

Discover the 13th
Sarajevo Business Forum

A premier hub for Global **Business connections**

May 21-23, 2024

Sarajevo, Bosnia & Herzegovina



Organizers:



Supported by:

In cooperation with





About the conference

Discover Sarajevo Business Forum

Bosna Bank International (BBI), in cooperation with its shareholders and other domestic and international partners, is the organizer of the annual International Business and Investment Conference – **Sarajevo Business Forum**.

It has been held for 13 years and is positioned as one of the most important business and investment events in the Western Balkans, and as such represents a unique forum in the area of Southeast Europe. With more than **1,500 domestic, regional and global representatives of governments, ministries, investors and members of the business community** coming from around 50 countries of the world, the 13th SBF is expected to present more than 200 investment projects and business opportunities, the organization of more than 400 G2G/ G2B/B2B meetings with the presence of more than 200 media representatives from Bosnia and Herzegovina, countries of the region and the world.

Sarajevo Business Forum connects institutional and private investors and business people from all over the world with businessmen and project owners from Bosnia and Herzegovina, Croatia, Serbia, Montenegro, North Macedonia, Slovenia and Albania. In recent years, the Sarajevo Business Forum has grown into a world-renowned platform for business networking and research into investment and business opportunities in Southeast European countries with the aim of encouraging the economic development of all countries in the region.

Since 2010, the Sarajevo Business Forum has established a tradition of economic development and business networking.

➤ **2.000+**
Investments & business projects

➤ **13.000+**
Participants

➤ **4.000+**
Companies & institutions

➤ **3.000+**
G2G/ G2B/B2B meetings

➤ **30%**
Growth of attendees

➤ **25+**
Presidents & Prime Ministers



For more information,
please scan the QR code or visit

sarajevobusinessforum.com

Sarajevo Business Forum main organizer

Bosna Bank International d.d. Sarajevo (BBI banka), the fastest organically growing bank in Bosnia and Herzegovina, provides all types of banking products and services to its clients, individuals and legal entities, in a fair, ethical and socially responsible manner. We are adapted to the modern way of working and are agile enough to adapt to the real needs of the Bosnian market.

In the long term, we are committed to providing unique, high-quality financial solutions and providing additional value for our clients, employees and shareholders. We are the first bank in Bosnia and Herzegovina and the region that operates in accordance with Islamic financial principles since its foundation in 2000.

We are oriented towards the development of Bosnia and Herzegovina and we invest the entire profit in Bosnia and Herzegovina. We work openly and sincerely to ensure the quality of products and services. We are dedicated and cherish the trust shown with great care. We transparently and responsibly continuously adapt our business model to challenges and changes in the banking market and create sustainable values for all our interest groups.

BBI operates within 32 business units throughout Bosnia and Herzegovina and with more than 150 ATM machines within the BH network. The BBI network of ATMs is the third in order of number of ATMs in the Federation of Bosnia and Herzegovina.

Since 2010, BBI Bank has been organizing the Sarajevo Business Forum, an international investment conference that has gained a worldwide reputation and put Bosnia and Herzegovina and the region on the investment map of the world. The bank also organizes the international fair Sarajevo Halal Fair, one of the most significant events in the halal industry that gathers distinguished experts, producers, traders, investors and business people from all over the world and is also a platform for the promotion of local halal products and services, but also a platform for establishing new business contacts and cooperation.



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May 21-23, 2024

Sarajevo, Bosnia & Herzegovina

- Recognizing collective strength of regional cooperation, Bosna Bank International d.d. together with its shareholders and a network of domestic and international partners, started comprehensive preparations for the upcoming Sarajevo Business Forum.
- Known for encouraging new investments in the region, Sarajevo Business Forum serves as a key business base, providing key decision makers, stakeholders, exhibitors and visitors with a valuable platform. In addition to the economic impact, the Sarajevo Business Forum provides a unique space for discussions about the economic environment and challenges expected in 2024.
- The confirmed participation of distinguished panelists, participants and sponsors guarantees a conference program of exceptional quality and diversity.



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International

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In the preparation phase:

Providing contacts for inviting and facilitating the presence at Sarajevo Business Forum 2024 of high - level government officials and prominent leaders from their respective countries; Providing contacts for inviting and ensuring presence at Sarajevo Business Forum 2024 of business representatives, potential investors, owners/directors of influential companies and other significant individuals or organizations that would be interested to attend as participants and/or speakers;

- Informing the business communities in their respective countries about Sarajevo Business Forum
- Informing potential investors that project teasers are available on the www.sarajevobusinessforum.com

Channeling information through your country's media network on potential investment and business opportunities in SEE through Sarajevo Business Forum.

Please note:

Accompanying media representatives and all press personnel need to register via media registration link on the www.sarajevobusinessforum.com;

The head of the government delegation (Minister or higher level) will have at their disposal a liaison officer from the Ministry of Foreign Affairs of Bosnia and Herzegovina.

Liaison officers will provide support for the organization of G2G and G2B meetings in cooperation with the embassy staff and designated contact person of the delegation. Please, name the person from your Embassy, who will be the contact point for Sarajevo Business Forum.

In the implementation phase, for high-level government delegations:

Making sure the attendance of high-level government delegations is confirmed via official government channels by April 30th 2024. Please note that Organizer - Bosna Bank International will undertake necessary steps to ensure all official government delegations that confirm their attendance on time to the Ministry of Foreign Affairs of Bosnia and Herzegovina, receive accreditation passes for Sarajevo Business Forum 2024.

We would highly appreciate if the embassies could:

- take care of hotel reservations for the head of delegation and accompanying members. Please, note that several hotels offer discounts to Sarajevo Business Forum 2024 participants and guests. These hotels are listed on the www.sarajevobusinessforum.com
- ensure vehicles for local transport needs of the whole delegation
- ensure VIP salon/treatment at Sarajevo International Airport for heads of official delegations
- provide translation where required for meetings. Please note that the official language of the Forum is English, however, translation to several other languages will be provided during Forum sessions and panels

In the implementation phase, providing support to business delegations attending Sarajevo Business Forum 2024, by informing them of the following:

- All business/company representatives and business delegations members need to register via the registration link on the www.sarajevobusinessforum.com in order to participate. Registered participants can find more details about accreditation passes, pick-up, and welcome packages

Additional information for participating embassies:

The Ambassador and other embassy staff wishing to attend are kindly requested to register via the registration link on www.sarajevobusinessforum.com using a designated voucher code which needs to be requested prior to the registration process via

e-mail: info@sarajevobusinessforum.com. Please note that each embassy will be able to register maximum 2 persons (Ambassador + 1 basis) using the given code. If additional embassy staff is required to be present or if further clarifications are needed, please contact our registration team.



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SBF 2024: Plan & program

May 21, 2024

Sarajevo City Hall (Vijećnica)

Official Reception & Welcome Dinner



May 22, 2024

The BiH Parliamentary Assembly

Official Opening Ceremony

Keynote speeches

Sarajevo Business Bridge Awards Ceremony

Panel discussions / Presentations:

- **EU Perspective for the region**

G2G/G2B/B2B meetings



May 23, 2024

Swissotel Sarajevo

Panel discussions / Presentations:

- **IT & Telecommunications**
- **Energy & Infrastructure**
- **Tourism & Health tourism**
- **Regional cooperation and trade**

G2G/G2B/B2B meetings

Closing Ceremony



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SBF 2024: Expectations

- 1.500+ participants
- 400+ meetings
- 200+ investment projects
- 200+ media representatives



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