TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ

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Sayı : E-34221550-720-3585 **Tarih**: 07.04.2022
Konu : 11. Saraybosna İş Forumu

TÜM ODA VE BORSALARA
(Genel Sekreterlik)

İlgi : Ticaret Bakanlığı'nın 04.04.2022 tarihli ve 73460639 sayılı yazısı.

İlgide kayıtlı yazıda, 11. Saraybosna İş Forumu'nun 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 tartışılması vasıtasıyla Bosna Hersek'in ve bölge imkanlarının yabancı yatırımcılara tanıtılması ve ülkenin ekonomik kalkınmasına katkıda bulunulması amaçlanan söz konusu etkinliğe çok sayıda uluslararası yatırımcı, girişimci, siyasetçi ve iş insanının katılımı beklendiği belirtilmektedir.

İlgili etkinliğin broşürü ekte iletilmekte olup, ayrıntılı programının https://sarajevobusinessforum.com/ adresinden takip edilmesi mümkündür. Anılan foruma katılmak isteyen firmaların söz konusu adres üzerinden kayıt yaptırması gerekmektedir.

Bilgilerinizi ve üyelerinize duyurulmasını rica ederim.

Saygılarımla,

e-imza
Ali Emre YURDAKUL
Genel Sekreter Yardımcısı

EK: Etkinlik Broşürü (8 sayfa)

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Gelen Evrak Sayısı: 07/04/2022 - 1885

SARAJEVO BUSINESS FORUM 2022

NEARSHORING
PERSPECTIVES FOR THE REGION

11 SARAJEVO BUSINESS FORUM '22

MAY 11-12

SARAJEVO, BOSNIA AND HERZEGOVINA

Bosna Bank International

IsDB البنك الإسلامي للتنمية Islamic Development Bank

بنك دبي الإسلامي Dubai Islamic Bank

مصرف أبوظبي الإسلامي ADIB

BBI VIP Business Club

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SARAJEVO BUSINESS FORUM '22

Sarajevo Business Forum

IsDB البنك الإسلامي للتنمية Islamic Development Bank

بنك دبي الإسلامي Dubai Islamic Bank

مصرف أبوظبي الإسلامي ADIB

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.

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NEARSHORING
AS THE MAIN TOPIC OF SBF 2022

The main topic of SBF 2022 is nearshoring, or the potential for relocating the production of European companies to the area of Southeast Europe. The focus is on EU countries (primarily Germany, Italy, Austria) as well as Switzerland, United Kingdom and Turkey. Having in mind the potentials of BiH and the region as attractive nearshoring destination for companies from the mentioned countries, BBI Bank together with domestic businessmen recognized nearshoring as an opportunity that can change the economic situation in the region in the coming years. Entrepreneurial people, educated workforce, natural resources, access to finance, as well as geographical and cultural proximity to major markets make BiH attractive enough to be a reliable partner to more economically developed countries. Companies from these countries should consider relocation of the production facilities from the other countries to BiH and the region, or enter into strategic partnerships with companies from the region.

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.

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SARAJEVO BUSINESS FORUM '22

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.

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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.

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SARAJEVO BUSINESS FORUM '22

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		

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

10.000+
PARTICIPANTS

3.300+
COMPANIES

1.950+
B2B
MEETINGS

2.400+
JOURNALISTS
AND MEDIA
REPRESENTATIVES

25+
PRESIDENTS AND
PRIME MINISTERS

50+
COUNTRIES

30+
PERCENT
VISITOR
GROWTH

1.350+
INVESTMENT
AND BUSINESS
PROJECTS

SARAJEVO
BUSINESS
FORUM

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SAVE THE DATE

11th INTERNATIONAL BUSINESS AND INVESTMENT CONFERENCE

11 SARAJEVO BUSINESS FORUM '22

MAY 11-12

SARAJEVO, BOSNIA AND HERZEGOVINA

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