INVITATION
EBRD BUSINESS FORUM AT THE
TWENTY-EIGHTH ANNUAL MEETING
OF THE BOARD OF GOVERNORS
SARAJEVO
BOSNIA AND HERZEGOVINA
8–9 MAY 2019
CONNECTING ECONOMIES
FOR STRONGER GROWTH
WELCOME TO THE 2019 EBRD ANNUAL MEETING & BUSINESS FORUM

It is my pleasure to invite you to Sarajevo, the capital city of Bosnia and Herzegovina. Situated in the heart of the Western Balkans, Sarajevo not only offers a diverse and multicultural environment, but also strong trade and business links with the rest of Europe. I believe that Sarajevo will provide a unique platform for the EBRD’s Twenty-eighth Annual Meeting and Business Forum.

The over-arching theme of the 2019 Business Forum is Connecting Economies for Stronger Growth, which will feature an engaging programme of panel discussions and Investment Outlook sessions, covering wide-ranging issues of relevance for all the Bank’s regions: migration, tourism, digitalisation, the mega trends which shape our future and investment opportunities in the Western Balkans. A special session in the programme will be dedicated to Bosnia and Herzegovina, our host country. All of these events will bring together prominent speakers from around the world to share knowledge, inspire discussion and spark debate.

The EBRD Business Forum typically attracts more than 2,000 guests from the host country and beyond, including senior government officials, leading financial and corporate executives, and entrepreneurs large and small – as well as representatives of civil society organisations and the international and regional media.

The EBRD recognises the importance of personal contacts and relationships in doing business, and as a valued guest of the 2019 Business Forum, you will have ample opportunities to interact and network with guests at social events, receptions and networking breakfasts.

I look forward to welcoming you to the EBRD’s 2019 Annual Meeting and Business Forum in Sarajevo!

Enzo Quattrociocche
Secretary General

“Sarajevo not only offers a diverse and multicultural environment, but also strong trade and business links with the rest of Europe.”
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FLAGSHIP FORUM PARTNER
We are pleased to announce that Raiffeisen Bank International is the Flagship Forum Partner of the EBRD 2019 Business Forum.

SPONSORSHIP OPPORTUNITIES
If you would like to request further information on sponsorship opportunities, please send an email to: forumpartners@ebrd.com
THE MEETING OF THE BOARD OF GOVERNORS

The Opening Session of the Board of Governors will take place on the morning of Wednesday 8 May, with addresses from a Guest of Honour representing the Host Country; Jyrki Katainen, Vice President for Jobs, Growth, Investment & Competitiveness, European Commission and Chair of the Board of Governors and Suma Chakrabarti, EBRD President.
HIGH LEVEL PANEL ON WESTERN BALKANS WITH PARTICIPATION OF THE LEADERS OF THE SIX WB COUNTRIES

In 2014 the EBRD President chaired a regional summit of Prime Ministers of the six Western Balkans countries in the Bank’s Headquarters. This was the first time all regional PMs had gathered together in such a format. This EBRD summit launched a new format of regional cooperation, known as the “Western Balkans Six at the level of Prime Ministers”.

Continuing regional integration, led by the EU, is indispensable for the region’s economic prospects and its stability. It is part and parcel of the EU Enlargement Policy. The current level of regional cooperation has been one of the greatest achievements of the Western Balkans. Numerous challenges remain, however, and these need to be addressed in order to unlock the full potential for growth and increase the attractiveness of the region to foreign investors. The Leaders of the WB6 will engage in a serious discussion on a variety of topics, such as: the ways to bridge the gap between the existing level of political commitment to regional integration and how it translates into concrete regional projects on the ground; approaches to address existing bottlenecks for major regional infrastructure projects; obstacles to regional trade; prospects for developing the Regional Economic Area and the “soft connectivity” agenda; as well as state of affairs in the region’s EU approximation and other geopolitical issues.

