

# Western Balkans Green Growth Alliance Launch Event

Metropol Palace Hotel Belgrade, Serbia | 29th January 09:00 - 16:30

## 09:00 – 09:30 WELCOMING AND REGISTRATION OF PARTICIPANTS

- **Mina Smiljanić**, Master of Ceremony

## 09:30 – 09:45 OPENING REMARKS AND KEYNOTE

- **Ines Rocha**, Regional Director for Europe, IFC
- **H.E. Christian Ebner**, Austrian Ambassador, Republic of Serbia
- **H.E. Andrijana Jovanović**, State Secretary, Ministry of Economy, Republic of Serbia

## 09:45-10:00 FIRE-SIDE CHAT I: A NEW DAY FOR THE GREEN DEAL FOR THE INDUSTRY? – STRATEGIC IMPLICATIONS FOR THE REGION

The Clean Industrial Deal, a forthcoming initiative by the European Commission, aims to accelerate the decarbonization of Europe's industrial sector while enhancing competitiveness and fostering sustainable economic growth. In this fireside chat, moderated by **Adam Cwetsch**, Head of European Green Deal Unit at the Energy Community Secretariat, **Naser Nuredini**, Former Minister of Environment of the Republic of North Macedonia, will analyse the anticipated impact of the Clean Industrial Deal on regional economic development, focusing on its potential to drive local economies, industries, and sustainability initiatives. The discussion will explore how this initiative could shape future investments, create new opportunities, and influence the transition to a greener, more competitive economy in the Western Balkans.

## 10:00 – 10:45 PANEL DISCUSSION I: GREEN HORIZONS FOR SUSTAINABLE INDUSTRIAL PRODUCTION

The green transition requires transformative changes within industries, presenting both challenges and opportunities for sustainable production, particularly in the manufacturing and hard-to-abate sectors like steel, chemicals, cement, and aluminium. This panel, moderated by **Oluseyi Adeyemo**, Global Lead MAS Climate Platform at IFC, will explore the obstacles that these sectors face and explore pathways for successful decarbonization, with a focus on innovative solutions and emerging technologies. The session will highlight the efforts of companies working towards a greener industrial future, examining key strategies for reducing emissions and achieving long-term sustainability.

- **Miroslav Gligorijević**, General Manager, TITAN Serbia
- **Dejana Backović**, CFO, KappaStar Group
- **Tatjana Shterjova Dushkovska**, Secretary General, Western Balkans 6 Chamber Investment Forum
- **Branimir Muidža**, CEO, Kakanj Cement Factory and the HeidelbergCement Group in Bosnia and Herzegovina and Croatia

## 10:45 – 11:10 COFFEE BREAK AND NETWORKING

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11:10 – 11:30

#### FIRE-SIDE CHAT II: GUIDING THE WAY – LEADERSHIP IN THE PATH TO A GREEN FUTURE

High-impact leadership plays a crucial role in overcoming challenges, driving innovation, inspiring other leaders and fostering collaboration to accelerate the region's green transition. In this discussion, **Monika Mikac**, CEO of NAD Capital, will share her perspective on how visionary leaders can shape the future of sustainable industries, inspire change within and beyond their organizations, and build strategic partnerships critical for achieving long-term environmental goals. Moderated by **Mina Smiljanić**, this session will highlight the importance of leadership at every level, this session will offer insights into how actions can create a path toward a more resilient, green economy.

11:30 – 12:15

#### PANEL DISCUSSION II: FINANCING THE GREEN TRANSITION AT THE CORPORATE LEVEL – BOOSTING INVESTMENTS

The green transition requires significant investments from companies to shift towards less carbon intensive production processes. This panel, moderated by **Elisabeth Loewenbourg-Brzezinski**, Senior Investment Officer, Manufacturing, Agribusiness & Services Europe at IFC, will explore company-level investment planning for green, low-carbon solutions, and the strategies that businesses are currently implementing to transition towards more sustainable operations. The focus of the session is on the financial tools and mechanisms needed to support large-scale investments in industrial transformation.

- **Edlira Muka**, CEO, Balfin Group
- **Clemens Stadler**, Managing Director & Head of Investment Finance, Development Bank of Austria
- **Adrian Stanculescu**, Partner, Abris Capital
- **Vedrana Jelusic**, Member of BoD & Head of Corporates, PBZ (Intesa) Croatia
- **Marko Carević**, CEO, Ananas Group

12:15 – 13:15

#### NETWORKING LUNCH

13:15 – 13:45

#### FIRE-SIDE CHAT III: INDUSTRIAL-SCALE NET ZERO ACTION IN THE WESTERN BALKANS

The green transition presents a significant opportunity for companies in the Western Balkans, offering pathways for sustainable growth and competitive advantage. In this fireside chat, **Darko Vuković**, Vice President for Finance at Elixir Group and **Todorka Ristovska**, Managing Director, Liberty Steel will spotlight their companies' strategies for decarbonizing production processes. They will provide an in-depth look at how major industrial players are working towards net-zero emissions. Darko Vuković and Todorka Ristovska will outline their respective companies' roadmaps for achieving this goal, addressing the unique challenges encountered along the way and the financial and technological solutions employed to overcome them. Moderated by **Naser Nuredini**, Former Minister of Environment of the Republic of North Macedonia, this session will offer valuable insights into how industry leaders can drive the the green transition.

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## BREAKOUT SESSIONS

### WORKSHOP I: MANUFACTURING SECTOR: FROM TALKING TO ACTION - TRANSFORMING PRODUCTION PROCESSES

The hard-to-abate sectors and the manufacturing industries are significant greenhouse gas emitters, accounting for approximately one-fifth of global CO<sub>2</sub> emissions. This session, moderated by **Veronique Vera**, Associate Director at Guidehouse, will explore transformative pathways for these critical sectors. Discussions will focus on the role of innovative technologies in decarbonizing production processes and the strategies companies can adopt to accelerate the green transition. The session will open with a keynote address by **Branimir Muidža**, CEO of Kakanj Cement Factory and the HeidelbergCement Group in Bosnia and Herzegovina and Croatia, providing insights into how industry leaders are tackling the decarbonization challenge.

13:45 – 14:45

### WORKSHOP II: TOURISM, RETAIL, PROPERTY AND SERVICES: BUILDING UP SUSTAINABLE SUPPLY CHAINS – OPPORTUNITIES FOR THE WESTERN BALKANS

The Tourism, Retail, Property and Services sectors play a key role in the Western Balkans. This session, moderated by **Evelyn Smith**, Operations Officer for Manufacturing, Agribusiness, and Services Europe at IFC, will explore pathways for reducing carbon emissions across these sectors by building sustainable supply chains and adopting best practices. The session will open with keynote speeches by **Aleksandra Njagulj**, Founding Partner of Sustineri Partners offering perspectives on how companies in these sectors can drive sustainable transformation.

14:45 – 15:00

## CLOSING REMARKS

- **Nicolas Marquier**, Regional Manager for the Western Balkans, IFC

15:00 – 16:30

## NETWORKING RECEPTION

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