



European Bank
for Reconstruction and Development

EBRD ANNUAL MEETING & BUSINESS FORUM
SARAJEVO, 8–9 MAY 2019

ANNUAL MEETING BUSINESS FORUM 2019

CONNECTING ECONOMIES FOR STRONGER GROWTH

DISCUSSION PANELS

Organisers/ Coordinators	Title	Description
<i>Claudio Viezzoli</i> <i>Karolina Smula</i> <i>Alexander Paine</i> <i>Ines Rocha</i> <i>Alessandro Vittadini</i>	Digitalisation – Preparing SMEs for the Future	<p>SMEs today face a number of fundamental challenges to their growth and competitiveness, particularly as they seek to modernise their capabilities. With greater global connectivity and heightened consumer scrutiny, digitalisation of businesses is no longer an option but a necessity. In the Western Balkans and across the globe, SMEs are exploring how to integrate digital technology into their business models in order to open new markets, improve market intelligence and deliver higher value to customers.</p> <p>From Industry 4.0 to e-commerce for SMEs, this panel will navigate the various facets of digitalisation and what digital transformation means for small businesses, evaluating the intersection of digitalisation with succession planning, financial literacy as well as other key sources relevant for future SME growth.</p>
<i>Jean-Marc Peterschmitt</i> <i>Vlaho Kojakovic</i> <i>Zlatko Greguric</i> <i>Alexa Tiemann</i>	Sustainable and inclusive Tourism in South-eastern Europe	<p>Tourism accounts for nearly 10 per cent of global GDP and 1 in 11 jobs worldwide. It is an economic powerhouse that offers opportunities to improve the lives of millions.</p> <p>South-eastern Europe is no exception in this trend: tourism is growing rapidly and is making a positive contribution to the regional economy.</p> <p>To reach its full potential, tourism development must be sustainable and inclusive. It needs to create employment opportunities for young people and women, support small businesses and promote the responsible and efficient management of natural resources to increase energy efficiency, protect sensitive ecosystems and safeguard cultural</p>

		<p>heritage.</p> <p>Success ultimately depends on productive partnerships between the public and private sectors, financial institutions, investors and a host of other stakeholders.</p> <p>This panel will explore ways in which to finance inclusive and sustainable tourism; how to build competitiveness throughout the tourism value chain, bringing in local micro, small and medium-sized businesses; and how policies and technology can improve energy efficiency and sustainability.</p>
<p><i>Zsuzsanna Hargitai</i> <i>Charlotte Ruhe</i></p>	<p>Investment in the Western Balkans – a Corporate Perspective</p>	<p>The panel will discuss the rationale of foreign corporates investing in the region and local companies investing across the region. Topics covered will also include the advantage of the EU accession path for the countries of the Western Balkans: what are the benefits and hurdles of investments and operations and how are they relying (or not) on supplies to or from other foreign/local companies in the region and neighbouring EU countries? There will be a particular focus on the interest of medium size and large corporates in developing a chain of local company suppliers.</p>
<p><i>Alexia Latortue</i> <i>Kerrie Law</i> <i>Jonathan Charles</i></p>	<p>Ready or Not: Mega Trends Shaping Our Future</p>	<p>The Mega Trends session will explore global macroeconomic and geostrategic forces that are shaping the region and our world in significant ways. It will be recorded before a live audience who can ask questions directly to the panellists, and then transmitted later for the EBRD podcast series. This panel aims to expose the depth and complexity of these mega trends which will require innovative and collaborative solutions at the local, national, regional and international levels. With the help of up to four well-known thought leaders, the session will inform the audience about major trends, their drivers, opportunities and risks, as well as create a sense of urgency about actions needed to manage the waves of disruptive transitions.</p>
<p><i>Barbara Rambousek,</i> <i>Biljana Radonjic Ker-</i> <i>Lindsay, Mattia</i> <i>Romani, Nik</i> <i>Milushev, Kristine</i> <i>Grun</i></p>	<p>Migration in the EBRD Region: Turning a Challenge into an Opportunity</p>	<p>Migration is a key challenge that defines the political landscape across the EBRD region. Addressing it requires the combined actions of policy makers, the private sector, international organisations and civil society. In the Western Balkans, outward migration flows create challenges for the local economies and hinder sustainable growth. In SEMED countries, parts of Central Asia and eastern Europe, inward migration and transit flows strain local infrastructure and labour markets. As the latest EBRD Transition Report finds, intentions to migration remain high amongst the populations of countries across the EBRD region.</p> <p>As a lack of jobs, poor services and quality of life concerns are the primary reasons for migration, the panel will discuss the role of the private sector in addressing these challenges and harnessing the opportunities that migration can bring.</p>

