

Sayı: 70430465-TİM.OAİB.GSK.İDARİ.2022/1169-3850
Konu: 11. Saraybosna Uluslararası İş Forumu

Ankara, 6/04/2022

SİRKÜLER (G-2022)

Sayın Üyemiz,

T.C. Ticaret Bakanlığı'ndan Türkiye İhracatçılar Meclisi (TİM)'e gönderilen bir yazıda, Saraybosna Büyükelçiliği Ticaret Müşavirliğinden alınan bir yazıya atıfla, 2010 yılından bu yana düzenlenmekte olan Saraybosna İş Forumunun, 2020 ve 2021 yıllarında pandemi nedeniyle gerçekleştirilememiş olması hasebiyle, bu yıl Bosna Bank International organizasyonunda ve Bosna Hersek Devlet Başkanlığı Konseyinin himayesinde 11-12 Mayıs 2022 tarihlerinde Bosna Hersek'in başkenti Saraybosna'da düzenleneceği bildirilmektedir.

Yazıda devamla, bölgeden ve dünyadan 50'den fazla ülkenin katılımcılarını bir araya getirerek, Güneydoğu Avrupa'da yer alan ülkeler arasındaki ekonomik bağların ve karşılıklı ilişkilerin güçlendirilmesi; enerji, eğitim, bilgi teknolojileri, tarım, gıda, inşaat ve turizm gibi sektörlerden fikirlerin ve projelerin tartışılacağı bir ortamın oluşacağı ve 11. Saraybosna İş Forumuna bu sene de çok sayıda uluslararası yatırımcı, girişimci, siyasetçi ve iş insanının katılımının beklendiği belirtilmektedir.

Aynı zamanda mezkur yazıda Forumun ilk gününde kayıt işlemlerinin yapılması gerektiği bildirilerek, devamında resmi açılış ve onur konuklarının katılımıyla gerçekleştirilecek panellerin tesis edilmesi, müteakiben G2G ve B2B temasların gerçekleştirilmesi, forumun ikinci gününde de sektörel oturumlar ile B2B görüşmelerin sürdürülmesi öngörüldüğü bildirilmektedir. Etkinlik programının <https://sarajevobusinessforum.com/> adresinden takip edilebileceği ve foruma katılmak isteyen firmaların söz konusu adres üzerinden kayıt yaptırması gerektiği belirtilmekte olup, bahse konu foruma ait bilgi kitapçığı ayrıca ilişikte sunulmaktadır.

Bilgilerine sunulur.

S. Tansel KÜNBİ
Genel Sekreter A.
Şube Müdürü

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SARAJEVO BUSINESS FORUM 2022

NEARSHORING
PERSPECTIVES FOR THE REGION



11

SARAJEVO
BUSINESS
FORUM '22



MAY 11-12

SARAJEVO, BOSNIA AND HERZEGOVINA

5.4.2022 / 9474



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Islamic Development Bank



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Business Club



Sarajevo Business Forum



بنك دبي الإسلامي
Dubai Islamic Bank



Bosna Bank International (BBI), in cooperation with its shareholders and other international partners, is the organizer of the annual International Business and Investment Conference – Sarajevo Business Forum (SBF). The conference was first organized in 2010 and has been held every year since then (with the exception of 2020 and 2021 due to the COVID pandemic). SBF is positioned as one of the most important business and investment events for Southeast Europe.

SBF connects institutional and private investors and business people from all over the world with businessmen and project owners from Bosnia and Herzegovina, Albania, Croatia, Northern Macedonia, Montenegro, Serbia and Slovenia. It is a platform for business networking and investment and business opportunities in the region of Southeast Europe with the main aim of fostering its economic development.





A large audience is seated in a conference hall, facing a stage where a presentation is being displayed on a large screen. The audience is diverse in age and is focused on the stage. The stage features a large screen showing a presentation, and several people are visible on the stage, including a man in a suit who appears to be speaking or presenting. The hall has a patterned carpet and modern lighting.



TARGET AUDIENCE

SBF connects companies from BiH and the region with companies and investors around the world, so these companies and their representatives are the main target audience. In previous years, SBF gathered over 10,000 participants. This year, the conference is also expected to be attended by a large number of renowned investors, institutional funds and statesmen from around the world, noting that the format of the conference will be adjusted to the epidemiological situation. It will be our great honor and pleasure if you have the opportunity to join us and participate in the conference.



BENEFITS FOR PARTICIPANTS

Sarajevo Business Forum traditionally brings together a large number of participants from Southeast Europe and the world. Given that BiH is geographically and culturally positioned as a link between East and West, it is an ideal place to meet businessmen, economists, politicians, investors, and an ideal opportunity to establish new business partnerships. Foreign companies will be presented with the nearshoring potentials of domestic companies at SBF 2022. Nearshoring arrangements with companies from the region will undoubtedly be beneficial for both sides.



AIM OF THE EVENT

The main aim of SBF is business networking and presentation of economic potentials of BiH and the region, and also opening the door for domestic companies to enter foreign markets. SBF is responsible for positive change the international image of BiH and the region and attracting many foreign investments in this area. The main goal of SBF 2022 is to present BiH and the region as attractive nearshoring destinations.

By transferring production to BiH, companies from the European Union minimize the risk of disruption in supply chains, compared to production on the Far East. We believe that the potential of nearshoring is closely and directly related to increasing foreign direct investment, increasing investment in the public sector, which would increase employment and ultimately stop the negative trend facing all countries in the region, i.e. the migration of capable workers to countries of the European Union. We consider nearshoring a historic opportunity for the countries of the region, both economically and geostrategically.



EVENT STRUCTURE

Typically, a cultural program is held in the City Hall a night before the main event. The formal part of the SBF starts in the building of the Parliament of BiH with messages from VVIP guests. This is followed by the award ceremony (for different award categories) and a panel discussion on current topics, which will continue on the second day of the SBF as well. The focus of the second day of SBF are B2B meetings, panels and company presentations.





SBF 2022 AGENDA

Tuesday, May 10th 2022

Time	Items	Location
19:00-21:00	Cultural Program (Welcome Dinner)	Sarajevo City Hall (TBC)

Wednesday, May 11th 2022

Time	Items	Location
08:00-09:00	Arrival of VVIP guests and speakers to Official Opening	National Parliament Building
09:00-09:10	VVIP/VIP Photo Session for the Media	
09:10-09:40	Welcome Messages and Official Opening of SBF 2022	
09:40-10:30	Keynote Speeches	
10:30-11:00	The Sarajevo Business Bridge Awards Ceremony	
11:00-11:45	Statements for the Media and Coffee Break	
12:00-13:30	Panel 1	
13:30	Lunch	

Thursday, May 12th 2022

Time	Items	Location	All day
	Standard Panel Sessions with pre-defined Discussion Topics	Hotel Hills Sarajevo	Exhibition/ Networking, B2B meetings, etc
09:00-10:30	Panel 2		
10:30-12:00	Corporate Presentations		
12:00-13:30	Panel 3		
13:30-15:00	Corporate Presentations		
15:00-16:30	Closing session		

**Since 2010, Sarajevo Business Forum has established
a tradition of economic development and
business networking**



www.sarajevobusinessforum.com

SAVE THE DATE

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