



TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ



Dumlupınar Bulvarı No:252 (Eskişehir Yolu 9. Km.) 06530 /ANKARA

www.tobb.org.tr - tobb@hs01.kep.tr

Sayı : E-34221550-720-2043

Tarih: 26.02.2024

Konu : 13. Uluslararası Yatırım Konferansı Saraybosna İş Forumu 2024

TÜM ODA VE BORSALARA
(Genel Sekreterlik)

İlgisi : Ticaret Bakanlığı'nın 20.02.2024 tarihli ve E-68460249-724.01.03-00094134353 sayılı yazısı.

İlgide kayıtlı yazıda, Bosna Hersek (BH)'in en önemli ekonomik etkinliği olarak öne çıkan Saraybosna İş Forumu SBF 2024'ün 22-23 Mayıs 2024 tarihlerinde Saraybosna'daki Ulusal Parlamento Binasında düzenleneceği belirtilerek etkinliğin elektronik posta ile duyurulması talep edilmektedir.

SBF 2024'e ilişkin etkinlik broşürü, davetiye ve gündem maddeleri ekte sunulmakta olup, etkinlik programı <https://sarajevobusinessforum.com/> adresinde yer almaktadır.

Bilgilerinizi ve Forumun ilgili üyelerinize elektronik posta ile duyurulmasını rica ederim.

Saygılarımla,

e-imza

Mustafa SARAÇÖZ
Genel Sekreter

EK:

- 1- Invitation for Turkish Businesses. (2 sayfa)
- 2- Sarajevo Business Forum 2024 Brochure. (8 sayfa)



Evrakı Doğrulamak İçin : <https://belgedogrula.tobb.org.tr/belgedogrulama.aspx?eD=BSD5Y1341E>

Tel : +90 (312) 218 20 00 (PBX) - Faks : +90 (312) 219 40 90 -91 -92... - E-Posta : info@tobb.org.tr

Bilgi İçin: Mustafa Eren ÖZTÜRK - Tel : - E-Posta : eren.ozturk@tobb.org.tr

Mr Atalay AYDOĞDU
Counsellor for Commercial Affairs
Turkish Embassy in Sarajevo
Vilsonovo Šetalište bb
71000 Sarajevo

INVITATION TO THE 13th SARAJEVO BUSINESS FORUM (SBF) 2024

Dear Mr. Aydoğdu,

We are honored to extend a warm invitation to the esteemed Turkish Embassy to kindly pass along our invitation to businesses and companies in Türkiye to participate in the 13th Sarajevo Business Forum (SBF) 2024. This event is scheduled to take place on May 22-23, 2024, in Sarajevo, the capital city of Bosnia and Herzegovina.

Organized by Bosna Bank International (BBI) and held under the esteemed Patronage of the Presidency of Bosnia and Herzegovina, the SBF 2024 serves as a crucial platform for fostering international business connections. We believe that the active participation of businesses from Türkiye will contribute significantly to the success of this event.

The official program on May 22, 2024, at the National Parliament Building, offers a prime opportunity for delegates from Türkiye to engage in discussions on potential investment opportunities and strengthen business ties between Türkiye and Bosnia and Herzegovina.

The Sarajevo Business Forum has gained prominence as a leading international investment and business conference, attracting 1500-2000 business representatives annually. We encourage the Embassy to forward this invitation to relevant businesses and companies in Türkiye, spanning various sectors, to maximize the networking potential and capitalize on the unique opportunity to engage with a world-class business network.

This event underscores our commitment to economic growth and collaboration, not only for Bosnia and Herzegovina but also for the broader Western Balkans region. The presence of businesses from your country will undoubtedly contribute to the success of the event, fostering enduring connections and advancing our shared commitment to a robust partnership.

For further details and to confirm participation, interested companies from Türkiye are kindly requested to contact the Main Organizer, Bosna Bank International, at admir.meskovic@bbi.ba. Additional information about the event can be found at www.sarajevobusinessforum.com.