SPECIAL EVENTS

Organisers/ Coordinators	Title	Description
<i>Edward Bannerman</i>	Fireside chat with Baroness Ashton	Catherine Ashton played a critical role in all the major diplomatic challenges of her time in office (2009-2014): as the first EU High Representative and Vice President of the European Commission she set up the European External Action Service, negotiated the Iran nuclear deal, as well as dealing with the Arab Spring and the Ukraine crisis. She was particularly active in the Western Balkans including facilitating the Serbia – Kosovo dialogue. At a special curtain-raising event to the EBRD Annual Meeting, held in the late afternoon of 7 May, she will be in conversation with Jonathan Charles, EBRD Managing Director for Communications, reflecting on the past, present and future challenges of the region and what outsiders can do to help.
<i>Peter Sanfey Bojana Reiner Edward Bannerman Oleg Levitin Milica Delevic</i>	Transition to Transition: Sharing Experiences	The EBRD regions of operations covers a diverse set of countries at different stages of development, but the obstacles and constraints are often similar. The lesson learned from reforms implemented successfully in one country may, with suitable modification, be applied with equal success elsewhere. But what is the best way to share experiences, and do peer-to-peer exchanges across countries really work? In this special event, a distinguished group of policy-makers explain how they have brought their experience of market-oriented reforms to other countries, and they discuss the challenges associated with a “transition to transition” approach to knowledge sharing. This evening event will take place on Tuesday 7 May and will be preceded by a Reception.
<i>Oleg Levitin</i>	High Level Panel on Western Balkans with Participation of the Leaders of the Six WB Countries	In 2014 the EBRD President chaired a regional summit of Prime Ministers of the six Western Balkans countries in the Bank’s Headquarters. This was the first time all regional PMs had gathered together in such a format. This EBRD summit launched a new format of regional cooperation, known as the “Western Balkans Six at the level of Prime Ministers”. Continuing regional integration, led by the EU, is indispensable for the region’s economic prospects and its stability. It is part and parcel of the EU Enlargement Policy. The current level of regional cooperation has been one of the greatest achievements of the Western Balkans. Numerous challenges remain, however, and these need to be addressed in order to unlock the full potential for growth and increase the attractiveness of the region to foreign investors. The Leaders of the WB6 will engage in a serious discussion on a variety of topics, such as: the ways to bridge the gap between the existing level of political commitment to regional integration and how it translates into concrete regional projects on the ground; approaches to address existing bottlenecks for major regional infrastructure projects; obstacles to regional trade; prospects for developing the Regional Economic Area and the “soft connectivity” agenda;