This region-focused discussion with the Leaders will be followed by more country-specific presentations on investment prospects by respective Ministers from each of the WB6 countries. Both parts of this interactive high-level panel will include Q&A and allow for an informal discussion between political leaders, policy-makers and business leaders, and provide the audience with a comprehensive understanding of the Western Balkans region.

FOR MORE INFORMATION AND REGULAR UPDATES VISIT: www.ebrd.com/am
EBRD 2019
BUSINESS FORUM

The Business Forum this year will feature:
Discussion Panels, Special Events, Investment Outlook
Sessions and many networking opportunities.

MyEBRD APP
To send messages and organise meetings with
other participants, download the MyEBRD mobile
app and make use of its networking feature.

JOIN THE CONVERSATION
– #EBRDaM
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– LinkedIn.com/company/ebrd
– Instagram.com/ebrd_official
– Youtube.com/user/ebrdtv
DISCUSSION PANELS

DIGITALISATION – PREPARING SMEs FOR THE FUTURE

SMEs today face a number of fundamental challenges to their growth and competitiveness, particularly as they seek to modernise their capabilities. With greater global connectivity and heightened consumer scrutiny, digitalisation of businesses is no longer an option but a necessity. In the Western Balkans and across the globe, SMEs are exploring how to integrate digital technology into their business models in order to open new markets, improve market intelligence and deliver higher value to customers.

From Industry 4.0 to e-commerce for SMEs, this panel will navigate the various facets of digitalisation and what digital transformation means for small businesses, evaluating the intersection of digitalisation with succession planning, financial literacy as well as other key sources relevant for future SME growth.

MIGRATION IN THE EBRD REGION: TURNING A CHALLENGE INTO AN OPPORTUNITY

Migration is a key challenge that defines the political landscape across the EBRD region. Addressing it requires the combined actions of policy makers, the private sector, international organisations and civil society. In the Western Balkans, outward migration flows create challenges for the local economies and hinder sustainable growth. In SEMED countries, parts of Central Asia and eastern Europe, inward migration and transit flows strain local infrastructure and labour markets. As the latest EBRD Transition Report finds, intentions to migration remain high amongst the populations of countries across the EBRD region.

As a lack of jobs, poor services and quality of life concerns are the primary reasons for migration, the panel will discuss the role of the private sector in addressing these challenges and harnessing the opportunities that migration can bring.

INVEST IN THE WESTERN BALKANS – A CORPORATE PERSPECTIVE

The panel will discuss the rationale of foreign corporates investing in the region and local companies investing across the region. Topics covered will also include the advantage of the EU accession path for the countries of the Western Balkans: what are the benefits and hurdles of investments and operations and how are they relying (or not) on supplies to or from other foreign/local companies in the region and neighbouring EU countries? There will be a particular focus on the interest of medium size and large corporates in developing a chain of local company suppliers.

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READY OR NOT: MEGA TRENDS SHAPING OUR FUTURE

The Mega Trends session will explore global macroeconomic and geostrategic forces that are shaping the region and our world in significant ways. It will be recorded before a live audience who can ask questions directly to the panellists, and then transmitted later for the EBRD podcast series. This panel aims to expose the depth and complexity of these mega trends which will require innovative and collaborative solutions at the local, national, regional and international levels. With the help of up to four well-known thought leaders, the session will inform the audience about major trends, their drivers, opportunities and risks, as well as create a sense of urgency about actions needed to manage the waves of disruptive transitions.

SUSTAINABLE AND INCLUSIVE TOURISM IN SOUTH-EASTERN EUROPE

Tourism accounts for nearly 10 per cent of global GDP and 1 in 11 jobs worldwide. It is an economic powerhouse that offers opportunities to improve the lives of millions.

South-eastern Europe is no exception in this trend: tourism is growing rapidly and is making a positive contribution to the regional economy.

To reach its full potential, tourism development must be sustainable and inclusive. It needs to create employment opportunities for young people and women, support small businesses and promote the responsible and efficient management of natural resources to increase energy efficiency, protect sensitive ecosystems and safeguard cultural heritage.

