



SMEs 2019 CONFERENCE

Tuesday, May 14, Metropol Palace Belgrade

Under the Auspices:



Communications sponsors:



Organiser:

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Introduction

It is with great pleasure to announce the organization of the **SMEs 2019 Conference „Power to SMEs – How to energize and grow your business“** which will take place at the **Metropol Palace Hotel** in Belgrade on **Tuesday, May 14, 2019**

The SMEs Conference is dedicated to discuss the challenges in the business environment and how to overcome and facilitate business operations and processes and create new opportunities to improve the overall economic status within the country and the region. The aim of this conference is to create the platform for discussion among all the relevant stakeholders including Government officials, experts and analysts, business representatives from Serbia and the region and the media representatives.

The Conference will discuss the important topics that deal with everyday challenges in different aspects of business operations, legal framework, financial aspects, taxation policy, digitalisation as a tool of innovations, etc.

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Key Conference Topics

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

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

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

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Key Conference Topics

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 institutonal support can help you digitalize: EU and other sources.

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

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List of Invited Speakers

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

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

✓ **Marinko Djukic**, *Director, Republic Agency for the Development of Small and Medium Enterprises, Republika Srpska*

Veselin Dragičević, *Secretary of the Committee of the Association of SME & Entrepreneurs, Chamber of Commerce of Montenegro*

H.E. Sem Fabrizi, *Head of the EU Delegation in Serbia*

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

Jelena Ivanovic, *Executive Director, International Advertising Association*

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

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

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

Dejana Lazic, *Director, Centre for Career Development*

Zoran Martinovic, *Director, National Employment Service*

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

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

Dr Nenad Popovic, *Minister responsible for Innovation & Technological Development, Serbia*

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

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

Nikola Stefanovic, *Managing Director, SEAF*

✓ **Zoran Tadic**, *Director, Neofyton*

Velimir Vukadin, *President, Serbian Association of Small and Medium Enterprises*

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

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

✓ *Confirmed Speakers*

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About organizer

Since its founding in 1997, Symeon G. Tsomokos S.A. has become the leading communications advisor for international firms seeking to do business in Greece and Serbia, as well as for Greek firms looking to expand and complete in the regional marketplace.



GROUP INTERNATIONAL

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In 2000, Symeon G. Tsomokos S.A. established an international affiliate in Belgrade, **TGI Group International (TGI)**, which offers full Corporate Communications services in the Serbian market. In close cooperation with the Athens-based parent company and staffed with experienced local professionals, **TGI Group International** offers domestic and International clients high-quality communication services, in order to facilitate the fulfillment of their business objectives.

TGI Group International has become a valuable business partner both for international firms seeking to establish or consolidate their presence in Serbia and for local firms looking to expand and compete in the regional and international marketplace.

For more information contact:

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