



THE XXXIII KOPAONIK BUSINESS FORUM (KBF 2026)

NAVIGATING INDUSTRIAL POLICY

Shaping Serbia's Economic Future

in partnership with Mastercard®

Congress Center, Hotel Grand Kopaonik

March 1-4, 2026

AGENDA

Sunday, March 1st, 2026

11:00-20:00	REGISTRATION (KOPAONIK HALL – HOTEL GRAND)	
14:30-15:30	PANEL 1:	THE WESTERN BALKANS ECONOMIC OUTLOOK: THE FUTURE OF GROWTH IN THE UNCERTAIN TIMES
Forum Hall	<i>Moderator:</i>	NEDELJKOVIĆ Milan , Member of the Presidency, Serbian Association of Economists
	<i>Panellists:</i>	BOGOV Dimitar , Regional Lead Economist for Eastern Europe and Caucasus, EBRD RECORD Richard , Lead Country Economist for the Western Balkans, World Bank SOSA Sebastian , Regional Resident Representative for the Western Balkans (excluding Serbia), IMF VOLIČ Marko , Senior Strategy Advisor, Andersen
15:30-16:30	PANEL 2:	SERBIA'S ECONOMY IN FOCUS: TRENDS, RISKS AND OPPORTUNITIES
Forum Hall	<i>Moderator:</i>	ŠOŠKIĆ Dejan , Member of the Presidency, Serbian Association of Economists
	<i>Panellists:</i>	PAUNOVIĆ Blagoje , President, Fiscal Council, Republic of Serbia PETROVIĆ Pavle , Academic, Serbian Academy of Sciences and Arts RANĐELOVIĆ Saša , Professor, Faculty of Economics and Business, University of Belgrade RATNOVSKI Lev , Resident Representative for Serbia, IMF
16:30-17:15	PANEL 3:	PRESENTATION OF THE KBF INDEX OF THE COMPANY REPUTATION (KBF INCORE)
Forum Hall	<i>Presenter:</i>	BEŠIĆ Miloš , Consultant and Methodologist, Ninamedia Research
17:15-18:15	PANEL 4:	THE SILVER ECONOMY IN SERBIA: FROM DEMOGRAPHIC CHALLENGE TO A DEVELOPMENT PERSPECTIVE
Forum Hall	<i>Moderator:</i>	JANKOVIĆ Brankica , Former Commissioner for the Protection of Equality, Serbia
	<i>Panellists:</i>	EBNER Christian , Austrian Ambassador to Serbia KRESAL Katarina , Global & European Management Committee Member, CEE Co-Chair, Andersen MILANOVIĆ Marko , Director, Center for Research and Social Development IDEAS VLAČIĆ Ernest , Professor, FEFA Faculty ZLATARIĆ Nataša , Co-Founder & Co-Owner, Euromedik
18:15-19:00	CREATIVE FREEDOM IN A WORLD THAT MEASURES EVERYTHING - IN CONVERSATION WITH:	
Forum Hall	<i>Guest:</i>	DRAGOJEVIĆ Srđan , Award-Winning Film Director, Producer & Screenwriter
	<i>Interviewer:</i>	STANKOVIĆ Ivan , CEO and Owner, Communis
19:00-20:00	PANEL 5:	THE AI BUBBLE: RISKS AND BENEFITS OF DIFFERENT STRATEGIES
Forum Hall	<i>Moderator:</i>	DELIĆ Natali , Chief Strategic and Digital Officer, Telekom Serbia
	<i>Panellists:</i>	BAJER Vedran , General Manager Adriatic, Wonderful BOGDANOVIĆ Aleksandar , CEO, Yettel Bank GAJIĆ Branimir , CEO and Co-Owner, Inspira Group KUZMAN Tanja , CEO, Digital Serbia Initiative
20:00-20:10	Break	
20:10-21:00	IN CONVERSATION WITH:	
Central Hall	<i>Guest:</i>	JANEVSKI Svetozar , President of the Management Board, Tikveš Winery
	<i>Interviewer:</i>	NIKOLIĆ Radojka , Editor in Chief, Magazinbiznis.rs
21:00-22:30	WELCOME RECEPTION powered by MK GROUP	

