



# 13<sup>th</sup> Sarajevo Business Forum 2024

Strategy, Concept and Format

# Strategic concept

- **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.

# Dates, Venues & Panels – SBF 2024

## 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



# Investment Projects & Opportunities

- **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, ...

# Key Stakeholders

## EXPECTED FOREIGN DELEGATIONS & INTERNATIONAL GUESTS:

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

## DOMESTIC AUDIENCE:

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

# 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
Uniqi Osiguranje	126	44.518,5	139.873,5



# 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](http://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.

