



## **BUSINESS OPPORTUNITIES IN SERBIA: “TECHNOLOGIES FOR SUSTAINABILITY AND ENERGY EFFICIENCY”**

**June 7<sup>th</sup> 2010 in Belgrade**



Environmental issues are increasingly prioritized on the worldwide agenda. Serbia has embarked on the path towards increasing energy efficiency, introducing more alternative energy sources and paying more attention to environmental issues. Today, Serbia has among the lowest energy efficiencies in Europe and has significant needs for improvement within this field. 40 percent of the EU *acquis communautaire* Serbia has to fulfill before becoming a member of the European Union is within the field of environment.



Although the overall environmental situation in the country is still far from satisfactory, the rapid economic and political developments have increased the demand for energy, energy efficient technologies and environmental technologies. The level of awareness among politicians, private business and consumers is also increasing. This, together with an increased funding from the EU and IFI's for projects in the environmental and energy sectors, creates substantial business opportunities for Swedish companies that offer solutions within these sectors.



The purpose of this seminar is to inform Swedish companies about Serbia's current environmental situation, focusing on advanced technologies for sustainability and energy efficiency. The seminar also gives Swedish participants an opportunity to present their company with their products and solutions to important decision makers and potential business partners in Serbia, as well as to inform target groups about the Swedish know-how.



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TIME: Monday, 7<sup>TH</sup> of June 2010, VENUE: TBC

**-DRAFT PROGRAMME-**

<b>Sunday, June 6th</b>	<b>Individual arrivals</b>
<b>Monday, June 7<sup>th</sup></b>	
<b>09:30</b>	<b>Registration and coffee</b>
<b>10:00</b>	<b>Opening remarks</b> H.E. Ambassador of Sweden in Serbia (TBC)
<b>10:10</b>	<b>“Introduction to Serbia and the Swedish Trade Council”,</b> Ms. Elza Möller Kazemi, Trade Commissioner, Swedish Trade Council
<b>10:20</b>	<b>“Stockholm – The European Green Capital 2010” (TBC)</b> Mr. Gunnar Söderholm, Director Stockholm Environment and Health Administration
<b>10:30</b>	<b>Presentation, Ministry of Mining and Energy (TBC)</b> <b>Presentation, Ministry of Environment and Spatial Planning (TBC)</b> <b>Presentation Energy Efficiency Agency (TBC)</b> <b>Presentation City of Belgrade (TBC)</b>
<b>11:30</b>	<b>Presentation of SymbioCity</b> Mr. Håkan Dahlfors, Program Manager Environmental Technology, Swedish Trade Council
<b>11:45</b>	<b>Coffee break</b>
<b>12:00</b>	<b>Presentations of Swedish Companies</b>
<b>14:00</b>	<b>Round off and Closing Remarks</b> Swedish Trade Council in Serbia
<b>14:10</b>	<b>Common Lunch and Networking</b>

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TIME: Monday, June 7<sup>th</sup> 2010

VENUE: TBC

PLEASE FILL OUT THIS FORM AND MAIL / FAX IT TO THE CONTACT LISTED BELOW NO LATER THAN 12<sup>th</sup> OF APRIL, 2009.

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The seminar is partly financed by the Swedish government. The participation fee for the Swedish companies is EUR 2 900 excl. VAT (maximum 2 people). The price includes VIP-reception, time for company presentation, local marketing and media relations, networking possibilities with selected local companies, all meals included, translation when needed and company information in the conference brochure.

Please note that the registration for the seminar is binding and flights & accommodation as well as costs other than the above mentioned are NOT included in the participation fee. The Swedish Trade Council can assist with hotel reservation.

The General Conditions for Assignments of the Swedish Trade Council from May 2<sup>nd</sup> 2008, apply.

For questions, please contact: Dajana Kazazic, +381-11-311-3017

**I/ WE WILL ATTEND THE SEMINAR:**

Company			
Corporate ID no			
Address			
Postal code		City	
Phone		Fax	
Participant (1)			
Position			
E-mail			
Participant (2)			
Position			
E-mail			