		<p>as well as state of affairs in the region's EU approximation and other geopolitical issues.</p> <p>This region-focused discussion with the Leaders will be followed by more country specific presentations on investment prospects by respective Ministers from each of the WB6 countries. Both parts of this interactive high-level panel will include Q&A and allow for an informal discussion between political leaders, policy-makers and business leaders, and provide the audience with a comprehensive understanding of the Western Balkans region.</p>
<p><i>Lin O'Grady</i> <i>Nigel Jollands</i> <i>Franka Klingel</i> <i>Ian Brown,</i> <i>Peter Hirsch</i> <i>Ottillie Hyslop</i></p>	<p>GREEN CITIES = IMPROVED LIVES</p>	<p>Cities are dynamic and vital parts of society and are the main engines of social, economic and technological development. Cities have significant resource demands through the services they provide, and as such, cities are a major driver of environmental impact. The EBRD responded to this challenge by establishing EBRD Green Cities in 2016. EBRD Green Cities uses Green City Action Plans ('GCAPs') to systematically prioritise and finance transformational environmental and climate related municipal infrastructure.</p> <p>This session will explore how EBRD Green Cities delivers high environmental standards and what this means for citizens' quality of life, the role it has to play in EU-accession (at the city level) and the role of smart solutions.</p>
<p><i>Colm Lincoln</i> <i>Olga Filippova</i></p>	<p>EBRD Literature Prize</p>	<p>The annual EBRD Literature Prize is awarded to the best work of literary fiction in English translation from across the EBRD's regions of operations. The Prize is one of the few international literature prizes, which recognises both author and translator. It highlights the importance of the writer in voicing the hopes, aspirations and challenges facing people across the EBRD regions. But just as importantly, the Prize acknowledges the talent and key role of the translator in making the stories from these countries accessible to the English-speaking public.</p> <p>Join Rosie Goldsmith, BBC broadcaster and Chair of the Judging Panel of the 2019 EBRD Literature Prize for an interactive discussion with writers and translators.</p>
<p><i>Christoph Denk</i> <i>Francesca Foglia</i></p>	<p>EBRD/EUROPEAN COMMISSION SPECIAL EVENT Promoting Investment and Improving Living Standards in the Western Balkans through European Integration</p>	<p>2019 will be pivotal for the future of the European Union and will mark one year since the launch of the EU's Western Balkans Strategy. Featuring senior representatives from the private sector, EU member states and the European Commission as well as multilateral development banks and the media, this special event aims at exploring within an interactive format why and how European integration is an opportunity for increasing investments in the Western Balkans, how the actual scale and impact of FDI from EU member states and financing from the EU is perceived in this region and how the experience of the newest EU member states can be relevant for the people and countries in the Western Balkans.</p>

<i>Mikko Venermo Anna Samolis Sarah Hanes</i>	Launch of the Three EBRD Good Governance Policies	
<i>Olga Filippova Colm Lincoln</i>	Charitable donation by the EBRD Community Initiative	<p>The EBRD Community Initiative is considering a charitable contribution of €50,000 to the United World College (UWC) in Mostar.</p> <p>The UWC Mostar was founded in 2006 to promote understanding between different national and ethnic groups through education. The College is unique throughout Bosnia and Herzegovina in bringing together students from Bosnian, Croat and Serb communities.</p> <p>The EBRD Community Initiative donation will contribute to the UWC Student Residents project aimed at improving living conditions of its students.</p>
<i>Alistair Clark Mark Hughes Nimmi Chagger</i>	EBRD's Sustainability Event	<p>Sustainability is at the heart of the EBRD's mandate. The Sustainability Event begins with a dynamic presentation of the Bank's Sustainability Report. We will demonstrate how green growth is central to the Bank's activities, explaining strategic themes, showing how we monitor and measure impacts, and how we engage with our stakeholders. The report demonstrates what EBRD has achieved and the launch will include an expert review of the report and a discussion with active audience participation.</p> <p>The event will conclude with the 2019 EBRD Sustainability Awards, where EBRD clients are recognised for their remarkable achievements. Gold, Silver and Bronze Awards will be presented in four categories: Sustainable Energy; Climate Resilience; Environmental and Social Best Practice; and Environmental and Social Innovation.</p>

Networking Events

Organisers/ Coordinators	Title	Description
<i>George Krivicky Marlene Frauscher</i>	EBRD Alumni Event	<p>The EBRD's Alumni Association is a global community of around 3,000 members – a unique network of skilled people from many different sectors. Join us at the Association's Get-together, where you can network and reconnect with former colleagues in a relaxed and pleasant atmosphere. The event will also give you an opportunity to meet members of the Bank's management and senior staff.</p>