Success ultimately depends on productive partnerships between the public and private sectors, financial institutions, investors and a host of other stakeholders.

This panel will explore ways in which to finance inclusive and sustainable tourism; how to build competitiveness throughout the tourism value chain, bringing in local micro, small and medium-sized businesses; and how policies and technology can improve energy efficiency and sustainability.

FOR MORE INFORMATION AND REGULAR UPDATES VISIT: www.ebrd.com/am
SPECIAL EVENTS

FIRESIDE CHAT WITH BARONESS ASHTON

Catherine Ashton played a critical role in all the major diplomatic challenges of her time in office (2009-2014): as the first EU High Representative and Vice President of the European Commission she set up the European External Action Service, negotiated the Iran nuclear deal, as well as dealing with the Arab Spring and the Ukraine crisis. She was particularly active in the Western Balkans including facilitating the Serbia – Kosovo dialogue. At a special curtain-raising event to the EBRD Annual Meeting, held in the late afternoon of 7 May, she will be in conversation with Jonathan Charles, EBRD Managing Director for Communications, reflecting on the past, present and future challenges of the region and what outsiders can do to help.

EBRD’S SUSTAINABILITY EVENT

Sustainability is at the heart of the EBRD’s mandate. The Sustainability Event begins with a dynamic presentation of the Bank’s Sustainability Report. We will demonstrate how green growth is central to the Bank’s activities, explaining strategic themes, showing how we monitor and measure impacts, and how we engage with our stakeholders. The report demonstrates what EBRD has achieved and the launch will include an expert review of the report and a discussion with active audience participation.

The event will conclude with the 2019 EBRD Sustainability Awards, where EBRD clients are recognised for their remarkable achievements. Gold, Silver and Bronze Awards will be presented in four categories: Sustainable Energy; Climate Resilience; Environmental and Social Best Practice; and Environmental and Social Innovation.

EBRD/EUROPEAN COMMISSION SPECIAL EVENT

Promoting Investment and Improving Living Standards in the Western Balkans through European Integration

2019 will be pivotal for the future of the European Union and will mark one year since the launch of the EU’s Western Balkans Strategy. Featuring senior representatives from the private sector, EU member states and the European Commission as well as multilateral development banks and the media, this special event aims at exploring within an interactive format why and how European integration is an opportunity for increasing investments in the Western Balkans, how the actual scale and impact of FDI from EU member states and financing from the EU is perceived in this region and how the experience of the newest EU member states can be relevant for the people and countries in the Western Balkans.

FOR MORE INFORMATION AND REGULAR UPDATES VISIT:
www.ebrd.com/am
CHARITABLE DONATION BY THE EBRD COMMUNITY INITIATIVE

The EBRD Community Initiative is considering a charitable contribution of €50,000 to the United World College (UWC) in Mostar. The UWC Mostar was founded in 2006 to promote understanding between different national and ethnic groups through education. The College is unique throughout Bosnia and Herzegovina in bringing together students from Bosnian, Croat and Serb communities. The EBRD Community Initiative donation will contribute to the UWC Student Residents project aimed at improving living conditions of its students.

This evening event will take place on Tuesday 7 May and will be preceded by a Reception.

EBRD LITERATURE PRIZE

The annual EBRD Literature Prize is awarded to the best work of literary fiction in English translation from across the EBRD’s regions of operations. The Prize is one of the few international literature prizes which recognises both author and translator. It highlights the importance of the writer in voicing the hopes, aspirations and challenges facing people across the EBRD regions. But just as importantly, the Prize acknowledges the talent and key role of the translator in making the stories from these countries accessible to the English-speaking public.

Join Rosie Goldsmith, BBC broadcaster and Chair of the Judging Panel of the 2019 EBRD Literature Prize for an interactive discussion with writers and translators.

