



La Région
Auvergne-Rhône-Alpes

Auvergne-Rhône-Alpes –
Serbia

Economic Forum

———— **10 March 2025** ————



Programme

09:00-09:30 **Welcome coffee**

09:30-09:45 **Opening session**

- › **Philippe MEUNIER**, Vice-President of the Auvergne-Rhône-Alpes Region, in charge of international relations
- › **Ana HRUSTANOVIC**, Serbian Ambassador to France

09:45-10:30 **Comparative views of the economic ecosystem in Auvergne-Rhône-Alpes and Serbia**

Facilitator: Tba

- › **Mihailo VESOVIC**, Vice-president Serbian Chamber of Commerce (PKS)
- › **Sanja IVANIC**, General Director Franco-Serbian Chamber of Commerce (CCIFS)
- › **Sebastien GILLET**, General Director GL Events exhibitions industries
- › **Johan KRIEGER**, Export Development Officer BPI France
- › **Bertrand VÉLON**, International Director Auvergne-Rhône-Alpes Chamber of Trade and Industry

10:30-10:50 **Coffee break**

10:50-13:00

Spotlight on strategic sectors
“The current challenges facing the sector
and market opportunities”

10:50-11:40

Market Presentation

- › **Mihailo VESOVIC**, Vice President, Serbian Chamber of Commerce (PKS)
- › **Alexandre MARTINEZ**, Agricultural Advisor, French Embassy in Serbia

11:10 - 12:30

Company Testimonials

Moderation: TBA

Industry of the Future

- › **Petar NIKOLIC**, General Director of Michelin Serbia

Agri-Food Industry

- › **Igor TATIC**, Deputy Sales Director - Chemicals, Elixir
- › **Matthias PREDOJEVIC**, Vice President of Corporate Development, Elixir

12:30-13:00

Organisation and economic impacts of major events

Facilitator: Sophie CLERE, International Tender Director, GL Events

Expo 2027 in Belgrade

- › **Mihailo VESOVIC**, Vice President, Serbian Chamber of Commerce (PKS)

2030 Winter Olympics in the Alps

- › **Auvergne-Rhône-Alpes Region**

13:00-14:15

Buffet lunch with a local Chef

Culinary demonstrations

by the Auvergne-Rhône-Alpes Gourmand agency

14:30-16:00

Meetings with companies and experts

(in English)





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AMBASSADE DE LA REPUBLIQUE DE SERBIE
PARIS - FRANCE

TEAM
FRANCE
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La Région
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LES CCI D'Auvergne-Rhône-Alpes



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La Région
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—ENTREPRISES—



CCI FRANCE SERBIE
FRANCO-SRPSKI VEŠTAKA I PROMETNA KAMORA



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