Monday, March 2nd, 2026

09:30-09:50	KEY DEVELOPMENTS BETWEEN TWO KBFs	
Central Hall		VLAHOVIĆ Aleksandar , President, Serbian Association of Economists
09:50-10:15	MESSAGE FROM THE PARTNER	
Central Hall		PICCOLO Matteo , Mastercard Services Business Development Lead for Europe - Executive Vice President
10:15-11:15	ADDRESSES OF THE GOVERNOR AND THE MINISTER OF FINANCE	
Central Hall		TABAKOVIĆ Jorgovanka , Governor, National Bank of Serbia MALI Siniša , First Deputy Prime Minister & Minister of Finance, GoS
11:15-11:30	Break	

11:30-12:45	PANEL 6:	FROM INNOVATION TO IMPLEMENTATION: SCALING DIGITAL INDUSTRIES
Central Hall (Parallel track)	<i>Moderator:</i>	ĐURKOVIĆ Miloš , Managing Partner, Amrop Serbia
	<i>Panellists:</i>	ALBERS Judit , CEO, A1 Serbia KOSTADINOV Konstantin , Senior Director, Global Strategic Partnerships, Rakuten Viber LUČIĆ Vladimir , CEO, Telekom Serbia MICHEL Mike , CEO, Yettel RADOJIČIĆ Vladimir , CEO, CETIN
11:30-12:45	PANEL 7:	INDUSTRIAL POLICY AT A CROSSROADS: OPPORTUNITIES AND CHALLENGES FOR SERBIA AND WB
Forum Hall (Parallel track)	<i>Moderator:</i>	ĐURIČIN Dragan , Member of the Presidency, Serbian Association of Economists
	<i>Panellists:</i>	COLANGELI Matteo , Regional Director for the Western Balkans, EBRD RADOŠEVIĆ Slavo , Professor, University College London, GB TANASKOVIĆ Đorđe , General Manager, Tarkett Serbia UVALIĆ Milica , Professor, University of Perugia, Italy
12:45-13:30	Brunch	
13:30-14:45	PANEL 8:	THE INTELLIGENT FUTURE: AI AND BUSINESS TRANSFORMATION
Central Hall (Parallel track)	<i>Moderator:</i>	VUJOVIĆ Branislav , Founder & Board Member, New Frontier Group/New Frontier Innova
	<i>Panellists:</i>	DU TOIT Francois , Area Head, Central Eastern Europe, Turkey, Russia & Indian Subcontinent, Roche Pharma LJUBOJEVIĆ Siniša , CEO, SAGA MIJALLOVIĆ Bojan , President of the Executive Board, Sava Neživotno Osiguranje MIKIĆ Maja , Chief Operations Officer, AikBank NEDELJKOVIĆ Aleksandar , Partner & CBO, Mainstream
13:30-14:45	PANEL 9:	TOGETHER FORWARD: WESTERN BALKANS REGIONAL INTEGRATION
Forum Hall (Parallel track)	<i>Moderator:</i>	ČADEŽ Marko , President, Chamber of Commerce and Industry of Serbia
	<i>Panellists:</i>	AZESKI Branko , President, Economic Chamber of North Macedonia MIKEREVIĆ Dragan , Professor, Faculty of Economics, University of Banja Luka PEKEZ Goran , Corporate Affairs and Communications Director for the Western Balkans, JTI PIEGAZKI David , Secretary General, WB 6 Chamber Investment Forum
14:45-16:00	PANEL 10:	WHERE ARE EUROPE AND THE WESTERN BALKANS IN THE TURMOIL OF THE INTERNATIONAL ORDER?