GREEN CITIES = IMPROVED LIVES

Cities are dynamic and vital parts of society and are the main engines of social, economic and technological development. Cities have significant resource demands through the services they provide, and as such, cities are a major driver of environmental impact. The EBRD responded to this challenge by establishing EBRD Green Cities in 2016. EBRD Green Cities uses Green City Action Plans (‘GCAPs’) to systematically prioritise and finance transformational environmental and climate-related municipal infrastructure.

This session will explore how EBRD Green Cities delivers high environmental standards and what this means for citizens’ quality of life, the role it has to play in EU-accession (at the city level) and the role of smart solutions.

TRANSITION TO TRANSITION: SHARING EXPERIENCES

The EBRD regions of operations covers a diverse set of countries at different stages of development, but the obstacles and constraints are often similar. The lesson learned from reforms implemented successfully in one country may, with suitable modification, be applied with equal success elsewhere. But what is the best way to share experiences, and do peer-to-peer exchanges across countries really work? In this special event, a distinguished group of policymakers explain how they have brought their experience of market-oriented reforms to other countries, and they discuss the challenges associated with a “transition to transition” approach to knowledge sharing.

This evening event will take place on Tuesday 7 May and will be preceded by a Reception.
INVESTMENT OUTLOOK SESSIONS

These sessions provide a unique opportunity for participants to learn about particular countries and regions where EBRD invests. They also include useful information on investment prospects, and allow for informal discussion among policy-makers, business leaders and investors.

The Investment Outlook Sessions include the Host Country Investment Outlook which is an integral part of the EBRD Annual Meeting & Business Forum. The event is an opportunity for participants to gain a comprehensive understanding of the investment climate in Bosnia and Herzegovina and will explore the challenges and opportunities across a range of sectors of interest to regional and global players.

FOR MORE INFORMATION AND REGULAR UPDATES VISIT:
www.ebrd.com/am
## ASSOCIATED EVENTS
### TUESDAY 7 MAY

### EBRD ANNUAL DONOR MEETING

Partnerships with donors are an integral part of the EBRD’s work. By engaging with a wide range of donors, the Bank gains vital support to deliver its transition mandate and improve the lives of people in the countries where it works. At this year’s event, donors from three continents will meet to review the results of our partnership in 2018 and discuss the impact of their support in the EBRD regions as well as future priorities.

**INVITATION ONLY – ENQUIRIES:**
Sarah Platt-Smyth
plattsms@ebrd.com

### EBRD ANNUAL DONOR MEETING – SMALL BUSINESS IMPACT NETWORK & SMALL BUSINESS IMPACT FUND ASSEMBLY

The afternoon session will provide an overview of the activities and results of the Small Business Initiative in 2018, addressing the operational priorities for 2019 and beyond which include topics such as youth employment/inclusion and the impact of the SBI. It will also host the Annual Assembly of Contributors to the Small Business Impact Fund (SBIF), which will serve as a forum to present the results of the Fund, focusing on: (i) resources mobilised, and (ii) ongoing activities and outcomes of programmes funded by the SBIF.

Donors who are not contributors to the Fund will be welcome to this meeting as observers.

**INVITATION ONLY – ENQUIRIES:**
Sarah Platt-Smyth
plattsms@ebrd.com

### TRADE FACILITATION PROGRAMME

The Trade Facilitation Programme (TFP) currently includes over 100 issuing banks in the EBRD regions and more than 800 confirming banks worldwide. The event will give 150 guests the opportunity to review and discuss current market challenges with key industry specialists, regulators and representatives from the World Trade Organization, the International Chamber of Commerce HQ and the local, national International Chamber of Commerce (ICC) committees industry. It will also feature the highly popular annual award ceremony for ‘The Most Active EBRD TFP Banks’ and ‘Deal of the Year’, co-hosted with the “Financial Times Special Editions”.