CIVIL SOCIETY PROGRAMME

Organisers/ Coordinators	Title	Description
<p><i>Meltem Ankara</i> <i>Luisa Balbi</i> <i>Lena Bodner</i></p>	<p>Civil Society Programme</p>	<p>The Civil Society Programme will take place alongside the Annual Meeting and Business Forum and will provide an opportunity for dialogue between civil society and EBRD staff, senior management, the President and Board Directors. This will be an occasion for civil society stakeholders to learn more about the Bank and discuss issues of mutual interest regarding the EBRD’s policies and investment projects. The Civil Society Programme is open to representatives from civil society only, to ensure open dialogue with the Bank and attendance is free of charge. Annual Meeting and Business Forum guests are welcome to join a multi-stakeholder session on the theme of impact investing. <i>Invitation only</i></p>
<p><i>Meltem Ankara</i> <i>Luisa Balbi</i> <i>Lena Bodner</i></p>	<p>CSP Open Panel - Investing for impact and financial returns: trade-off or trade-on?</p>	<p>Can large scale impact investors really do good by doing well? Or is there a trade-off between financial returns and social and environmental impact? Increasingly, the ‘value’ sought by commercial investors (internal rate of return) and the ‘values’ promoted by civil society (protecting the planet and people) are aligned – long-term value creation for all stakeholders depends on managing environmental, social and governance risks and other sustainability issues. This panel will explore ways in which business and civil society can work together to optimise approaches to impact investing and join forces to promote sustainable development.</p>

ASSOCIATED EVENTS

Organisers/ Coordinators	Title	Description
<i>Thomas Eriksson Camilla Otto Sarah Platt-Smyth</i>	EBRD Annual Donor Meeting	<p>Partnerships with donors are an integral part of the EBRD’s work. By engaging with a wide range of donors, the Bank gains vital support to deliver its transition mandate and improve the lives of people in the countries where it works. At this year’s event, donors from three continents will meet to review the results of our partnership in 2018 and discuss the impact of their support in the EBRD regions as well as future priorities.</p> <p>Invitation Only – Enquiries: Sarah Platt-Smyth plattsms@ebrd.com</p>
<i>Ines Rocha Alexander Paine Karolina Smula Alessandro Vittadini</i>	EBRD Blue Ribbon Annual Gathering	<p>The Blue Ribbon programme offers a range of tailor-made advisory services and financing options for selected companies. The programme aims to create a network of high-growth, high-potential “champion” SMEs and enable their organic growth, innovation and competitive edge in accessing wider domestic and international markets. The champions stand out for their market leadership qualities and high-growth potential. The Blue Ribbon network covers 29 countries and meets in Sarajevo to share best practice, strengthen the relationships and discuss the challenges facing SMEs.</p> <p>Invitation Only – Enquiries: Nia Evans evansn@ebrd.com</p>
<i>Claudio Viezzoli Ines Rocha Nadia Petkova Karolina Smula Alessandro Vittadini</i>	Western Balkans Enterprise Development and Innovation Facility Platform Advisory Group Meeting	<p>The 14th Western Balkans Enterprise Development and Innovation Facility (WB EDIF) Platform Advisory Group (PAG) meeting is a closed-door event which brings together key implementing partners and government representatives from the Western Balkans to coordinate SME development in the region. The WB EDIF, funded by the European Union, aims at improving access to finance for small and medium-sized enterprises in the region through a variety of instruments, and by blending financing with technical assistance. This event will be the second WB EDIF PAG meeting hosted in the Western Balkans and will provide an opportunity for participants to approve new proposals, address key</p>

