

Under the authority of **Central European Initiative**

Business Info Group organizes

CONFERENCE

“Small and mid-sized enterprises – business development and regional cooperation”

March, 3rd, 2017 at 10 a.m.

Hotel Park, Njegoseva 2, Belgrade

AGENDA

09:30 – 10:00 Registration of participants

10.00 – 11.15h I PANEL: CONDITIONS FOR BUSINESS OPERATIONS IN REGION – SUCCESSFUL EXAMPLES

- **Nives Lovrić**, Director of Grbić Ltd, Croatia
- **Miloš Milošević**, Director of Fleka-studio for interactive design, Montenegro
- **Nikola Radojčić**, Director of Dechko Tzar, Serbia

Moderator: Nevena Prokic, Project Manager of Business Info Group

Topics to be discussed:

- Comparisson of business operations conditions in Western Balkan countries
- State role in encouraging small and mid-sized firms
- Business expansion out of domestic market
- Connecting with partners in region
- Enhancing competitiveness on global market

11.15 – 11.30h Coffee break

11.30 – 12.30h II PANEL: HOW TO BUILD SUCCESSFUL BUSINESS

- **Milivoje Čalija**, Founder of cookies brand Anđeli
- **Ivan Bjelajac**, COO of Go Daddy (former CEO of Devana Technologies)

Moderator: Biljana Stepanovic, Director of Business Info Group

Concept of panel:

Presentation of development path, interactive discussion, directives and useful tips for small businesses

12.30 – 13.15h Cocktail lunch

13.15 – 14.15h I WORKSHOP : INNOVATIONS AND CHANGES AS MOVERS OF BUSINESSES

lecturer: Edin Veljovic, Manager at PricewaterhouseCoopers d.o.o., Serbia

14.30 – 15.30h II WORKSHOP : DIGITAL MARKETING FOR SMEs

lecturer: Darko Buldioski, founder of agency for digital marketing and communication NewMediaMK, Macedonia

Conference will be followed by all printed and electronic media in Serbia for which we assure that due to the actuality and importance of issues and present guests will transfer main conclusions and presentations from the event.