Central Hall (Parallel track)	<i>Moderator:</i>	VUJAČIĆ Ivan , Member of the Presidency, Serbian Association of Economists
	<i>Panellists:</i>	DE MICCO Pasquale , Head of European Integration and Economic Section, Delegation of the EU to the Republic of Serbia FLECK Jörn , Senior Director, Europe Centre at the Atlantic Council, Washington DC IGRUTINOVIĆ Milan , Research Associate, Institute of European Studies, Belgrade PONTARA Nicola , Country Manager for Serbia, World Bank VLADISAVLJEV Stefan , Program Director, Foundation BFPE for Responsible Society, Belgrade
14:45-16:00	PANEL 11:	SPEED AS THE NEW CURRENCY: HOW FINTECH STARTUPS ARE CHANGING THE RULES
Forum Hall (Parallel track)	<i>Moderator:</i>	MUDRINIĆ Marko , Founder, Netokracija.rs
	<i>Panellists:</i>	ČOP Uroš , Senior IP, IT and Regulatory Law Advisor, Andersen JOVANOVIĆ Petar , President of the Executive Board, AikBank OBRADOVIĆ Dušan , CEO, SEE UP PRELEVIĆ Luka , Managing Director, Hellas Direct
16:00-17:15	PANEL 12:	INSTITUTIONAL AND STRUCTURAL BARRIERS TO FINANCIAL MARKET DEVELOPMENT
Central Hall (Parallel track)	<i>Moderator:</i>	PETROVIĆ TOMIĆ Nataša , Professor, Faculty of Law, University of Belgrade
	<i>Panellists:</i>	GRUJIĆ Nenad , Head of Legal, Generali Insurance Serbia JANJATOVIĆ Dejan , Deputy Chief Executive Officer, NLB Komercijalna banka JANKOVIĆ Marko , Chairman, Securities Commission, Republic of Serbia JOVIĆ Željko , Vice-Governor, National Bank of Serbia POPOVIĆ Ognjen , Assistant to Minister, Ministry of Finance, GoS POPOVIĆ Zoran , Financial consultant
16:00-17:15	PANEL 13:	TRANSFORMING INDUSTRY FOR THE INTELLIGENT AGE
Forum Hall (Parallel track)	<i>Moderator:</i>	RANĐELOVIĆ Milan , Managing Director, Science and Technology Park Niš
	<i>Panellists:</i>	BADŽA Stefan , Co-founder & Head of Accelerator and Global Partnerships, HUB 201 BOJOVIĆ Jelena , Policy Director at NALED, The World Economic Forum LAFONT Mihaela , Programme/Project Officer, Artificial Intelligence Innovation and Policy Coordination – A4, EC MLADENOV Todor , Member of the Management Board and Executive Officer, Sofia Tech Park, EU AI Factories PAVLOVIĆ Dragoslav , Mayor of the City of Niš PAVLOVIĆ Ivan , Project Manager, S4AI European Digital Innovation Hub
17:15-18:30	PANEL 14:	FUTURE OF LOYALTY – FROM DATA TO TRUST
Central Hall (Parallel track)	<i>Introductory:</i>	SRETENOVIĆ Jelena , Country Manager Serbia, Bosnia and Herzegovina and Montenegro, Mastercard
	<i>Moderator:</i>	LAZAREVIĆ Jelisaveta , Chief Content Officer, Bloomberg Adria
	<i>Panellists:</i>	BOGDANOVIĆ Aleksandar , President of the Executive Board, Yettel Bank CAREVIĆ Marko , CEO, Ananas