**INVITATION ONLY – ENQUIRIES:**
Kamola Makhmudova
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Zammurad Salam
salamz@ebrd.com

**TFP TEAM OVERVIEW**

Twitter.com/ebrdtrade
Facebook.com/ebrdttfp
The 14th WB EDIF Platform Advisory Group meeting is a closed-door event bringing together key implementing partners and government representatives from the Western Balkans to coordinate SME development in the region. The WB EDIF, funded by the EU, aims at improving access to finance for small and medium-sized enterprises (SMEs) in the Western Balkans through a variety of instruments, blending financing with technical assistance. This is the second WB EDIF PAG meeting hosted in the region and will provide the opportunity for participants to approve new proposals, address key challenges and build on the fruitful collaboration and dialogue of the stakeholders.

INVITATION ONLY - ENQUIRIES:
Nia Evans
evansn@ebrd.com

Following the WB EDIF PAG meeting, the WB EDIF SME Forum will set the stage for an in-depth discussion on the opportunities and challenges in the SME business environment. This will be followed by an interactive session for SMEs to connect with each other, sharing their experiences under WB EDIF, as well as the lessons learned and best practices on their road to stardom.

Blockchain has become an inescapable buzzword in the last few years. Proponents contend that blockchain will disrupt every major industry and will even alter the way that people and societies interact. But the question remains: Are we at the pinnacle of a history-altering technology that will drive massive economic and social impact, or is blockchain just the latest tech buzzword – more noise than substance? The panel will discuss concrete use cases of blockchain, the sectors where major blockchain progress is taking place, the groundwork that is still required for blockchain to become scalable, the type of regulatory environment that is necessary to facilitate the use of blockchain, and the impact that blockchain will have on traditional business models and governments.
The Business Forum will provide numerous opportunities for participants to interact, meet new people and develop business contacts. Events will include a networking breakfast, networking lunches and a Reception for All Participants which will feature a cultural performance. Details of such a performance will be announced closer to the date.

The EBRD’s Alumni Association is a global community of around 3,000 members – a unique network of skilled people from many different sectors. Join us at the Association’s Get-together, where you can network and reconnect with former colleagues in a relaxed and pleasant atmosphere. The event will also give you an opportunity to meet members of the Bank’s management and senior staff.

Invitation only – Enquiries: Marlene Frauscher alumniE@ebrd.com

The Civil Society Programme will take place alongside the Annual Meeting and Business Forum and will provide an opportunity for dialogue between civil society and EBRD staff, senior management, the President and Board Directors. This will be an occasion for civil society stakeholders to learn more about the Bank and discuss issues of mutual interest regarding the EBRD’s policies and investment projects. The Civil Society Programme is open to representatives from civil society only, to ensure open dialogue with the Bank and attendance is free of charge. Annual Meeting and Business Forum guests are welcome to join a multi-stakeholder session on the theme of impact investing.

Can large scale impact investors really do good by doing well? Or is there a trade-off between financial returns and social and environmental impact? Increasingly, the ‘value’ sought by commercial investors (internal rate of return) and the ‘values’ promoted by civil society (protecting the planet and people) are aligned – long-term value creation for all stakeholders depends on managing environmental, social and governance risks and other sustainability issues. This panel will explore ways in which business and civil society can work together to optimise approaches to impact investing and join forces to promote sustainable development.

For more information and regular updates visit: www.ebrd.com/am
In 2018, the EBRD became a carbon neutral institution. However, we have been working to minimise the environmental impact of our annual meetings for many years. Since 2013, carbon credits have been purchased and retired at least equivalent to the greenhouse gas emissions associated with the organisation of the Bank’s Annual Meeting & Business Forum.

For example, carbon credits from the Khalladi Wind Farm in Morocco, an outstanding renewable energy project that has been part-financed by the EBRD, were selected to offset any emissions associated with the 2018 Annual Meeting and Business Forum in Jordan.