		<p>challenges and build on the productive collaboration and dialogue of stakeholders.</p> <p>Invitation Only – Enquiries: Nia Evans evansn@ebrd.com</p>
<p><i>Thomas Eriksson</i> <i>Camilla Otto</i> <i>Alessandro Vittadini</i> <i>Sarah Platt-Smyth</i></p>	<p>Small Business Initiative and the Annual Assembly of the Small Business Impact Fund - Working Lunch</p>	<p>The afternoon session provides an overview of the activities and results of the Small Business Initiative (SBI) in 2018. Participants will also discuss the operational priorities for 2019 and beyond, including topics such as youth employment/inclusion and SBI impact. This will be followed by the Annual Assembly of the contributors to the Small Business Impact Fund (SBIF): this is a forum in which to present last year’s results, with a particular focus on mobilised resources and the ongoing activities and outcomes of SBIF-supported programmes.</p> <p>Invitation Only – Enquiries: Nia Evans evansn@ebrd.com</p>
<p><i>Kamola Makhmudova</i> <i>Zammurad Salam</i></p>	<p>Trade Facilitation Programme</p>	<p>The Trade Facilitation Programme (TFP) currently includes over 100 issuing banks in the EBRD regions and more than 800 confirming banks worldwide. The event will give 150 guests the opportunity to review and discuss current market challenges with key industry specialists, regulators and representatives from the World Trade Organization, the International Chamber of Commerce HQ and the local, national International Chamber of Commerce (ICC) committees industry. It will also feature the highly popular annual award ceremony for ‘The Most Active EBRD TFP Banks’ and ‘Deal of the Year’, co-hosted with the “Financial Times Special Editions”.</p> <p>Invitation Only – Enquiries: Kamola Makhmudova - makhmudk@ebrd.com Zammurad Salam - salamz@ebrd.com</p>
<p><i>Claudio Viezzoli</i> <i>Alexander Paine</i> <i>Ines Rocha</i> <i>Karolina Smula</i> <i>Alessandro Vittadini</i></p>	<p>Western Balkans Enterprise Development and Innovation Facility SME Forum</p>	<p>The Western Balkans Enterprise Development and Innovation Facility SME Forum (WB EDIF SME Forum) sets the stage for an in-depth discussion on the opportunities and challenges in the SME business environment. This will be followed by an interactive session, during which SMEs can network, share their experiences under WB EDIF, as well as exchange lessons learned and best practices on their road to success.</p> <p>For more information please contact: Nia Evans evansn@ebrd.com</p>

<p><i>Sergei Guriev</i> <i>Alexander Plekhanov</i> <i>Nikola Milushev</i></p>	<p>Eight Things You Should Know about Middle-Income Transitions</p>	<p>This event promises to be a lively, high-level discussion about the challenges faced by middle-income economies and is based on EBRD’s recent report, Eight Things You Should Know about Middle-Income Transitions, generously supported by the EBRD Korea Trust Fund.</p> <p>Participants will focus on ways in which the transitions from low-income to middle-income to high-income status (the so-called middle-income transitions) have changed over time – reflecting technological progress, population aging and climate change. For instance, knowledge-intensive services can today be exported much like manufacturing products in the past, while manufacturing itself employs fewer workers. Building social safety nets and making economic growth greener have become increasingly important elements of middle-income transitions.</p> <p>For more information, contact: Alexander Plekhanov plekhana@ebrd.com</p>
<p><i>Jelena Madir</i></p>	<p>Blockchain and its Strategic Value: Looking Beyond the hype</p>	<p>Blockchain has become an inescapable buzzword in the last few years. Proponents contend that blockchain will disrupt every major industry and will even alter the way that people and societies interact. But the questions remain: Are we at the pinnacle of a history-altering technology that will drive massive economic and social impact, or is blockchain just the latest tech buzzword – more noise than substance?</p> <p>This panel will address the following key questions:</p> <ul style="list-style-type: none"> • What are the potential benefits and tangible examples of using blockchain? • In which sectors is there major progress in using blockchain? • What groundwork is still required for blockchain to enter the mainstream and become more scalable? • What type of regulatory environment is necessary to facilitate the use of blockchain? • What impact will blockchain-enabled decentralisation have on traditional business models and governments? <p>Panellists:</p> <ul style="list-style-type: none"> • Vlaho Hrdalo, Lawyer and Chairman of the Union for Blockchain and Cryptocurrencies, Zagreb, Croatia • Marko Kovacevic, Chairman of the Board of MVP Workshop, Belgrade, Serbia • Marloes Pomp, Programme Manager, Blockchain Projects, Government of the Netherlands and International Strategy Dutch Blockchain Coalition, Amsterdam, Netherlands • Lukas Repa, Policy Officer in DG CONNECT, European Commission, Brussels, Belgium • Tadej Slapnik, Tolar Hashnet and Chairman of Advisory Board at European Blockchain Hub, Ljubljana, Slovenia <p>Moderator: Jelena Madir, Director, Chief Counsel, EBRD, London, UK</p>

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