



13th 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.
- **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.



Thank you.