		PICCOLO Matteo , Mastercard Services Business Development Lead for Europe - Executive Vice President VULETIĆ Nikola , President of the Executive Board, Unicredit Bank Serbia
17:15-18:30	PANEL 15:	FINANCING THE FUTURE: THE ROLE OF LEASING IN ECONOMIC DEVELOPMENT
Forum Hall (Parallel track)	<i>Moderator:</i>	VRAČEVIĆ Bojan , President of the Executive Board, OTP Leasing
	<i>Panellists:</i>	JANIČIJEVIĆ Nebojša , President of the Executive Board, Intesa Leasing JAUKOVIĆ Ivan , President of the Executive Board, UniCredit Leasing NAD Jožef , President of the Executive Board, AIK Leasing STEVIĆ Boris , President of the Executive Board, NLB Lease & GO Leasing VUČEVIĆ Vuk , President of the Executive Board, Erste Leasing
18:30-19:45	PANEL 16:	WHO SECURES THE FUTURE?
Central Hall (Parallel track)	<i>Moderator:</i>	MARKOVIĆ Milo , Member of the Executive Board, Dunav osiguranje
	<i>Panellists:</i>	BATARILLO Mario , President of the Executive Board, Milenijum Osiguranje KURTEŠ Siniša , Member, Association of Insurers, Republic of Srpska PAVLOVIĆ Branko , Member of the Executive Board, Globos Osiguranje RODIĆ Nikola , President of the Executive Board, OTP Osiguranje
18:30-19:45	PANEL 17:	THE SERBIAN ECONOMY THROUGH THE EYES OF INVESTORS
Forum Hall (Parallel track)	<i>Moderator:</i>	SPASOJEVIĆ Toplica , Member of the Presidency, Serbian Association of Economists
	<i>Panellists:</i>	CASTELLANOS Marcelo , Southeastern Europe Senior Country Manager, IFC CILIĆ Marko , CFO, Nelt Group JANKOVIĆ Mihailo , CEO, MK Group SUBOTIĆ Dragan , CEO, Copper Mill Sevojno
19:45-20:00	Break	
20:00-20:50	IN CONVERSATION WITH A SPECIAL GUEST:	
Central Hall	<i>Guest:</i>	CHOUDARY Sangeet Paul , Founder, Platformation Labs
	<i>Interviewers:</i>	BIERENT Gregor , CEO, NF Innova VUJOVIĆ Branislav , Founder & Board Member, New Frontier Group/New Frontier Innova
21:00-22:00	PANEL 18:	EXPO 2027 UNPACKED: GLOBAL GATEWAY OR SERBIA'S MOST EXPENSIVE ILLUSION?
Forum Hall	<i>Moderator:</i>	STOJAKOVIĆ Dušan , Editor, Večernje novosti
	<i>Panellists:</i>	JERINIĆ Danilo , General Director, EXPO 2027 Belgrade KOVAČEVIĆ Igor , Director for International Participants, EXPO 2027 Belgrade ŠKEROVIĆ Pavle , Sales Director, EXPO 2027 Belgrade
22:00-	AURA PARTY	
Tuesday, March 3rd, 2026		
09:00-09:40	IN CONVERSATION WITH:	
Central Hall	<i>Guest:</i>	MARKOVIĆ Dragana , Director, Tax Administration of the Republic of Serbia
	<i>Interviewer:</i>	RANĐELOVIĆ Saša , Member of the Presidency, Serbian Association of Economists
09:40-10:20	ADDRESS OF THE SPECIAL GUEST	
Central Hall		LICANDRO Omar , Member of the Steering Committee and Treasury, International Economic Association
10:20-10:30	Break	
10:30-11:45	PANEL 19:	ENERGY 4.0: TRANSFORMING SYSTEMS FOR A SUSTAINABLE ECONOMY
Central Hall (Parallel track)	<i>Moderator:</i>	COLIĆ Miloš , Founder & CEO, New Energy Solution
	<i>Panellists:</i>	DIMOVIĆ Slavko , Director, Institute for Nuclear Science "Vinča" ĐEDOVIĆ HANDANOVIĆ Dubravka , Minister of Mining and Energy, GoS JANKOVIĆ Milenko , CEO, MOL Serbia POPOVIĆ Đorđe , Energy industry expert ŽIVKOVIĆ Dušan , CEO, JSC Electric Power Industry of Serbia
10:30-11:45	PANEL 20:	INFRASTRUCTURE AND CONNECTIVITY: FOUNDATION OF SUSTAINABLE GROWTH
Forum Hall (Parallel track)	<i>Moderator:</i>	RADONJIĆ PETROVIĆ Dragijana , Vice President, Serbian Association of Economists
	<i>Panellists:</i>	BORAS Filip , Partner, Baker McKenzie ĐUKIĆ Nikola , President of the Executive Board, UNIQA Non-Life insurance LUBECK Edward Thomas , Regional Manager, International Finance Corporation MAREK Jiří , CEO, Air Serbia SOFRONIJEVIĆ Aleksandra , Minister of Construction, Transport and Infrastructure, GoS VUJKO Stojan , CEO, Millennium Team
11:45-13:00	PANEL 21:	THE FUTURE OF EDUCATION SYSTEM IN SERBIA
Central Hall (Parallel track)	<i>Moderator:</i>	KISIĆ Svetlana , Member of the Presidency, Serbian Association of Economists
	<i>Panellists:</i>	BAUCAL Aleksandar , Professor, Faculty of Philosophy, University of Belgrade MIRKOVIĆ Ana , Co-Founder & CEO, Digital Communications Institute

