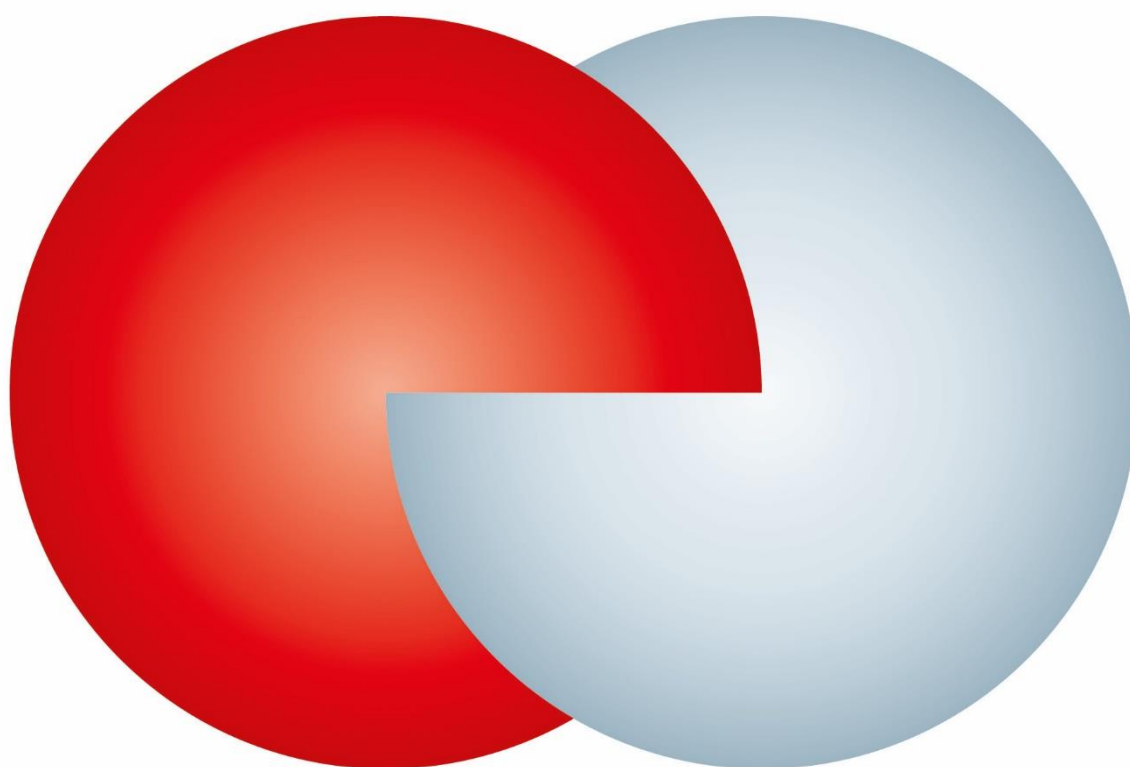


# AUSTRIA CONNECT

## SOUTHEASTEUROPE 2025

CHANGE AS A CHANCE  
SARAJEVO, 12.-13. MAY 2025



# PROGRAMME

[AS OF 08.05.2025]

Monday, 12.5.2025

18.00 – 21.00

## **Evening Reception**

Four Seasons  
Franca Lebara 2  
71000 Sarajevo

Meet other participants as well as the trade commissioners from our Advantage Austria offices in Southeast Europe and share your experiences of doing business in the region.

