

SMEs 2019 CONFERENCE

Tuesday, May 14, Metropol Palace Belgrade

Power to SMEs – How to energize and grow your business

Under the Auspices:



CHAMBER OF
COMMERCE AND
INDUSTRY OF SERBIA



ASSOCIATION OF
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TGI Executive Meetings

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Tuesday, May 14, 2019
*Metropol Palace Hotel, Ivo Andric Ballroom
Belgrade, Republic of Serbia*

DRAFT PROGRAM

09:00 *Registration - Arrival of Conference Participants*

09.30 *Introductory Remarks*

Symeon Tsomokos, CEO, TGI Group International

09.40 **Opening Speech**

Opening Addresses:

Goran Knezevic, Minister, Ministry of Economy of the Republic of Serbia

✓ **Branislava Simanic**, Director of the Entrepreneurship Sector, Chamber of Commerce and Industry of Serbia

09.50

The Future of SME's: How to secure Financing and how to smoothen the Path into new Ventures

Facing the omnipresent SME challenge of finding and securing financing; creating a successful business plan; financing SMEs Lex Imperialis or not –how not to fall over the Introduction to Venture Capital; the Grass is always greener: finding financing in all four corners of the world; exploring public financing sources –at Home and Abroad; How much of a help your Government can be and how much public policy influences SME's

✓ **Dubravka Negre**, Head of Regional Representation for the Western Balkans, European Investment Bank

✓ **Katarina Obradovic Jovanovic**, Assistant Minister, Ministry of Economy of Serbia

✓ **Dr Sanja Popovic Pantic**, President, Association of Business women in Serbia

✓ **Nebojsa Atanackovic**, Honorary President, Serbian Association of Employers

10.50

The New Playgrounds of Entrepreneurship: Start-ups and Innovators

To start-up or not –how to make that huge step; learn to use the right support mechanisms; the new playgrounds –seed investors, boot camps, incubators and accelerators; how to innovate and how to finance it –insight for starting something new; new money and exiting –how to find partners and funding, and how to sell your business

✓ **PhD Dejan Ilic**, President of Managing Board, Innovation Fund

Zoran Martinovic, Director, National Employment Service

✓ **Marinko Djukic**, Director, Republic Agency for the Development of SMEs, Republika Srpska

Veselin Dragičević, Secretary of the Committee of the Assoc. of SME & Entrepreneurs, Chamber of Commerce of Montenegro

The Globe is not enough – Expand your Business around the World

To go or not to go –how to decide if you are ready to go international; cross-border sales and marketing –different techniques for selling all over the globe; the road not taken –how to find and enter unknown and exotic markets; obtaining the right information – how to research new markets and to recognize the good ones; outsourcing –how to recognise when it is time to produce somewhere else; conquer the globe –moving away and setting up business there

✓ **Dejan Vukotic**, President of the Executive Board, AOFI

✓ **Goran Kriz**, Economic Counsellor, Embassy of Slovenia to Serbia

Katarina Aksentijevic, Head of Unit for the support of SMEs, RAS Development Agency of Serbia

✓ **Zoran Tadic**, Director, Neofyton

The Digital Factor(y) – The Impact of IT, Industry 4.0 and Automatization on SME's

Can an SME compete with large corporations in digital innovation issues; improving processes and procedures with digital development; how to make the right decisions on what to digitalize and what not; IT and training: can the screen be a better teacher; how to find financing for new technologies; will automatization and robotics change the manufacturing scenery?; How institutional support can help you digitalize: EU and other sources.

Statement:

Nenad Popovic, Minister responsible for Innovation & Technological Development of Serbia

Discussants:

✓ **Sava Savic**, Assistant Minister, Ministry of Trade, Tourism and Telecommunications of Serbia

Prof. Dr Bozidar Radenkovic, Profesor, Faculty of Organisational Sciences, University of Belgrade

Tales of Sales and Marketing – How to Reach your Target Audience

Natural born seller –can sales be learned or are you born that way; the price is right –mastering pricing and negotiating; winning the race –how to recognize and beat competition; diversity –when it is time to have more products or to sell them differently; communicating the SME –how to find out if you need an agency and how to find the right one; it's all in the name –how to build your own brand and how to keep it

✓ **Daniela Zlatic Sutic**, Head of Educational-Information Center, Intellectual Property Office of Serbia

✓ **Dr Jasmina Knezevic**, CEO, Bel Medic

Dejan Papic, Owner & Director, Laguna
