



SUSTAINABLE DEVELOPMENT FORUM 2025

Competitiveness in Turbulent Times

Agenda

Day 1 - Thursday 30th October 2025

8:30-9:00 Registration

9:00-9:30 Official Opening

Kosta Živanović – President, Sustainable Development Forum

Mihailo Vesović – Vice President, Serbian Chamber of Commerce and Industry

H.E. Charlotte Sammelin – Swedish Ambassador to Serbia

Ms. Matilde Mordt – UN Resident Coordinator in Serbia

H.E. Edward Ferguson – British Ambassador to Serbia (TBC)

H.E. Andreas von Beckerath – Head of the EU Delegation to the Republic of Serbia

9:30-10:00 Keynote Speech 1

“Navigating Global Economic Shifts: Europe’s Role in Shaping the New Global Economy”

Mario Draghi – Economist and former Prime Minister of Italy (TBC)

10:00-10:40 Session 1

Strategic Europe: Regional Unity and Trade Resilience in a Fragmented World (SDGs 8 & 9)

Description: As Europe confronts geopolitical instability, economic fragmentation, and the challenges of the green transition, regional cooperation and trade resilience are becoming central to its global competitiveness. This session will explore how the UK, EU, Western Balkans,



and neighbouring regions can align industrial strategies, navigate shifting trade dynamics, and leverage joint strengths in innovation, digital platforms, and resource value chains. From supply chain realignment to inclusive tech-enabled trade, the discussion will highlight how more innovative collaboration within Europe and across strategic trade corridors can secure prosperity in turbulent times.

Note: Each Session consists of individual presentations followed by a discussion afterwards

Speakers:

Damien Sorrell – Head of Regional Representation to the Western Balkans, European Investment Bank (EIB)

Marcus Bokkerink – Honorary Fellow at Cambridge Judge Business School, University of Cambridge, Former Chairman, Competition and Markets Authority (CMA, UK Gov) (TBC)

Frank Liu – Founder & Chairman INTCO

Richard Ali – Director, Corporate Affairs, Strategy and Stakeholder Relations, Tetra Pak

Moderator: TBC

10:40-11:00 Short Coffee break

11:00-11:20 Keynote Speech 2

“People, Planet, and Profit: The Impact of Circular Economy on Sustainability”

Professor Khaled Soufani – University of Cambridge

11:20-12:00 Session 2

Smart Transitions: Circular Economy as a Regional Opportunity (SDGs 8, 12, 17)

Description: Countries are facing growing pressure to shift away from a linear take-make-dispose model and embrace more sustainable, circular approaches. This panel will explore how the region can turn challenges like waste, energy dependency and fragmented infrastructure into opportunities for green growth, innovation and stronger regional ties. Speakers will share practical examples from across the Balkans, from circular construction and local repair economies to industrial reuse and cross-border collaboration. The goal is clear: create a more resilient, resource-smart region that can thrive in a changing Europe.



Professor Khaled Soufani – University of Cambridge

Jorge Laguna Celis – Director at UNEP, One Planet Network

Tijana Koprivica – Chief Business Sustainability Officer at Delta Holding

Radman Šelmić – Advisor to the President for Green and Circular economy, Serbian Chamber of Commerce

Moderator: TBC

12:00-13:00 Session 3

Feeding the Future: Resilience, Security, and the Next Agricultural Revolution (SDGs 2,3 & 8)

Hosted by Tetra Pak

Description: Food is becoming one of the world's most strategic assets, caught at the intersection of climate change, geopolitics, and demographic shifts. As demand rises and supply chains strain under environmental and political pressure, traditional agricultural models are being tested. This panel explores how countries can secure food systems that are sustainable, scalable, and resilient, balancing innovation with public trust and local needs with global trade realities.

Note: *Each Session consists of individual presentations followed by discussion afterwards*

Keynote Speech 3

Professor Lucia Reisch – El-Erian Institute, University of Cambridge

Follow-up discussion – Speakers:

Professor Lucia Reisch – El-Erian Institute, University of Cambridge

Bojan Radun – CEO, AD IMLEK (TBC)

Alin Visan – Legal Department Director at Maspex Romania (TBC)

Stevan Vujošević – Sector Country Manager, West EAM Mondelēz International (TBC)

Moderator:

Andrea Radonjić – Head of Government Relations and Public Affairs Eastern Europe, Tetra Pak

13:00-14:00 Lunch Break

14:00-15:00 Session 4



The Energy Paradox: Can We Compete, Decarbonise, and Stay Secure? (SDG 7)

Description: Energy is no longer just an enabler of growth. It's a central axis of global competition. As countries and companies place big bets on renewables, nuclear, or LNG, they face complex trade-offs between cost, reliability, and strategic risk. This session explores whether it's genuinely possible to decarbonise without sacrificing energy security or competitiveness and whether current transition strategies are built on realistic assumptions.

Note: *Each Session consists of individual presentations followed by discussion afterwards*

Keynote Speech 4

Professor Michael Pollitt – University of Cambridge

Follow-up discussion Serbian Private Sector Perspective

Speakers:

Maja Turković – Executive Vice President, CWP Europe

Miloš Vuksanović - Director, Schneider Electric for Serbia and Montenegro

Vladimir Milanović - Director at Masdar Taaleri Generation (TBC)

Miloš Čolić - Founder and CEO, New Energy Solutions (TBC)

Elixir Group High Level Representative (TBC)

Moderator: **Professor Michael Pollitt** – University of Cambridge

15:00-16:00 Session 5 (Afternoon tea dialogue)

“Fathers” of the SDGs: World after 2030

Description: As the global community approaches the final stretch of the 2030 Agenda, this high-level session will bring together lead negotiators of the Sustainable Development Goals to reflect on what has been achieved—and what lies ahead. The session will explore the evolution of global priorities beyond 2030, assess the effectiveness of the SDG framework, and propose directions for the next phase of international cooperation in an increasingly complex and turbulent world.