		PEŠIKAN Ana, Professor, Faculty of Philosophy, University of Belgrade RANKOVIĆ Tanja, Chief of Education, UNICEF
11:45-12:45	IN CONVERSATION WITH:	
Forum Hall (Parallel track)	<i>Guest:</i>	BRODNJAK Blaž, CEO, NLB
	<i>Interviewer:</i>	PAPIĆ Gorislav, Journalist and editor
13:00-14:15	PANEL 22:	CIRCULAR ECONOMY AND ESG: HOW TO ALIGN PROFIT, REGULATION, AND SUSTAINABILITY
Central Hall (Parallel track)	<i>Moderator:</i>	ZELIĆ Lidija, Manager, Serbian Biogas Association
	<i>Panellists:</i>	BLAGOJEVIĆ Biljana, Finance Director, CRH Western Balkans DAVIDOVIĆ Marjana, Country Manager, Adriatic Hub South, Nestle KOVAČEVIĆ Violeta, Group Finance Director, MK Group TRNINIĆ Jelena, Director, Public Affairs, The Coca Cola Company Serbia, Montenegro and North Macedonia ZAJEC BALAŽIĆ Tamara, Director, SPIRIT Slovenia Business Development Agency
13:00-14:15	PANEL 23:	FASTER GROWTH FOR BETTER JOBS IN SERBIA
Forum Hall (Parallel track)	<i>Moderator:</i>	PONTARA Nicola, Country Manager for Serbia, World Bank
	<i>Panellists:</i>	BULATOVIĆ Bodin, Country Officer for Serbia & Western Balkans, IFC PAVIĆ Amalija, Deputy Executive Director, AmCham RECORD Richard, Lead Country Economist for the Western Balkans, World Bank ŠESTOVIĆ Lazar, Senior Country Economist for Serbia, World Bank
14:15-14:25	Break	
14:25-15:10	WEF AT KBF: THE GLOBAL RISK REPORT 2026 PRESENTATION	
Forum Hall	<i>Guest Presenter:</i>	LEHALLIER Guillaume, Managing Director, Affinity Europe at Marsh
15:10-15:15	Break	
15:15-16:30	PANEL 24:	REAL ASSETS, REAL RETURNS: SERBIA'S PROPERTY MARKET OUTLOOK
Central Hall (Parallel track)	<i>Moderator:</i>	NEŠOVANOVIĆ Nebojša, Senior Director, CBRE
	<i>Panellists:</i>	BABIĆ Danilo, CEO, Inobačka JAUKOVIĆ Vasilije, Associate Director & Senior Banker, EBRD NEKIĆ Angelina, CEO, Delta Real Estate VUKOVIĆ Andrija, Executive Board Member, AikBank
15:15-16:30	PANEL 25:	FROM FARM TO FUTURE: REINVENTING AGRIFOOD INDUSTRIES
Forum Hall (Parallel track)	<i>Moderator:</i>	VITOŠEVIĆ Saša, CEO, Global Seed
