

AGENDA

WOMEN ENTREPRENEURSHIP-Innovation and response of SME's to COVID-19

Hybrid event – Sarajevo, 25 - 26 May 2021

Organizers:

Foreign Trade Chamber of Bosnia and Herzegovina

Enterprise Europe Network Women Entrepreneurship Sector Group

Location:

Sarajevo, Hotel Hills, Bosnia and Herzegovina

Plenary Session Moderator:

Mr Amir Hujić - Head of Unit for EU and Projects

Unit for EU and Projects

Foreign Trade Chamber of Bosnia and Herzegovina

TUESDAY, 25 MAY 2021

09.30 – 09.40 WELCOME REMARKS

Mr Enes Ališković – Director of Bosnia and Herzegovina Export Promotion Agency

Foreign Trade Chamber of Bosnia and Herzegovina

09.40 – 10.10 OPENING PLENARY SESSION

Ms Brankica Pandurević - Assistant Minister

Sector for Economic Development and Entrepreneurship

Ministry of Foreign Trade and Economic Relations of Bosnia and Herzegovina

Ms Martha Schultz - President

European Women Network – EWN

Association of European Chambers of Commerce and Industry - Eurochambres

Ms Tatjana Shterjova Dushkovska - Secretary General

Western Balkans 6 Chamber Investment Forum

Ms Tanja Mišćević – Deputy Secretary General

Regional Cooperation Council



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



Business Support on Your Doorstep

10.10 – 10.25 KEYNOTE SPEECH

Ms Luisa Prista – Head Of Department

Department for Innovation ecosystems, SMP / Entrepreneurship and Consumers

European Innovation Council and SMEs Executive Agency (EISMEA)

Topic: **Support to Women Entrepreneurship in the Next Enterprise Europe Network Period.**

Break

10.30 – 11.15 PLENARY SESSION

Ms Sanja Popović-Pantić - Enterprise Europe Network Sector Group Chair

Enterprise Europe Network Sector Group

Topic: **Enterprise Europe Network Sector Group Women's Entrepreneurship**

Ms Evisi Kopliku - Expert on Competitiveness

Regional Cooperation Council

Topic: **RCC "Women Economic Empowerment" Agenda in the Western Balkans**

Ms Amna Muharemović, Deputy Head of Office

UN Women-The UN Entity for Gender Equality and the Empowerment of Women

Topic: **Women's Entrepreneurship – Opportunity to Build Back Better and Equal.**

Ms Gabriela Kostovska Bogoeska - Executive Director

Foundation for Management and Industrial Research

Topic: **WEgate – Supporting the growth of women entrepreneurs in Europe**

Break

11.20 – 12.20 FIRST PANEL SESSION

Co-organization with the Regional Association of Entrepreneurs "Business Women"

Women Entrepreneurship- Innovative approach in response to the pandemic COVID 19.

Panel topics:

- Work from home;
- Business in crisis periods;
- Modern ways of financing;
- Starting a business during the COVID-19 pandemic;
- Utilizing innovations and networks as a new and effective way of business development.

Moderator:

Ms Dženita Zirdum

RAP Regional Business Women Association

Panelists:

Ms Ivana Radić - Croatia

President

International Women's Business Network

Ms Merisa Kurtanović

Master of Economics

Sarajevo University

Ms Mersiha Husejnović

Founder and Marketing manager

MH Real Estate

Ms Azra Atagić-Čatović

CEO

Business Portal akta.ba

Ms Alma Mušić

Founder and CEO

INNOVATE Business Consulting & Marketing Agency

Ms Valentina Disoska – N. Macedonia

Owner

MM Disoski-Marketing & Business Development

Break

12.25 – 13.25 SECOND PANEL SESSION

Co-organization with the University of Sarajevo

Women Entrepreneurship- Business internationalization - Innovative approach

Panel topics:

- *Good practices – Women in Business DTP project;*
- *What are barriers and enablers of innovation in women-owned SMEs?*
- *Do women and men have the same treatment in innovation activities?*
- *How Covid-19 impacted your business and innovation (did you innovate more)?*
- *What are the key aspects of resilient business practices?*

Moderator:

Prof. dr Maja Arslanagić-Kalajdžić

Professor, University of Sarajevo

Panelists:

Prof. dr Melika Husić-Mehmedović

Minister

Ministry of Science, Higher Education and Youth of Sarajevo Canton

Ms Irma Zulić

Gender Responsive Budgeting Coordinator

UN Women - The UN Entity for Gender Equality and the Empowerment of Women

Ms Dajana Džindo

Executive Director

Foundation 787

Ms Erna Šošević

CEO

BIZBOOK

Ms Samra Bešlija-Aščerić

Co-founder

CAWEX

Ms Lejla Tuzlak

Owner

Green O3 Sarajevo

Ms. Senita Slipac, USA

Co-founder & CEO

OREA Bazaar

Lunch break

14.00 – 18.00 INDIVIDUAL B2B-MEETINGS - prebooked meetings

WEDNESDAY, 26 MAY 2021

10.00 – 18.00 INDIVIDUAL B2B- MEETINGS - prebooked meetings

The Foreign Trade Chamber of Bosnia and Herzegovina and EEN Women Entrepreneurship Sector Group (WEG), jointly with the co-organizers and Network partners, are organizing a big hybrid event in Sarajevo on May 25th, 2021.

This event will be composed of opening plenary session with presentations and panel discussions, followed by two days individual virtual meetings. It would be a combination of live and online contents and focus will be on women entrepreneurship.

The main goal of the event is to promote women's entrepreneurship and their innovative approach in response to the pandemic time caused by COVID 19.

BITNET EEN Team®

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