Gelen Tarih Sayı: 26.02.2024 - 1506

Bosna Bank International

SARAJEVO BUSINESS FORUM

Mr Atalay AYDOĞDU
Counsellor for Commercial Affairs
Turkish Embassy in Sarajevo
Vilsonovo Šetalište bb
71000 Sarajevo

INVITATION TO THE 13th SARAJEVO BUSINESS FORUM (SBF) 2024

Dear Mr. Aydoğdu,

We are honored to extend a warm invitation to the esteemed Turkish Embassy to kindly pass along our invitation to businesses and companies in Türkiye to participate in the 13th Sarajevo Business Forum (SBF) 2024. This event is scheduled to take place on May 22-23, 2024, in Sarajevo, the capital city of Bosnia and Herzegovina.

Organized by Bosna Bank International (BBI) and held under the esteemed Patronage of the Presidency of Bosnia and Herzegovina, the SBF 2024 serves as a crucial platform for fostering international business connections. We believe that the active participation of businesses from Türkiye will contribute significantly to the success of this event.

The official program on May 22, 2024, at the National Parliament Building, offers a prime opportunity for delegates from Türkiye to engage in discussions on potential investment opportunities and strengthen business ties between Türkiye and Bosnia and Herzegovina.

The Sarajevo Business Forum has gained prominence as a leading international investment and business conference, attracting 1500-2000 business representatives annually. We encourage the Embassy to forward this invitation to relevant businesses and companies in Türkiye, spanning various sectors, to maximize the networking potential and capitalize on the unique opportunity to engage with a world-class business network.

This event underscores our commitment to economic growth and collaboration, not only for Bosnia and Herzegovina but also for the broader Western Balkans region. The presence of businesses from your country will undoubtedly contribute to the success of the event, fostering enduring connections and advancing our shared commitment to a robust partnership.

For further details and to confirm participation, interested companies from Türkiye are kindly requested to contact the Main Organizer, Bosna Bank International, at admir.meskovic@bbi.ba. Additional information about the event can be found at www.sarajevobusinessforum.com.

We express our sincere appreciation for your assistance in disseminating this invitation and eagerly anticipate the participation of businesses from Türkiye at the 13th Sarajevo Business Forum.

Sarajevo, February 12, 2024

Sincerely,

Alek Bakalović
President of the Management Board

Bu belge, 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır.
Evrak sorgulaması https://odaborsaebys.tobb.org.tr:443/tso-sanliurfa-envision/Validate_Doc.aspx?eD=BSNZTMP40&eS=1506 adresinden yapılabilir.

SBF 2024 INDUSTRIES & TOPICS IN FOCUS

EU AGENDA FOR WESTERN BALKANS
Regional collaboration opportunities and strategies
Invest in Western Balkans / Invest in B&H
Regional Cooperation for the Future: EU / CEFTA
RCC & The Western Balkans (WB); Connectivity & Mobility
Cross-Border Trade Facilitation

INFRASTRUCTURE AND CONNECTIVITY
Sustainable Development & Energy Management
Renewable Energy Solutions; Green Business & Recycling
Roads for the Future: Highways, Railroads, Airports
Renewable transportation; Public-Private-Partnerships (PPPs)

TOURISM
Health tourism; Franchise opportunities in tourism; Tourism infrastructure
Destination Management; Country Branding & Promotion
Halal Friendly Tourism; Regional tourism collaboration

REGIONAL SUCCESS STORIES
Cross-Border Collaboration; Innovative Business Models
Investment Triumphs; Digital Transformation
Sustainable Development; Social Impact
Government and Private Sector Partnership
Resilience in Challenging Times

FOOD & HEALTH
Sustainable Globalization of Food Production
Advanced Automation
Efficient Manufacturing, Production & Energy Management
Halal Food & Services
Health and Wellness in Food Services
Climate-Conscious Food Production Challenges

IT & TELECOMMUNICATIONS
Digital Transformation
Cyber security and data privacy
E-Commerce & Cloud solutions
Artificial Intelligence (AI) and Machine Learning (ML)
5G and Beyond: Shaping the Future of Connectivity
Smart Cities and Intelligent Infrastructure

FINANCE, BANKING & ECONOMY
Digital Transformation in Finance
Digital Economy: Mobile Banking
Sustainable Finance and Impact Investing
Participation Banking & Economy / Takaful
Customer / User Experience
Digital Finance: Blockchains & Digital Money

and much more.

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13th Sarajevo Business Forum 2024

Strategy, Concept and Format

www.sarajevobusinessforum.com

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Strategic concept

SARAJEVO BUSINESS FORUM

- **Investment conference** focusing on Bosnia and Herzegovina and the Balkan region.
- Proper mix of **private and institutional stakeholders** (public and private partnership).
- **Strong patronage and sponsoring by the Presidency, Ministry of Foreign affairs, Federal and Cantonal governments.**
- Audience / participants – **B&H highest officials, foreign delegations** (GCC), **European Union officials** and **Corporate clients**
- Panels with hot attractive topics (*pre-defined structure*).
- **Large scale attractive Projects** to attract international attention and investment.
- **Business-oriented forum with direct positive economic impact** to the community and economy.