This greenfield wind farm is located along the Mediterranean coast, just east of the city of Tanger. With stable wind conditions, the site is exceptionally well-suited for the production of renewable energy. The project is composed of 40 wind turbines totalling a generation capacity of 120MW, and it is among the first privately developed wind power projects in Morocco.

The EBRD is strongly committed not only to offset the carbon footprint of the event but also to reduce its footprint as much as possible. A big effort is made to recycle waste, reduce plastic consumption, reduce printing and paper consumption and to source eco-friendly merchandise that is either made of recycled material or biodegradable whenever possible.

As an event participant we would like to invite you to join us in our efforts to reduce our carbon footprint!

“If civilization is to survive, it must live on the interest, not the capital, of nature.” – Ronald Wright

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### SOUTH-EASTERN EUROPE
- Albania
- Bosnia and Herzegovina
- Bulgaria
- Cyprus
- Greece
- Kosovo
- Montenegro
- Republic of North Macedonia
- Romania
- Serbia

### CENTRAL EUROPE AND THE BALTIC STATES
- Croatia
- Estonia
- Hungary
- Latvia
- Lithuania
- Poland
- Slovak Republic
- Slovenia

### EASTERN EUROPE AND THE CAUCASUS
- Armenia
- Azerbaijan
- Belarus
- Georgia
- Moldova
- Ukraine

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### CENTRAL ASIA
- Kazakhstan
- Kyrgyz Republic
- Mongolia
- Tajikistan
- Turkmenistan
- Uzbekistan

### SOUTHERN AND EASTERN MEDITERRANEAN
- Egypt
- Jordan
- Lebanon
- Morocco
- Tunisia
- West Bank and Gaza*

### OTHER
- Russia
- Turkey

*Trust Fund operations only
REGISTRATION

The registration fee for the 2019 Business Forum is £800 (US$1,025 or €885) and is applicable to all participants (except official delegates, representatives of the press and civil society organisations).

To register and for more detailed information on all aspects of the registration process please visit: www.ebrd.com/am

If you are unable to register online and would like to request a hard copy of the registration form, please contact:

E: aminfo@ebrd.com

GENERAL ENQUIRIES

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EBRD HEADQUARTERS

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TRANSPORT & ACCOMMODATION

SHUTTLE SERVICE

A shuttle bus service for Annual Meeting participants will be provided to and from airport and hotels and from hotels to the event venues. Timetables and routes will be made available closer to the date of the event.

TAXI FARES

Fares from the airport to the Hotel Holiday average €15.

HOTELS

Participants will be able to book accommodation in the below listed hotels via the registration system.

– Malak Regency
– Hotel Austria & Bosna
– Hotel Hills Thermal Spa & Resort Sarajevo
– Hotel Radon Plaza
– Novotel Sarajevo Bristol
– Swissotel Sarajevo
– Courtyard by Marriott Sarajevo
– Residence Inn by Marriott Sarajevo
– Hotel President Sarajevo

FOR MORE INFORMATION AND REGULAR UPDATES VISIT:
www.ebrd.com/am
The Annual Meeting venues are located within walking distance from each other.

KEY

VENUES
A The Hotel Holiday (Registration)
B The Council of Ministers’ Tower
C The Parliamentary Assembly Building
D The Swissotel
E Marquee

HOTELS
1 Malak Regency
2 Hotel Austria & Bosna
3 Hotel Hills Thermal Spa & Resort Sarajevo
4 Hotel Radon Plaza
5 Novotel Sarajevo Bristol
6 Swissotel Sarajevo
7 Courtyard by Marriott Sarajevo
8 Residence Inn by Marriott Sarajevo
9 Hotel President Sarajevo

PLACES OF INTEREST
10 Baščarsija Square and Sebilj
11 City Hall
12 Latin Bridge
13 Olympic Hall Skenderija
14 National Museum
15 Olympic Park
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- **CEE’s Best Bank for Transformation** (Euromoney, July 2018)
- **Best Bank in CEE** (Global Finance, April 2018)

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