27 NOVEMBER | MAIN CONFERENCE

Venue: Crowne Plaza Hotel Belgrade | Vladimira Popovića 10, 11070 Novi Beograd, Serbia

09:00–09:30 | Opening

Europe's Next Chapter

Relevant SDGs: 8 • 9 • 17

Speakers:

• Kosta Živanović — Sustainable Development Forum

• Mihailo Vesović — Serbian Chamber of Commerce and Industry (PKS)

• Tracey Horn - Cambridge Judge Business School

• H.E. Charlotte Sammelin — Ambassador of Sweden to Serbia

09:30–09:45 | European Leadership Keynote (Video Address)

Europe's Competitiveness Moment: Growth, Industrial Transformation and Circularity

Relevant SDGs: 8 • 9 • 12 • 16 • 17

Keynote: Professor Khaled Soufani — University of Cambridge

UK Prime Minister — invitation submitted (TBC)

09:45–10:20 | Programme slot — to be confirmed

10:20–11:10 | Ambassadors' Dialogue

Europe in a Fragmented World

Relevant SDGs: 8 • 16 • 17

Competitiveness, economic security, trade and geopolitical fragmentation in Europe and the Western Balkans.

Speakers:

• H.E. Edward Ferguson — UK Ambassador to Serbia

• H.E. Luca Gori — Italian Ambassador to Serbia

• H.E. Anke Gisela Holstein — German Ambassador to Serbia

• H.E. Pernille Dahler Kardel — Danish Ambassador to Serbia

Moderator: Bogdan Gecić — Gecić Law

11:10–11:30 | Coffee Break

11:30–11:45 | Energy, Security and European Industrial Competitiveness

European Energy Policy in the Permacrisis

Relevant SDGs: 7 • 9 • 13

Key Speaker:

• Professor Michael Pollitt — University of Cambridge

11:45–12:30 | The Energy Competitiveness Equation

Relevant SDGs: 7 • 9 • 13 • 17

Affordable energy, security of supply, decarbonisation and industrial competitiveness.

Speakers:

• Professor Michael Pollitt — University of Cambridge

• Masdar — senior international representative (name TBC)

• Gligo Vuković – Delegation of the European Union to the Republic of Serbia

Moderator: Maja Turković — CWP

12:30–13:15 | Competitiveness & Supply Chains

Competing in a New Global Economy

Relevant SDGs: 8 • 9 • 12 • 17

Industrial value chains, European market access, resource security and the position of Serbia and the Western Balkans.

Speakers:

• Tom Vöge — Pro Circularity Alliance

• Damien Sorrell — European Investment Bank (EIB)

• Milena Popović Martinelli — European Bank for Reconstruction and Development (EBRD) (TBC)

• Oliver Šarov – Delegation of the European Union to the Republic of Serbia

Moderator: Eva Morales — Co-Founder, HyveGeo

13:15–14:00 | Networking Lunch

14:00–14:55 | Resource Efficiency & Infrastructure

From Waste to Value: Turning Infrastructure into Business Opportunities

Relevant SDGs: 6 • 9 • 11 • 12

Implementation-focused discussion on wastewater, resource recovery, industrial infrastructure, technologies and bankable projects — distinct from the corporate strategy focus of the preceding session.

Speakers:

• Andrej Šovrović — Delta Hospitality

• Radman Šelmić — Serbian Chamber of Commerce and Industry

• Tomislav Knežević — GIZ

• Casilda Malagon — Cambianz

Moderator: Samsurin Welch, University of Cambridge

14:55–15:15 | Coffee Break

15:15–16:10 | Green Competitiveness in Serbia

Flagship Serbia Session

Relevant SDGs: 8 • 9 • 12 • 13

Discussion around the Circular Competitiveness in Serbia study: corporate transformation, resource productivity and industrial growth.

Speakers:

• Tijana Koprivica — Delta Holding

• Andrea Radonjić — Tetra Pak

• Ivanka Stojnić — Nestlé

• Stanislava Simić — ASEII

Moderator: Tracey Horn — Cambridge Judge Business School, University of Cambridge

16:10–17:05 | Innovation & AI

Innovation, AI and Europe's Productivity Challenge

Relevant SDGs: 8 • 9 • 17

AI, digitalisation, entrepreneurship, industrial innovation and productivity.

Speakers:

• Ivan Kadić — Reputeo

• Alessandro Silvestri — Malta Accelerator

• Ana Govedarica — Roche Serbia (TBC)

• Vladimir Uzelac — European Investment Bank (EIB)

Moderator: TBC

17:05–17:20 | Closing

Closing Reflections & Next Steps

Relevant SDGs: 17