

# PROGRAMME

## KEY BUSINESS OPPORTUNITIES 5<sup>TH</sup> UK - SERBIAN CONFERENCE

IN HONOUR OF 180 YEARS OF DIPLOMATIC RELATIONS BETWEEN THE UK AND SERBIA



With the support of:



Under auspices of:  
Minister for European Integration of  
the Serbian Government



British Embassy  
Belgrade



Department for  
International Trade



Foreign Affairs Committee  
of the National Assembly



British  
Society of  
Serbia



BRITISH - SERBIAN  
CHAMBER OF COMMERCE



British  
Business  
Network

Friday 3 March 2017, at 09:30 h, Club of Deputies, 2 Tolstojeva, Belgrade

8.30 **Registration and refreshments**

### PROGRAMME:

- 9.30 Representative of the Organisational Board of the Conference
- 9.35 **God Save the Queen; God of Justice** by Strings and singing group "Prince Milos", Belgrade
- 9.40 Sir Paul Judge, Chairman of the British Serbian Chamber of Commerce, London
- 09.50 Opening and key note speech by Nemanja Stevanovic, State Secretary at the Serbian Ministry of Foreign Affairs **Foreign Affairs and Business Opportunities**
- 10.00 Panel discussion:  
**Health Care and Health Care Tourism**  
Introductory word by dr Zlatibor Lončar, Serbian Minister of health  
Panelists:  
Lidija Obradović Bursać, director, Special hospital "Atomska banja", Gornja Trepča  
Aleksandar Seničić, Director, YUTA  
Biljana Radulović, Director, Top Tours  
Jasmina Knežević, Director, Belmedic
- 10.50 **New business models of cooperation between the British and Serbian companies** by Prof. Vladimir Marinković, Deputy Speaker of the National Assembly of the Republic of Serbia
- 11.00 Networking break, refreshments and music

11.30 Panel discussion:

**Security, Protection and Business Opportunities**  
Introductory word and panellists from various business and government sectors  
British supplier of equipment  
Mišo Božić, MSc, General Manager, Delamode Balkans  
Jelica Stamenković, director in "Euro Support Group"  
Nenad Vučković, director, NPCO; advisor, BBN

12.20 **The impact of Tax Optimization on Performance in Serbia** by Zvezdan Ilić, director general, Icom Team, Belgrade

12.30 Panel discussion:

**Education, Entrepreneurship and Economic Development**  
Introductory word on **How to develop Entrepreneurial Eco system in Serbia** by Sir Paul Judge  
Panellists:  
Prof. Simon Stockley, Judge Business School, University of Cambridge  
Prof. Maja Levi Jaksic, Faculty of Organisational Sciences  
Prof. Mihajlo Rabrenovic, Faculty of Business Economics and Entrepreneurship  
Serbian entrepreneur  
UK entrepreneur

13.30 **Closing remarks** - by Prof. Simon Stockley, Judge Business School, University of Cambridge

13.40 Networking, exhibition, buffet lunch and music

14.10 **Event closes**

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TOPICS: **SECURITY \* HEALTH CARE AND TOURISM \* EDUCATION AND ENTREPRENEURSHIP  
PROFESSIONAL SERVICES \* FOOD & DRINK & AGRIBIZ \* MINING & ENERGY \* MANUFACTURING**

Participants receive: Certificate on conference attendance, on-line supporting materials and refreshments.

Simultaneous translation is provided.

Information and registration:  
Tel. 011 234 60 71; Fax: 011 23 82 500; Mob. 064 105 40 85  
You can download the application form for registration at

[www.eurosferra.org](http://www.eurosferra.org)

or you can request it via [seminar@eurosferra.org](mailto:seminar@eurosferra.org)

The conference is targeting representatives of Serbia and British business community and government officials - wishing to explore new routes to export and the building of the international trade and investment.

CONFERENCE \* BUSINESS FAIR \* NETWORKING EVENT