	<i>Panellists:</i>	DALJEVIĆ Zoran, CFO, Atlantic GLAMOČIĆ Dragan, Minister of Agriculture, Forestry and Water Management, GoS POPOVIĆ Luka, CEO, Delta Agrar RADIČEVIĆ Dušan, CEO, Al Dahra TOŠIĆ Tamara, Regional Head, Food & Agribusiness - SEE, EBRD ZEKOVIĆ Ivan, Head of MK Agri - Food division
16:30-17:45	PANEL 26:	THE NEXT CHAPTER OF FINANCE INDUSTRY: GROWTH, TRUST AND INNOVATION
Central Hall (Parallel track)	<i>Moderator:</i>	LAZAREVIĆ Vojislav, Member of the Presidency, Serbian Association of Economists
	<i>Panellists:</i>	BOŠKOVIĆ Vladimir, Member of the Executive Board, NLB Komercijalna banka MILOŠEVIĆ Aleksandar, Chief Technology Officer, ASEE PETKOVIĆ Stanislava, CEO, Vista Rica RATH Christoph, Member of the Managing Board, Vienna Insurance Group
16:30-17:45	PANEL 27:	EVOLVING PUBLIC ADMINISTRATION
Forum Hall (Parallel track)	<i>Moderator:</i>	ATANASIJEVIĆ Jasna, Member of the Presidency, Serbian Association of Economists
	<i>Panellists:</i>	BOSNIĆ Milan, Director, National Employment Service of Serbia CARNEIRO PEIXOTO Tiago, Senior Digital Development Specialist, World Bank JOVANOVIĆ Mihailo, Director, Office for IT and eGovernment, Republic of Serbia LAKETA Vladimir, TECH Sales Leader, Oracle Serbia MARKOVIĆ Slobodan, Digital Advisor, UNDP
17:45-19:00	PANEL 28:	BANKING 2030: RESILIENCE IN A DIGITAL WORLD
Central Hall (Parallel track)	<i>Moderator:</i>	VUKOVIĆ Vlastimir, Member of the Presidency, Serbian Association of Economists
	<i>Panellists:</i>	KONDIĆ Srđan, President of the Executive Board, Addiko Bank MILATOVIĆ SKORIĆ Rosanda, Executive Board Member, Head of Digital Division, OTP Bank POPOVIĆ Darko, President of the Executive Board, Banca Intesa STAMENKOVIĆ Nikola, Board Member for Corporates and Markets, Erste Bank VULETIĆ Nikola, President of the Management Board, UniCredit Bank Serbia
17:45-19:00	PANEL 29:	CLIMATE CHANGE: WESTERN BALKANS IN A WARMING WORLD
Forum Hall (Parallel track)	<i>Moderator:</i>	VASILJEVIĆ Dušan, Chairman, Western Balkans Consulting Global Group
	<i>Panellists:</i>	BLAGOJEVIĆ Zoran, President of the Executive Board, WSO

