

Open4Business: Empowering MSMEs in the Western Balkans - Pathways to the EU"

Business forum, Supported by the European Union, Wednesday, 9 April 2025

Venue: Hotel Metropol Palace, Bulevar kralja Aleksandra 69, Belgrade 11000, Serbia (+ hybrid),

Registration at the following link: <https://open4business-empowering-msmes-in-wb.b2match.io/>

DRAFT AGENDA

08:30-09:00	Registration
09:00-09:30	Welcome remarks
	<ul style="list-style-type: none"> - H.E. Emanuele Giaufret, Ambassador and Head of Delegation of EU to Serbia - Representative of the Ministry of Economy of Serbia
09:30-10:30	Presentation of EU/WBIF funding opportunities and access to finance programmes
Session I	<ul style="list-style-type: none"> - Christophe Galand, Head of Unit Western Balkans - regional strategy and investment: broadened approach to crowding in private sector investments to accelerate reforms and convergence - IFI (tbd) presenting their approach to facilitate access to finance under WBIF (one programme) - PFI (tbd): support MSMEs under WBIF-funded programme <p>Q&A session Moderator: Anja Nagel, DG ENEST, European Commission</p>
10:30-10:50	Coffee break
10:50-11:50	Panel on challenges and opportunities of integrating value chains in the Western Balkans
Session II	<ul style="list-style-type: none"> - Panellist 1: Representatives from Eurochambres, - Panellist 2: Mr Jürgen Schreder, Austrian economic delegate in Belgrade, WKÖ, Austrian Foreign Trade Centre, plus Representative of French CoC (tbd) - Panellist 3: Representative of a local MSME - Panellist 4: Representative of EU company - Panellist 5: Representative from WB6 CIF <p>Q&A session Moderator: Serbian Chamber of Commerce and Industry</p>
12:00-13:00	Panel on selected existing WBIF programmes & practical experiences of local MSMEs
Session III	<ul style="list-style-type: none"> - Panellist 1: PFI 1 - Panellist 2: PFI 2 - Panellist 3: MSME 1 (end beneficiary) - Panellist 4: MSME 2 (end beneficiary) <p>Q&A session Moderator: Lazhare Ait Amokhtar, DG ENEST, European Commission</p>
13:00-13:15	Closing Remarks
	<ul style="list-style-type: none"> - DG ENEST and Chambers of commerce (Serbian CCI + another CoC from the region - in person)
13:15-14:30	Networking lunch
14:30-17:30	Business-to-Finance/Business-to-Business session & stand with C&V materials <i>Hotel Metropol Palace (in person), B2Match Platform (hybrid)</i>

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