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Dates, Venues & Panels – SBF 2024

SARAJEVO BUSINESS FORUM

May 21, 2024, location: Sarajevo City Hall

- Official Reception & Welcome Dinner

May 22, 2024, location: National Parliament Building

- Official **Opening Ceremony** with Keynote speeches
- **Sarajevo Business Bridge Awards** Ceremony
- **MoU / Contract Signings** Ceremony
- **Panel #1: EU Agenda** – political / strategic



May 23, 2024, location: Hotel

- Panel #2: Infrastructural projects
- Panel #3: IT & Telecommunications
- Panel #4: Sustainable development
- Panel #5: Islamic finance



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Investment Projects & Opportunities

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- **Major, strategic projects** of public interest.
- **Projects** to be presented at the Sarajevo Business Forum 2024 as stand-alone side-events or during Panel discussions:
  - **Road Infrastructure:** Sarajevo-Belgrade highway, Lašva Highway as PPP, Tunel Prenj, ...
  - **Airports:** Sarajevo, Mostar, Tuzla, Banja Luka – concession possibilities, investments, low-cost carriers, ...
  - **Railroads:** Major topic of the Minister for Transport & Communication - absolute infrastructure in the whole region, connection to sea ports and EU corridors, ...
  - **Green Energy:** Solar and Wind Parks – solar becoming very popular and subsidized for the wide population and investors, ...
  - **Gas:** Southern Interconnection, Eastern connection, ...
  - **City infrastructure** with focus on Sarajevo: Miljacka river, Tram transport, Intracity bypasses and connections, Business industry zones for FDIs, Recycling, Tourism, ...
  - **State owned and private projects** looking for investors with minimum size of EUR 10 mln, ...

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Key Stakeholders

SARAJEVO BUSINESS FORUM

EXPECTED FOREIGN DELEGATIONS & INTERNATIONAL GUESTS:

• Türkiye	• Ministry / Government officials, Investment Funds, Chambers, Business Associations
• GCC countries	• Ministry / Government officials, Chambers and Business Associations
• Libya	• Ministry / Government officials, Chambers and Business Associations
• Western Balkans (Montenegro, Serbia, Albania, N.Macedonia)	• Presidents, Prime Ministers, Ministry / Government officials
• Western Europe	• EU, EC, EBRD, EIB, EU Delegation in B&H, EU Agencies...
• OIC countries	• ICCIA, TOBB, ITO, Chambers of Commerce, Investment Funds...
• Business Forum Networks - delegations	• Chambers, Companies, Investors, Agencies, Business Associations...

DOMESTIC AUDIENCE:

• State and Federal Government and institutions officials	• Presidency, Council of Ministers, Federal Government, Federal Ministries, Agencies...
• Canton Sarajevo and other Cantons	• Cantonal Prime Ministers, Ministers, Cantonal Agencies and Institutions...
• Top BBI Corporate Clients & Partners	• Owners, CEOs, CFOs, Chairmans, Directors...
• Major Corporates from the region	• Industry Leaders – Owners, CEOs, CFOs, Chairmans, Directors...

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MEDIA AND SOCIAL NETWORKS COVERAGE







PR EVALUATION

Total PR evaluation:
1.298.774,00 BAM

AVE evaluation:
325.693,50 BAM

Total number of PR articles: **969 for April and May 2023**

Subject	No of PR articles	AVE value BAM	PR value (BAM)
Sarajevo Business Forum	969	325.693,5	1.298.774,00 BAM

Subject	No of PR articles	AVE value BAM	PR value (BAM)
Abu Dhabi Islamic Bank (ADIB)	251	99.813	299.439
JP Autoceste F BiH d.o.o. Mostar	130	46.114	138.342
BH Telecom d.d. Sarajevo	104	37.120,5	118.615,5
Dubai Islamic Bank (DIB)	253	99.637,5	298.912,5
Ministarstvo privrede Kantona Sarajevo	167	84.984,5	222.493,5
Turkish Airlines	92	32.292	96.876
Uniqa Osiguranje	126	44.518,5	139.873,5



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ROLE OF TURKISH EMBASSY

- **Providing contacts** for inviting and facilitating the attendance of **high-ranking state officials and prominent leaders** from Türkiye at the Sarajevo Business Forum.
- Providing contacts for inviting and ensuring the presence at the Sarajevo Business Forum of **representatives from business communities, investors, owners/directors of companies, and other individuals or institutions/organizations interested in participating as attendees and/or speakers.**
- **Informing business associations** and promoting the Sarajevo Business Forum in Türkiye.
- **Informing investors** about projects available to registered participants through the online platform sarajevobusinessforum.com.
- **Transmitting information through Turkish media network** about investment and business opportunities in Bosnia and Herzegovina, the Western Balkans, and Southeastern Europe via the Sarajevo Business Forum platform.





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Thank you.

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