

Mr Atalay AYDOĞDU  
Counsellor for Commercial Affairs  
Turkish Embassy in Sarajevo  
Vilsonovo Šetalište bb  
71000 Sarajevo

### **INVITATION TO THE 13th SARAJEVO BUSINESS FORUM (SBF) 2024**

Dear Mr. Aydoğdu,

We are honored to extend a warm invitation to the esteemed Turkish Embassy to kindly pass along our invitation to businesses and companies in Türkiye to participate in the 13th Sarajevo Business Forum (SBF) 2024. This event is scheduled to take place on May 22-23, 2024, in Sarajevo, the capital city of Bosnia and Herzegovina.

Organized by Bosna Bank International (BBI) and held under the esteemed Patronage of the Presidency of Bosnia and Herzegovina, the SBF 2024 serves as a crucial platform for fostering international business connections. We believe that the active participation of businesses from Türkiye will contribute significantly to the success of this event.

The official program on May 22, 2024, at the National Parliament Building, offers a prime opportunity for delegates from Türkiye to engage in discussions on potential investment opportunities and strengthen business ties between Türkiye and Bosnia and Herzegovina.

The Sarajevo Business Forum has gained prominence as a leading international investment and business conference, attracting 1500-2000 business representatives annually. We encourage the Embassy to forward this invitation to relevant businesses and companies in Türkiye, spanning various sectors, to maximize the networking potential and capitalize on the unique opportunity to engage with a world-class business network.

This event underscores our commitment to economic growth and collaboration, not only for Bosnia and Herzegovina but also for the broader Western Balkans region. The presence of businesses from your country will undoubtedly contribute to the success of the event, fostering enduring connections and advancing our shared commitment to a robust partnership.

For further details and to confirm participation, interested companies from Türkiye are kindly requested to contact the Main Organizer, Bosna Bank International, at [admir.meskovic@bbi.ba](mailto:admir.meskovic@bbi.ba). Additional information about the event can be found at [www.sarajevobusinessforum.com](http://www.sarajevobusinessforum.com).

We express our sincere appreciation for your assistance in disseminating this invitation and eagerly anticipate the participation of businesses from Türkiye at the 13th Sarajevo Business Forum.

Sarajevo, February 12, 2024

Sincerely,

  
Alek Bakalović  
President of the Management Board



## **SBF 2024 INDUSTRIES & TOPICS IN FOCUS**

### **EU AGENDA FOR WESTERN BALKANS**

Regional collaboration opportunities and strategies  
Invest in Western Balkans / Invest in B&H  
Regional Cooperation for the Future: EU / CEFTA  
RCC & The Western Balkans (WB); Connectivity & Mobility  
Cross-Border Trade Facilitation

### **INFRASTRUCTURE AND CONNECTIVITY**

Sustainable Development & Energy Management  
Renewable Energy Solutions; Green Business & Recycling  
Roads for the Future: Highways, Railroads, Airports  
Renewable transportation; Public-Private-Partnerships (PPPs)

### **TOURISM**

Health tourism; Franchise opportunities in tourism; Tourism infrastructure  
Destination Management; Country Branding & Promotion  
Halal Friendly Tourism; Regional tourism collaboration

### **REGIONAL SUCCESS STORIES**

Cross-Border Collaboration; Innovative Business Models  
Investment Triumphs; Digital Transformation  
Sustainable Development; Social Impact  
Government and Private Sector Partnership  
Resilience in Challenging Times

### **FOOD & HEALTH**

Sustainable Globalization of Food Production  
Advanced Automation  
Efficient Manufacturing, Production & Energy Management  
Halal Food & Services  
Health and Wellness in Food Services  
Climate-Conscious Food Production Challenges

### **IT & TELECOMMUNICATIONS**

Digital Transformation  
Cyber security and data privacy  
E-Commerce & Cloud solutions  
Artificial Intelligence (AI) and Machine Learning (ML)  
5G and Beyond: Shaping the Future of Connectivity  
Smart Cities and Intelligent Infrastructure

### **FINANCE, BANKING & ECONOMY**

Digital Transformation in Finance  
Digital Economy: Mobile Banking  
Sustainable Finance and Impact Investing  
Participation Banking & Economy / Takaful  
Customer / User Experience  
Digital Finance: Blockchains & Digital Money

and much more.



# 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

## DOMESTIC AUDIENCE:

- State and Federal Government and institutions officials
- Canton Sarajevo and other Cantons
- Top BBI Corporate Clients & Partners
- Major Corporates from the region

- 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...

- 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](https://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.