Speakers:

H.E. Ambassador David Donoghue

H.E. Ambassador Csaba Kőrösi



H.E. Ambassador Macharia Kamau

Moderator:

H.E. Ambassador Dragan Županjevac

16:00-16:15 Summary of the Day 1

16:15-18:15 Networking Cocktail



Day 2 - Friday 31st October 2025

08:30-9:00 Registration

09:00-09:30 Keynote Speech 5

Lord Martin Rees – University of Cambridge

09:30-09:45 Introduction to the Financial Sector Segment Session 6

“Skills and Strategies for Banking in the Age of Transformation”

Sladana Andrian Sredojević – Special Advisor for International Cooperation, Head of Training Centre, Association of Banks of Serbia

09:45-10:30 A Fireside Chat

“Banking the Future: Finance, Circularity, and Resilience in an Unstable World”

Hosted by: Banca Intesa & Intesa Sanpaolo Innovation Center

Description:

In an age of turbulence, from climate shocks and war to inflation and systemic inequality the financial sector must evolve to be not just stable, but circular, regenerative, and future-ready. This session brings together global leaders in competition policy, development finance, and circular innovation to explore how banking can actively shape the next economy.

From carbon pricing to green lending, SME support to resource-efficient infrastructure, they'll explore how new financial frameworks, partnerships, and circular economy principles can help Europe — and the Western Balkans — navigate the coming decade.

Speakers:

Massimiano Tellini – Director Global Head Circular Economy, Intesa Sanpaolo Innovation Center (TBC)

Darko Popović – CEO, Banca Intesa Belgrade (TBC)

Francis Malige – Managing Director, Head of Financial Institutions Business Group, EBRD (TBC)

Patrizia Ciurlia – Senior Project Manager, European Investment Bank

Moderator: (TBC)



10:30-11:00 Coffee Break

11:00-12:00 Session 7

Green Jobs for Youth Project Presentation (SDGs 4,8,9 & 10)

Description: As demand for green skills surges, youth face structural barriers to employment, uneven access to training, and limited opportunities to lead. This session presents the Green Jobs for Youth Pact, an UN-backed initiative to create 1 million green jobs. Beyond jobs, the initiative advocates for education, capacity building, and policy change, working with governments and the private sector to equip young people with future-ready skills. Only then can we hope to close the green skills gap and put youth at the centre of a just transition.

Speakers:

Jorge Laguna Celis – Director at UNEP, One Planet Network

Tracey Horn – Director of Corporate Communications and Marketing, Judge Business School, University of Cambridge

GIZ Representative

ILO Representative (TBC)

Moderator: **Aleksandra Markov** – Programme Director, Sustainable Development Forum

12:00-13:00 Nordic Excellence: Resilience, Innovation, and Trust in a Changing World (SDGs 5, 8, 9, 11 & 13)

Description: Long admired for their social cohesion, innovation ecosystems, and green leadership, Nordic countries consistently rank among the most competitive and resilient in the world. This panel examines what distinguishes the Nordic model from agile public-private cooperation and strong institutional trust, and how these factors contribute to forward-looking education, energy, and welfare strategies. What lessons can others draw from the Nordic approach to balancing prosperity, sustainability, and social equity in a time of global disruption?

Keynote speech 6: H.E. Pernille Dahler Kardel – Ambassador of the Kingdom of Denmark to the Republic of Serbia (TBC)

Speakers:



H.E. Pernille Dahler Kardel – Ambassador of the Kingdom of Denmark to the Republic of Serbia (TBC)

Stockholm Environment Institute High-Level Representative (TBC)

Private Sector Representative (TBC)

Moderator: Iva Petrović, CEO Nordic Business Alliance in Serbia

13:00-14:00 Finger food break

14:00-15:00 Session 8

AI for a Greener Future: Short-Term Innovation vs. Long-Term Sustainability (SDGs 7, 9, 12, 13 & 17)

Description: As artificial intelligence reshapes industries, its role in driving sustainability is both promising and problematic. This panel examines how AI can facilitate greener practices in the private sector while also addressing its increasing energy and resource footprint. With a focus on long-term impact, speakers will debate how to ensure that AI becomes part of the solution, not a new layer of the problem.

Keynote speech 7: Maria Clara Rada- Brazilian Ambassador to Serbia

Speakers:

Katarina Urosević – Chief Of Staff, HTEC Group (TBC)

World Bank Group High Level Representative (TBC)

Tarry Singh – Founder & CEO Deepkapha AI (TBC)

Moderator:

Marija Novakovic – Programme Director, Data Science Conference

15:00-15:20 Keynote speech 8

"The Future of Development After the SDGs: From Targets to Systems Change"



Description:

As 2030 approaches, uneven progress on the Sustainable Development Goals calls for a deeper, system-wide transformation. In this closing keynote, Professor Sachs will reflect on two decades of global goal-setting and present a roadmap for the future — outlining how finance, energy, governance, and digital cooperation must evolve to meet the needs of people and the planet beyond 2030.

Professor Jeffrey Sachs – University of Columbia

15:20-15:35 Closing remarks