



VANJSKOTRGOVINSKA KOMORA BOSNE I HERCEGOVINE  
СПОЉНОТРГОВИНСКА КОМОРА БОСНЕ И ХЕРЦЕГОВИНЕ  
FOREIGN TRADE CHAMBER OF BOSNIA AND HERZEGOVINA



## SDGs Roll-out Support and Private Sector Engagement

### On-line conference:

## Digital Transformation for the Sustainable Economy

(Opening event of the SDG Business Week in BiH 2020)

### Draft agenda for the conference

Date and time: 05 October 2020 (14h00 – 17h00)

14h00 – 14h20

#### Opening Remarks

- Swedish Ambassador to BiH, Ms. Johanna **Strömquist**
- Resident Representative of UNDP in BiH, Ms. Steliana **Nedera**
- President of Foreign Trade Chamber of BiH, Mr. Vjekoslav **Vuković**

#### PANEL 1: Digitizing Economy: Best practices to promote the digital transformation of SMEs

14h20 – 14h40

Keynote presentation: [Mr. Sandro D'elia](#), Technologies and systems for digitising industry, DG Connect, European Commission

14h40 – 15h30

Panel moderator: [Mr. Matija Vilfan](#), Policy Analyst, European Commission, DG Joint Research Centre

#### Panellists:

- Swedish Agency for Economic and Regional Growth, Coordinator Smart Industry, [Ms. Gunilla Thorstensson](#)
- Chamber of Trades of the Grand Duchy of Luxembourg, Head of eHandwierk Service, Ms. [Anne Majerus](#)
- Chamber of Commerce in Serbia, Center for Digital Transformation, [Mr. Filip Mrdak](#)
- European Commission, DG GROW, [Mr. Devin Bicer](#)

15h30 – 15h40

Q&A

**PANEL 2: Walking the talk: Digital transformation journey exemplars**

15h40 – 16h00

Keynote presentation: [Ms. Marija Pejovic Wallin](#), Cluster Services Solutions Director, Europe and Central Asia, Tetra Pak

16h00 – 16h40

Panel moderator: [Mr. Ivan Minić](#), Digital pioneer, owner of Pojacalo podcast and serial entrepreneur

Panellists:

- Tetra Pak, Cluster Services Solutions Director, Europe and Central Asia, [Ms. Marija Pejovic Wallin](#)
- WeAreDevelopers GmbH, CEO / Co-Founder, [Mr. Sead Ahmetović](#)
- Farma Podhum Livno, Owner, [Mr. Mate Omazić](#)
- AlmaRas, Director, Mr. Rešad **Behlulović**
- Walter, CFO, [Ms. Elma Krasny](#)

16h40 – 16h50

Q&A

16h50 – 17h00

**Closing Remarks**

- Ms. Steliana **Nedera**, Resident Representative of UNDP in BiH