



THE WESTERN BALKANS IN GLOBAL MARKETS: NEW OPPORTUNITIES FOR TRADE AND INVESTMENT¹

DRAFT AGENDA

Preliminary as of 30 September 2019

17 October 2019

Chamber of Commerce (TBD)
Belgrade, Serbia

OECD Global Relations
South East Europe

¹ This conference is not a meeting of an official OECD body.

CONTEXT

In July 2019, at the High Level Conference co-organised by the Organisation for Economic Co-operation and Development (OECD) and the Government of Poland, held in the context of the Western Balkans Summit in Poznan, the OECD launched a new report called **Global South East Europe: Unleashing the Transformation Potential for Growth in the Western Balkans**.

The report was specifically prepared for the Western Balkans Summit, aiming to trigger a discussion about strengthening regional co-operation for industrial and economic development. It analyses shifts in trade patterns across the Western Balkans in the period 2000-2016, and applies the Product Space methodology in order to define which products included in their export baskets have the highest potential to transform and upgrade the production structure of the Western Balkans. The goal is to achieve sustained growth levels and upgrade the complexity of production, both relying on the existent capacity of the Western Balkan economies and new investment.

OBJECTIVE OF THE EVENT

The OECD report analyses the export baskets of the six Western Balkan economies, in order to define which products can increase the production complexity of the local manufacturers, and the sophistication of the export basket. Such sophistication is the result of strategic investments in most promising sectors defined in the publication (agriculture, metal processing, automotive and machinery industries), also relying on targeted foreign direct investment policies and integration in global supply chains.

The aim of the event is to present in detail the key findings of the OECD report, stimulating the discussion between public and private stakeholders about the untapped potential for production upgrading and export sophistication, as well as the impediments to investment that need to be tackled in order to benefit from both the specific characteristics of the Serbian economy, and the economies of scale that would stem from a deeper regional co-operation.

PARTICIPANTS

The event will be co-chaired by the Chamber Investment Forum of the Western Balkan 6 and the OECD.

Participants would include:

- Business representatives from Serbia, in particular from the most strategic sectors highlighted in the OECD report: agriculture, automotive, machinery, metal processing;
- Government representatives from Serbia: Economy; Trade, Tourism and Telecommunication; Construction, Transport and Infrastructure; Mining and Energy; Labour and Employment; Education, Science and Technological Development; Environment;
- Representatives from the Serbian Chamber of Commerce;
- Experts from the OECD and OECD member countries.

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09:00 – 09:15 **REGISTRATION**

09:15 – 09:30 **OPENING REMARKS**

- **Mr. Marko Cadez, President of the Chamber of Commerce and Industry of Serbia and President of the WB6 Chamber Investment Forum Managing Board**
- **Representative of the Ministry of Economy (TBD)**
- **Ms Marzena Kisielewska, Head of the OECD South East Europe Division**

09:30 – 10:00 **PRESENTATION**

Global South East Europe: Unleashing the Transformation Potential for Growth in the Western Balkans

- **Representatives from OECD**

The OECD will share key insights from its latest publication, focusing on trade development across the Western Balkan region, export products in priority industries of Serbia and the Western Balkans with potential to succeed on foreign markets, and policies to support these strategic sectors, with economies of scale and potential for a co-ordinated action across the region.

10:00 – 11:20 **PANEL DISCUSSION**

Approaches for Successful Investment Attraction, Export Promotion and Economic Integration

Moderator: Tanja Jakobi, Executive Director of the Public Policy Research Centre

- **Mr Aleksandar Markovic, General Director, Metalac a.d. – tbc**
- **Mr Aca Zlatic, Director, GRAH Automotive**
- **Mr Mihailo Jankovic, Director, Nectar Group**
- **Representative of Alco Group – tbd**
- **Representatives from the Ministry of Finance of Serbia– tbd**
- **Representatives from the Ministry of Economy of Serbia - tbd**
- **Mr Adrian Malinowski, Director, Department of Trade and International Cooperation, Ministry of Entrepreneurship and Technology, Poland**
- **Mr Helge Tolksdorf, Head of Division for EU Enlargement, Southeast Europe and Turkey, Federal Ministry of Economic Affairs and Energy, Germany**
- **Mr Przemyslaw Kowalski, Senior Advisor and Project Leader, Center for Social and Economic Research (CASE)**

Serbia has the potential to upgrade its industrial output and climb global supply chains by relying on strategic sectors and existing exports. How can the government support most promising sectors while guaranteeing a level playing field for all? How can the public and private sector step up co-operation for boosting industrial development? What are the major challenges that the private sector faces in scaling up production and reaching foreign markets? What good policies have been already put in place by OECD countries? What can be done at

the domestic level in order to sustain investment, and what requires better co-ordination among all Western Balkan economies?

11:20 – 11:30 CONCLUSIONS AND NEXT STEPS

- **Representative of the Serbian Chamber of Commerce / Chamber Investment Forum Western Balkan 6 - tbd**
- **Ms Marzena Kisielewska, Head of the OECD South East Europe Division**

11:30 – 12:00 NETWORKING COFFEE

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