

Serbian Chamber of Commerce with the support of Osaka Chamber of Commerce, JETRO and Japanese – Serbian Business Alliance in Serbia organizes a special event dedicated to presenting Serbia's growing investment potential, strategic sectors and opportunities for bilateral economic cooperation with Japanese companies.


Thanks to the demanding economic reforms implemented in recent years, Serbia has positioned itself as one of the most important investment destinations in Central and Eastern Europe. The country has recently acquired an investment rating from Standard & Poor's. Serbia has proven to be a reliable partner and solution provider for some of the leading Japanese companies in the automotive industry, such as Nidec, Toyo Tires, and Yazaki. Serbia is also selected to host the Specialized EXPO 2027 in Belgrade.

The conference will be attended by Mr. Sinisa Mali, First Deputy Prime Minister and Minister of Finance of the Republic of Serbia and Mrs. Jagoda Lazarevic, Commissioner-General for Expo Osaka 2025 and Minister of Internal and Foreign Trade of the Republic of Serbia. Also, there will be an opportunity to hear positive experience from Japanese investors that already work in Serbia.

After the conference, there will be an opportunity for the visit of Serbian Pavillion and networking.

So please join us at this valuable opportunity to meet and gather more information about prosperous opportunities of doing business in Serbia.

Investment Conference – Expo Osaka 2025

 Date and Time:

Monday, June 23, 2025

14:00–17:00 (Registration starts at 13:30)

 Venue:

Hotel Fukuracia Osaka Bay

〒559-0034, 1-7-50 Nanko-Kita, Suminoe-Ku, Osaka City, Osaka

Greetings:

- Mrs. Jagoda Lazarević, General Commissioner of the Republic of Serbia for Expo Osaka 2025, Minister of Internal and Foreign Trade
- Mr. Mihailo Vesović, Deputy President, Chamber of Commerce and Industry of Serbia
- Representative, Osaka Chamber of Commerce and Industry
- Mr. Goran Pekez, Chairman of the Board, Japanese Business Alliance in Serbia (JBAS)

- Mr. Siniša Mali, First Deputy Prime Minister and Minister of Finance, Republic of Serbia

Presentations: Investment Potential of the Republic of Serbia

- Mr. Nikola Janković, Director, Sector for International Cooperation, Development Agency of Serbia
 - Mr. Stefan Badža, Advisor to the Prime Minister – Artificial Intelligence and Investment Opportunities
 - Mr. Mihailo Vesović, Deputy President, Chamber of Commerce and Industry of Serbia
 - Best Practices: Video statements from Japanese investors in Serbia:
- Mr. Masami Miyamori, Corporate Officer, Production HQ, Toyo Tires
 - Mr. Kumamoto Takahiro, Vice President, Japan Tobacco Inc.
 - Mrs. Milena Argirovic, Takeda, “Bridging Continents, Building Innovation: Japanese Pharma’s Strategic Role in Serbia’s Biotech Future
- Mrs. Smiljana Krivokuća, Director, BIO4 Ltd Belgrade – Presentation of the Serbian Bioeconomy Hub

Signing of Memorandum of Understanding between JBAS and Japan Business Club

Interactive Q&A Session

Closing Remarks:

Mr. Hideki Sho, Director-General for Osaka & Kansai, Japanese External Trade Organization (JETRO)

Networking Segment:

- Transportation to the Serbian Pavilion
- Cocktail Reception, Serbian Pavilion – Expo Osaka 2025

Organizers:

Organized by: Chamber of Commerce and Industry of Serbia

Co-organized by: Osaka Chamber of Commerce and Industry, Japanese Business Alliance in Serbia (JBAS), Japanese External Trade Organization (JETRO)

Participation:

Free of charge

Please register at the following link: [Registration link: Investment Conference – Expo Osaka 2025](#)

Language:

Simultaneous interpretation: Japanese ↔ Serbian