We express our sincere appreciation for your assistance in disseminating this invitation and eagerly anticipate the participation of businesses from Türkiye at the 13th Sarajevo Business Forum.

Sarajevo, February 12, 2024

Sincerely,

Alek Bakalović
President of the Management Board



SBF 2024 INDUSTRIES & TOPICS IN FOCUS

EU AGENDA FOR WESTERN BALKANS

Regional collaboration opportunities and strategies
 Invest in Western Balkans / Invest in B&H
 Regional Cooperation for the Future: EU / CEFTA
 RCC & The Western Balkans (WB); Connectivity & Mobility
 Cross-Border Trade Facilitation

INFRASTRUCTURE AND CONNECTIVITY

Sustainable Development & Energy Management
 Renewable Energy Solutions; Green Business & Recycling
 Roads for the Future: Highways, Railroads, Airports
 Renewable transportation; Public-Private-Partnerships (PPPs)

TOURISM

Health tourism; Franchise opportunities in tourism; Tourism infrastructure
 Destination Management; Country Branding & Promotion
 Halal Friendly Tourism; Regional tourism collaboration

REGIONAL SUCCESS STORIES

Cross-Border Collaboration; Innovative Business Models
 Investment Triumphs; Digital Transformation
 Sustainable Development; Social Impact
 Government and Private Sector Partnership
 Resilience in Challenging Times

FOOD & HEALTH

Sustainable Globalization of Food Production
 Advanced Automation
 Efficient Manufacturing, Production & Energy Management
 Halal Food & Services
 Health and Wellness in Food Services
 Climate-Conscious Food Production Challenges

IT & TELECOMMUNICATIONS

Digital Transformation
 Cyber security and data privacy
 E-Commerce & Cloud solutions
 Artificial Intelligence (AI) and Machine Learning (ML)
 5G and Beyond: Shaping the Future of Connectivity
 Smart Cities and Intelligent Infrastructure

FINANCE, BANKING & ECONOMY

Digital Transformation in Finance
 Digital Economy: Mobile Banking
 Sustainable Finance and Impact Investing
 Participation Banking & Economy / Takaful
 Customer / User Experience
 Digital Finance: Blockchains & Digital Money

and much more.



13th Sarajevo Business Forum 2024

Strategy, Concept and Format



Strategic concept

- **Investment conference** focusing on Bosnia and Herzegovina and the Balkan region.
- Proper mix of **private and institutional stakeholders** (public and private partnership).
- **Strong patronage and sponsoring by the Presidency, Ministry of Foreign affairs, Federal and Cantonal governments.**
- Audience / participants – **B&H highest officials, foreign delegations (GCC), European Union officials and Corporate clients**
- Panels with hot attractive topics (*pre-defined structure*).
- **Large scale attractive Projects** to attract international attention and investment.
- **Business-oriented forum with direct positive economic impact** to the community and economy.

Dates, Venues & Panels – SBF 2024

May 21, 2024, location: Sarajevo City Hall

- Official Reception & Welcome Dinner

May 22, 2024, location: National Parliament Building

- Official **Opening Ceremony** with Keynote speeches
- **Sarajevo Business Bridge Awards Ceremony**
- **MoU / Contract Signings Ceremony**
- **Panel #1: EU Agenda** – political / strategic



May 23, 2024, location: Hotel

- Panel #2: Infrastructural projects
- Panel #3: IT & Telecommunications
- Panel #4: Sustainable development
- Panel #5: Islamic finance



