



U.S. VIRTUAL ROAD SHOW

MARKET OPPORTUNITIES: U.S.-SERBIAN AND WESTERN BALKANS COMMERCIAL ENGAGEMENT IN ICT, TECHNOLOGY, AND INNOVATION

Thursday, October 14th, 2021

9:00am – 10:30am (PST)

We invite you to participate in a U.S. virtual roadshow event, Market Opportunities: **U.S.-Serbian and Western Balkans Commerce in ICT, Technology, and Innovation**, on Thursday, October 14th, 2021, 9:00-10:30 am (PST), held via Zoom.

The event, co-hosted by the U.S. Department of Commerce and the Chamber of Commerce and Industry of Serbia (CCIS), with support from the Serbian Embassy in Washington and the US Embassy in Serbia, will feature a high-level dialogue among prominent Serbian and U.S. industry executives and government officials. Attendees will engage in discussion about Serbia's growing ICT, technology, and innovation sector, its existing commercial engagement with the United States, and opportunities for U.S. companies in various sectors in Western Balkans economies. It will provide an overview of sectors and capabilities to identify specific investment, commercial and business opportunities.

Serbia is a technology hub in the Balkans region and Europe with established U.S. relationships, Microsoft and NCR among the most prominent. It is a leader in capabilities such as software development/embedded software, AI, machine learning, and cloud computing in sectors such as e-health, energy management, FinTech, gaming, blockchain, IoT, and smart grid/smart city integration. The Western Balkan 6 economies are an integrated economic bloc of approximately 20 million people and \$110 billion, which is projected to grow by 4.4 % in 2021.

Serbia's Prime Minister is spearheading Serbia's efforts to transform Serbia into a regional technology hub. Serbia wants to lead the Balkans in the digital transformation of the economy – including in artificial intelligence, digitized healthcare and education. Last year, the government announced an artificial intelligence strategy, a digital assets law, and a digital health strategy. It is introducing a range of new e-government services. U.S. companies can support the government's transformation.

For U.S. companies, Serbia is a tech-savvy gateway to the European Union and a European leader in tech education and workforce development. It leads the emerging economies of the Western Balkans in technology and innovation, global integration with strategic markets, and conducive business and investment environment. U.S. companies will find Serbia as a strategic destination to open R&D centers, source expertise and support for complex R&D projects, invest in Serbian startups, and open shared service centers or regional headquarters.

Below is a program with keynote speakers, experts, and topics. To register for this event, [please visit the link](#) . Participation is free of charge.

We hope you will be able to join us for this informative session.

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PROGRAM

I. Session One – Introductory Remarks and Agenda (9:00 – 9:30am)

Moderator: Mihailo Vesovic, Director of Division for Strategic Analysis, Services and Internationalization CCIS

- Marko Cadez, the president of the Chamber of Commerce and Industry of Serbia (CCIS)
- Ambassador Marko Djuric, Serbian Embassy in the U.S.
- David De Falco, Deputy Assistant Secretary, ITA
- Ambassador Anthony F. Godfrey, U.S. Embassy, Belgrade

Topics:

- *Serbia's ICT, Technology, and Innovation Sector*
- *Balkans Economic Integration, Mini-Schengen Zone, EU Accession Process*
- *Current U.S.-Serbia ICT and Technology Integration*
- *Opportunities in Emerging Sectors throughout the Western Balkans*

II. Session Two – Serbian IT Industry and Successful U.S.-Serbia Commercial Collaboration (9:30 – 10:10am)

Moderators: Marjan Stojanovic, CCIS, Head of Association of Electronic Communications and Information Society and Brittany Beaulieu, Director, Yorktown Solutions

- Rachel Duran, Commercial Attaché, U.S. Embassy, Belgrade
- Nenad Paunovic, Government of the Republic of Serbia, Director of Delivery Unit, Team for IT and Entrepreneurship
- Nebojša Djurdjevic, Digital Serbia Initiative, CEO
- Nemanja Jevtovic, Government of the Republic of Serbia, Development Agency of Serbia, Strategic Investments Advisor
- Milan Gospic, Microsoft, Country Manager, Belgrade, Serbia

Topics:

- *Priority Sectors*
- *Opportunities for U.S. Companies*
- *Opportunities for Serbian Companies*
- *Next Steps*

Question and Answer Period – Conclusion (10:10 – 10:30am)