		<p>ĐURĐEVIĆ Vladimir, Professor, Faculty of Physics, University of Belgrade LEKIĆ Dejan, Environmental Information System Expert, xEco Creator MARINKOVIĆ Marko, Executive Director for Forestry, Ecology, and Development, Vojvodinašume NJAGULJ Aleksandra, Co-Founder, Sustineri Partners</p>
19:00-20:10	PANEL 30:	DECARBONIZING COMPETITIVENESS: HOW CBAM AND RELATED METHODS SHAPE THE FUTURE OF SERBIAN INDUSTRY
Central Hall (Parallel track)	<i>Moderator:</i>	VESOVIĆ Mihailo , Deputy President, Chamber of Commerce Serbia
	<i>Panellists:</i>	<p>KOVAČEVIĆ Aleksandar, Senior Visiting Research Fellow, Oxford Institute for Energy Studies LAZAREVIĆ Strahinja, Strategic Planning Manager, Elixir Group MAUHAR Siniša, Managing Director, CRH Western Balkans PETRIKIĆ Radivoje, Partner, CMS Vienna POPOVIĆ MARTINELI Milena, Regional Policy Lead CSEE, EBRD</p>
19:00-20:10	PANEL 31:	DESTINATION ECONOMY: BUILDING THE FUTURE
Forum Hall (Parallel track)	<i>Moderator:</i>	MILOVANOVIĆ Miloš , Consultant, Gaining Edge
	<i>Panellists:</i>	<p>ČADEŽ Marko, President, Chamber of Commerce and Industry of Serbia DUNJIĆ Milosav, General Manager, NS Hotels Hospitality Management Group MILIĆ Slavica, Marketing and Communications Director, Luštica Bay MILINČIĆ Kristina, CEO, Sava Centar</p>
20:10-20:15	Break	
20:15-21:00	SPECIAL GUEST SPEAKER PRESENTATION: BEST COUNTRIES IN THE WORLD (IN CO-ORGANIZATION WITH UR-WISE)	
Central Hall	<i>Guest:</i>	REIBSTEIN David , Professor, Wharton School, University of Pennsylvania
21:00-		35 YEARS ROCHE IN SERBIA - BY INVITATION ONLY
Wednesday, March 4th, 2026		
09:00-09:30	ADDRESSES OF THE PLENARY SPEAKERS	
Forum Hall		<p>KOSTADINOVA Deyana, Director, UNICEF Serbia SCANO Fabio, WHO representative to Serbia</p>
09:30-10:30	PANEL 32:	SHAPING ECONOMY FOR CHILDREN
Forum Hall	<i>Moderator:</i>	ĐUKIĆ SAVIĆ Vesna , Fundraising Specialist, UNICEF Serbia
	<i>Panellists:</i>	<p>ĐORĐEVIĆ Nemanja, Managing Director, Palace of Science, Miodrag Kostić Endowment JAKIMOVSKA Irena, Owner, Comfy Angel MALETIĆ Nikola, Youth Council, UNICEF Serbia MILANKOVIĆ Marko, Communications Director, Nelt Group POPOVIĆ Darko, President of the Executive Board, Banca Intesa POPOVIĆ Marija, Member of the Executive Board, OTP Bank</p>
10:30-11:30	PANEL 33:	CULTURE AS A DRIVER OF ECONOMIC DEVELOPMENT: POTENTIALS, CHALANGES AND SUSTAINABLE STRATEGIES
Forum Hall	<i>Moderator:</i>	MIKIĆ Hristina , Senior Research Associate, Institute for Creative Entrepreneurship and Innovation
	<i>Panellists:</i>	<p>BRADIĆ Nebojša, Theatre Director and Cultural Policy Expert JOVANOVIĆ David, Film Director and Producer, "Sun never again"- Serbia's Oscar candidate PEKOVIĆ Aleksandar, Managing Director, Kolarac Endowment</p>
11:30-12:45	PANEL 34:	GEN Z: INVESTORS, INNOVATORS, AND ARCHITECTS OF THE AI WORLD
Forum Hall	<i>Moderator:</i>	SAVIĆ Nebojša , Member of the Presidency, Serbian Association of Economists
	<i>Panellists:</i>	<p>ĐAPA Jovana, Global Head of Customer Success, ZeroNorth LAZAREVIĆ Jelisaveta, Professor, FEFA Faculty LEKIĆ Lazar, Co-Founder, Cloud City PAVLOVIĆ Sava, Co-Founder & CEO, Farmit PRIBIČEVIĆ Ivan, CEO, Simplify</p>
12:45-14:00	PANEL 35:	MODERN HEALTHCARE AS A DRIVER OF A STRONG ECONOMY: HEALTHY NATION THRIVING FUTURE
Forum Hall	<i>Moderator:</i>	LONČAR Dragan , Member of the Presidency, Serbian Association of Economists
	<i>Panellists:</i>	<p>ĐUKIĆ Predrag, Health Specialist, World Bank GHELANI Sweta, Europe Central Cluster Head, Novartis OBERREITER Michael, Head of External Affairs International, F. Hoffmann-La Roche RADOJEVIĆ ŠKODRIĆ Sanja, Director, National Health Insurance Fund STEVANOVIĆ Saša, State secretary, Ministry of Finance, GoS</p>
14:00-14:45	ADDRESS OF THE PRIME MINISTER	
Forum Hall		MACUT Đuro , Prime Minister, Government of the Republic of Serbia
14:45-15:00	CLOSING REMARKS	
Forum Hall		VLAHOVIĆ Aleksandar , President, Serbian Association of Economists