Investment Projects & Opportunities

- **Major, strategic projects** of public interest.
- **Projects** to be presented at the Sarajevo Business Forum 2024 as stand-alone side-events or during Panel discussions:
 - **Road Infrastructure:** Sarajevo-Belgrade highway, Lašva Highway as PPP, Tunel Prenj, ...
 - **Airports:** Sarajevo, Mostar, Tuzla, Banja Luka – concession possibilities, investments, low-cost carriers, ...
 - **Railroads:** Major topic of the Minister for Transport & Communication - absolute infrastructure in the whole region, connection to sea ports and EU corridors, ...
 - **Green Energy:** Solar and Wind Parks – solar becoming very popular and subsidized for the wide population and investors, ...
 - **Gas:** Southern Interconnection, Eastern connection, ...
 - **City infrastructure** with focus on Sarajevo: Miljacka river, Tram transport, Intracity bypasses and connections, Business industry zones for FDIs, Recycling, Tourism, ...
 - **State owned and private projects** looking for investors with minimum size of EUR 10 mln, ...

Key Stakeholders

EXPECTED FOREIGN DELEGATIONS & INTERNATIONAL GUESTS:

- Türkiye
- GCC countries
- Libya
- Western Balkans (Montenegro, Serbia, Albania, N.Macedonia)
- Western Europe
- OIC countries
- Business Forum Networks - delegations
- Ministry / Government officials, Investment Funds, Chambers, Business Associations
- Ministry / Government officials, Chambers and Business Associations
- Ministry / Government officials, Chambers and Business Associations
- Presidents, Prime Ministers, Ministry / Government officials
- EU, EC, EBRD, EIB, EU Delegation in B&H, EU Agencies...
- ICCIA, TOBB, ITO, Chambers of Commerce, Investment Funds...
- Chambers, Companies, Investors, Agencies, Business Associations...

DOMESTIC AUDIENCE:

- State and Federal Government and institutions officials
- Canton Sarajevo and other Cantons
- Top BBI Corporate Clients & Partners
- Major Corporates from the region
- Presidency, Council of Ministers, Federal Government, Federal Ministries, Agencies...
- Cantonal Prime Ministers, Ministers, Cantonal Agencies and Institutions...
- Owners, CEOs, CFOs, Chairmans, Directors...
- Industry Leaders – Owners, CEOs, CFOs, Chairmans, Directors...

MEDIA AND SOCIAL NETWORKS COVERAGE

*HOHQ 7DULK 6D\O



PR EVALUATION

Total PR evaluation:

1.298.774,00 BAM

AVE evaluation:

325.693,50 BAM

Total number of PR articles: **969 for April and May 2023**

Subject	No of PR articles	AVE value BAM	PR value (BAM)
Sarajevo Business Forum	969	325.693,5	1.298.774,00 BAM
Subject	No of PR articles	AVE value BAM	PR value (BAM)
Abu Dhabi Islamic Bank (ADIB)	251	99.813	299.439
JP Autocese F BiH d.o.o. Mostar	130	46.114	138.342
BH Telecom d.d. Sarajevo	104	37.120,5	118.615,5
Dubai Islamic Bank (DIB)	253	99.637,5	298.912,5
Ministarstvo privrede Kantona Sarajevo	167	84.984,5	222.493,5
Turkish Airlines	92	32.292	96.876
Unika Osiguranje	126	44.518,5	139.873,5



ROLE OF TURKISH EMBASSY

- Providing contacts for inviting and facilitating the attendance of **high-ranking state officials and prominent leaders** from Türkiye at the Sarajevo Business Forum.
- Providing contacts for inviting and ensuring the presence at the Sarajevo Business Forum of **representatives from business communities, investors, owners/directors of companies, and other individuals or institutions/organizations interested in participating as attendees and/or speakers.**
- **Informing business associations** and promoting the Sarajevo Business Forum in Türkiye.
- **Informing investors** about projects available to registered participants through the online platform sarajevobusinessforum.com.
- **Transmitting information through Turkish media network** about investment and business opportunities in Bosnia and Herzegovina, the Western Balkans, and Southeastern Europe via the Sarajevo Business Forum platform.



Bosna
Bank
International

Thank you.
