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## Registration & Breakfast powered by Neoplanta

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**09:00 – 10:50**

### ◆ Strategic Partnership for the Economy

**Mike Michel, CEO, Yettel Serbia**

→ As the conference's strategic partner, Yettel Serbia highlights the importance of collaboration between technology and business.

### ◆ Serbia Today: The Real Picture of the Economy, Consumption, and Leadership 2025

**Predrag Kurčubić, Managing Director, Ipsos Strategic Marketing**

→ The analysis shows what drives consumption, where growth opportunities lie, and how leaders shape the business climate in Serbia.

### ◆ The Only Constant in Modern Business is Change

**Ketrin Dekorzan, General Manager for the Western Balkans, JTI**

→ Innovation and agility are becoming key success factors.

### ◆ What Can the Region Offer to the World?

**Miljan Ždrale, Director for Central Europe, EBRD**

**Emil Tedeschi, President of the Management Board, Atlantic Grupa**

→ The example of Atlantic Grupa, with over one billion euros in revenue and 5,500 employees, shows the path to international success.

### ◆ Tech Success Without Silicon Valley

**Ivan Ostojić, Chief Business Officer, Infobip | Forbes Business Council Member**

→ How can global tech success be built outside Silicon Valley — and where does Serbia fit on that innovation map?

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**10:50 – 11:30 Coffee Break powered by Jacobs**

**11:30 – 13:15**

◆ **Marina Dorćol: From Dusk till Dawn – or the Other Way Around?**

**Tomaš Klima, CEO, SEBRE**

→ Is Marina Dorćol an example of investor-driven urbanism or a new culture of dialogue with the local community?

◆ **The Unicorn is Not a Myth: How to Build a Billion-Dollar Company**

**Dušan Komar, Founder & Co-owner, Ominimo Insurance**

→ Komar will explain the key factors behind this success: from digital insurance strategy and innovative approaches across European markets, to risk management and international business expansion.

◆ **Panel: Export as a Growth Engine – Company Experiences**

**Marko Kukić, Founder & CEO, BG Reklam**

**Mirjana Mihajlović Ćujić, General Manager, Pionir**

**Filip Karačić, CEO, Quantox**

→ The panel explores innovation, global standards, and the power of local identity in modern business.

◆ **Healthcare Innovation – Smart Investment**

**Nikola Stojković, Country Director for Serbia & Montenegro, Novartis**

→ Focus on sustainable models that connect science, technology, and patient health.

◆ **Leadership Under Pressure – Staying True to Your Vision When Everyone Doubts You**

**Željko Obradović, Coach and Former Basketball Player, KK Partizan**

→ Lessons on leadership, discipline, and trust – equally relevant in sports and business.

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**13:15 – 14:15 Lunch & Networking**

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**14:15 – 16:00**

◆ **European Investment Bank (EIB): Solutions for Serbia's Green Transition**

**Damjan Sorel, Head of the Regional Hub for the Western Balkans, EIB**

**Denis Hamidović, CEO, Bibo Bot**

**Dejan Lazić, General Manager, Green Decor**

**Aleksandar Rodić, Vice President of the Assembly, Mihajlo Pupin Institute**

→ Through €11 billion in regional support, the EIB fosters green and digital transitions.

→ Presentation of three innovative projects: 3D-printed houses, green roofs, and air purification systems powered by vehicle kinetic energy.

◆ **Market in Motion**

**Vlastimir Vuković, President of the Executive Board, NLB Komercijalna banka**

◆ **Introduction to the Book *Why Nations Fail***

**Danica Popović, Professor of Economics, University of Belgrade**

→ Introduction to *Why Nations Fail* and the theory of institutions as the foundation of prosperity.

◆ **KEYNOTE: Institutions, Power, and Prosperity – Why Nations Succeed or Fail**

**James A. Robinson, Nobel Laureate for Economics (2024) and Co-author of the Bestseller *Why Nations Fail***

→ The 2024 Nobel Prize laureate in economics reveals the political and economic foundations of prosperity.

→ Why do some countries thrive while others collapse?

→ a **LIVE keynote from Chicago, to be followed by Q&A session**