com/feed/update/urn:li:activity:7302091924901928960>

Kopaonik biznis forum
3,993 followers
3w • 📌

Početak Kopaonik biznis foruma obeležile su dinamične diskusije o ključnim ekonomskim i društvenim izazovima današnjice. Od održivog rasta i makroekonomskih trendova u Srbiji, preko indeksa reputacije, pitanja ženskih prava i klimatskih promena današnji paneli otvorili su važne teme i postavili pravac za dalje razgovore.

Uz vodeće stručnjake, analizirali smo kako saradnja startupova i korporacija može ubrzati inovacije i kako osnažiti poslovno okruženje u turbulentnim vremenima.

Sutra nastavljamo sa novim perspektivama i rešenjima, jer samo kroz otvoreni dijalog gradimo bolju budućnost. 🗨️

#KBF2025
#KopaonikBiznisForum

Show translation



<https://www.linkedin.com/feed/update/urn:li:activity:7302605910860820480>

Kopaonik biznis forum
3,993 followers
3w • 📌

Svečano je otvoren 32. Kopaonik biznis forum, koji okuplja ključne lidere iz privrede, finansija i politike na jednom mestu. Prvi dan obeležili su dinamični paneli i plenarna izlaganja koja su se bavila važnim ekonomskim temama, od održivog razvoja i zelene tranzicije, preko digitalne transformacije, veštačke inteligencije, pa sve do pitanja makroekonomske stabilnosti i budućnosti investicija.

Danas nastavljamo u istom ritmu, sa još dubljim analizama i strateškim razgovorima o pravcima u kojima se kreće region. Očekuju nas diskusije o energetskej sigurnosti, regionalnoj saradnji i budućim projektima Republike Srbije. Kopaonik ostaje mesto gde se oblikuju ekonomske politike i donose zaključci koji će voditi put ka održivom rastu i razvoju.

#KBF2025 #KopaonikBiznisForum

Show translation



<https://www.linkedin.com/feed/update/urn:li:activity:730297639235272704>

Kopaonik biznis forum
3,993 followers
3w • 📌

Kopaonik biznis forum smo nastavili kroz dinamične diskusije o ključnim temama koje oblikuju privredu Srbije i regiona. Od jutarnjih izlaganja do večernih neformalnih razgovora, forum je ponovo dokazao zašto se smatra najvažnijim mestom za razmenu ideja i vizija među liderima iz sveta ekonomije, biznisa i politike.

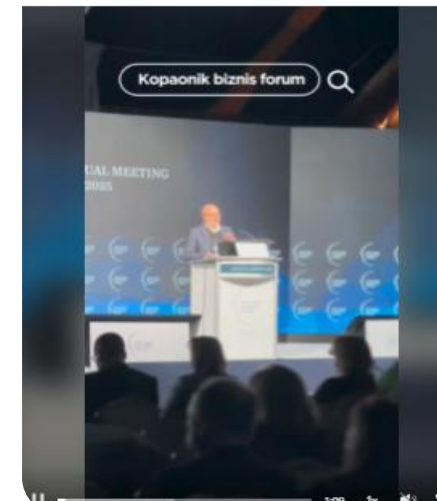
U nastavku dana, razgovor se prirodno prelazi u sferu digitalizacije i inovacija, sa posebnim fokusom na ulogu veštačke inteligencije i njen potencijal u industriji, finansijama i svakodnevnom životu. Istovremeno, pitanja energetske stabilnosti i zelene tranzicije otvorila su nova poglavlja u diskusiji o održivj budućnosti, naglašavajući potrebu za strateškim planiranjem i investicijama u obnovljive izvore energije.

Kopaonik nije samo mesto za panele i prezentacije, on je i prilika za povezivanje. Kroz formalne i neformalne susrete, učesnici su razmenjivali ideje, sklapali nove poslovne dogovore i postavljali temelje za buduće projekte. Atmosfera otvorenog dijaloga i konstruktivne rasprave još jednom je potvrdila značaj ovog foruma, ne samo kao prostora za analizu ekonomskih kretanja, već i kao inkubatora za nove poslovne inicijative i partnerstva.

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

#KBF2025 #KopaonikBiznisForum

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Innovation – LinkedIn video content after the Forum

**Kopaonik biznis forum**
3,993 followers
2w • 5

32. Kopaonik biznis forum je još jednom pokazao važnost diskusije, razmene znanja i poslovnih umrežavanja.

Tokom 4 dana, 1600 učesnika iz različitih sektora su razmenili ideje o ključnim ekonomskim izazovima i prilikama koje nas očekuju. Tema „Srbija 2027 – Težeci ekonomiji sa visokim prinosima“ otvorila je prostor za analizu strateških pravaca razvoja, sa posebnim fokusom na investicije, digitalizaciju i primenu naprednih tehnologija.

Kroz 38 panela, 3 plenarne sesije i intervjue sa vodećim stručnjacima, jasno je naglašena potreba za inovacijama i stimulativnim politikama koje će omogućiti održiv rast i jačanje konkurentnosti.

U tom duhu, s ponosom podsećamo da je Savez ekonomista Srbije izabran za domaćina XXI Svetskog kongresa ekonomista, koji će se održati u junu 2026. godine, potvrđujući time poziciju Srbije na globalnoj ekonomskoj mapi.

Kopaonik ostaje mesto susreta, razmene ideja i oblikovanja ekonomskih politika.

Hvala vam na učešću i vidimo se ponovo od 1. do 4. marta 2026. godine.

#KBF2025 #KopaonikBiznisForum

Vesna Mirkovic Ana Lalic

Show translation



Katarina Marković and 41 others • 2 comments • 1 repost

<https://www.linkedin.com/feed/update/urn:li:activity:7303746210593411072>

**Kopaonik biznis forum**



1600 UČESNIKA

32. Kopaonik biznis forum je još jednom pokazao važnost diskusije, razmene znanja i poslovnih umrežavanja.... more

diskusije, razmene znanja i poslovnih umrežavanja.... more