Tuesday, 13.5.2025

08.15 – 09.00

## **Early Bird Coffee and Event Registration**

Swissotel Sarajevo  
Vrbanja 1  
Sarajevo 71000

09.00 – 09.20

## **Welcome and Opening Words**

Moderated by Martha Suda, Advantage Austria Sarajevo

- Astrid Fixl-Pummer | Deputy Director General | Chief Financial & Human Resources Officer | ADVANTAGE AUSTRIA
- Ognjenka Lalovic | Director of the Economy Department, Foreign Trade Chamber of Bosnia and Herzegovina

09.20 – 09.50

## **Keynote Speech: Economic Development in Southeast-Europe**

A compact update on the region's current economic situation and future prospects

by Richard Grieveson | Deputy Director, Vienna Institute for International Economic Studies (wiiw)

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09.50 – 10.30

Powered by:



### **Deep Dive: Rule of law in the Western Balkans**

Panel Discussion focusing on:

How true is the stereotype of corruption in the Western Balkans? How reliable and predictable is the jurisdiction? How can I avoid problems as a business?

Moderated by Jürgen Schreder, Advantage Austria Belgrade

- Georg Stawa | Counsellor for Southeast Europe, Austrian Federal Ministry of Justice
- Rainer Schnabl | CEO, Raiffeisen Bank BiH
- Ilma Kasumagic | Attorney at law, Ambassador of Vienna International Arbitration Centre (VIAC) for Bosnia and Herzegovina

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10.30 – 11.00

### **Coffee Break**

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11.00 – 11.50

### **Tourism as Economic Driver**

Panel Discussion focusing on:

Tourism is booming in several of the region's markets. This is creating new opportunities in tourism infrastructure and other related sectors.

What is the situation in each market? Where is the greatest potential? Where are the opportunities for Austrian companies in related sectors?

Moderated by Gerhard Schlattl, Advantage Austria Zagreb

- Georg Unterkircher | Cluster Manager, Falkensteiner Hotels & Residences Croatia
- Tomislav Čeh | Managing Director PKF Hospitality Zagreb | Head of Adriatic Sea & Black Sea & Greece
- Ewald König | Managing Director, MacSun Travel doo, North Macedonia
- Alexander Gastager | CEO, obermoser + partner architekten zt gmbh

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11.50 – 12.30

### **Workforce – Change of Perspective**

Panel Discussion focusing on:

How do I find and, more importantly, keep qualified staff? What does the younger generation value in a work environment? What are the key cultural characteristics of the region?

Moderated by Christoph Sturm, Advantage Austria Athens

- Caroline Hornstein Tomic | Co-Founder and Managing Partner, Foundation Znanje na djelu - Wissen am Werk, Croatia
- Mirjana Kovačević, MSc | Head of Centre for Education, Dual VET and Education Policies and Director of Business Academy, Chamber of Commerce and Industry of Serbia
- Amina Bahtanović | Head of Human Resources, Porsche BH

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12.30 – 14.00

### **Networking Lunch**

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14.00 – 14.50

### **Nearshoring 2.0**

Panel Discussion focusing on:

Nearshoring has been a strong trend for years. But what do current challenges such as decarbonization, labor shortages and complex political conditions mean for foreign investors? What potential does the region offer? Where are the pitfalls?

Moderated by Wilhelm Nest, Advantage Austria Ljubljana

- Ognjenka Lalovic | Director of the Economy Department, Foreign Trade Chamber, Bosnia and Herzegovina
- Michael Steiner | Managing Director, Palfinger d.o.o., Slovenia
- Zoran Tadic | CEO, Neofyton d.o.o., Serbia
- Mujo Hadzic | Coordinator for the Western Balkans Region (ea./vol.) at the Institute of the Regions of Europe, Salzburg
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14.50 – 15.40

### **Market opportunities for renewable energies in Southeast Europe**

Panel Discussion focusing on:

What are the current developments and projects in the region? Where are the problems? What are the solutions? And what business opportunities are there for Austrian companies?

Moderated by Jutta Walter, Advantage Austria Belgrade

- Erdoan Zasella | Manager Renewable Energy Sources, KEK - Kosovo Energy Corporation j.s.c.
- Ilija Nasov | Chairman of Board of Directors, Camel Solar ltd
- Aleksandar ŠUKALO | Director, ELNOS BL
- Marković Ognjen | ReSET – Sustainable Energy Transition Center

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15.40 – 16.00

### **Wrap-Up and Closing Remarks**

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