

# FRANCE - WESTERN BALKANS BUSINESS FORUM

## Adapting to Change: Building Business Resilience

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7 October 2025, Belgrade  
Conference, round tables, B2B, networking

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**ORGANIZER :** French Serbian Chamber of Commerce and Industry

**OBJECTIVES :** Bring together the Western Balkans and French companies

- Identify and facilitate synergies, with a focus on regional projects
- Facilitate dialogue between WB and French companies
- Facilitate greater regional co-operation

**SCOPE :** The Western Balkans

**PARTICIPANTS:** Country representatives, Ministry representatives, Western Balkan companies, French companies, IFI's, high-level representatives from the business world.

### THE BUSINESS FORUM FRANCE WESTERN-BALKANS OFFERS:

- An official opening session in the presence of officials of the WB countries
  - B2B meetings with more than 250 participants from the WB countries
  - Theme-based round tables presenting business opportunities and issues in the Balkan region
  - Networking opportunities
  - Networking cocktail  
&
  - The chance to exhibit and present your offer of services at a «Village Expert» stand
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## AGENDA

### 06.10.2025, French Embassy

HOURS: **18:30 – 20:30**

WELCOME PARTICIPANTS & VIP COCKTAIL

### 07.10.2025, MTS dvorana

HOURS: **09:30 – 10:00**

OFFICIAL INAUGURATION CEREMONY – Opening remarks

HOURS: **10:00-10:45**

#### **ROUND TABLE: Geopolitical Risks and Business Strategy: Preparing for the Unexpected**

Explore how businesses in the Western Balkans and France are dealing with the evolving political landscape, trade tensions, and how they can develop risk management strategies to mitigate those uncertainties.

#### **Coffee break**

HOURS: **11:15 – 12:00**

#### **ROUND TABLE: Adapting to Economic Shifts: the impact of global disruptions**

How businesses can leverage technology, digital transformation, and innovation to stay competitive and improve operational resilience during uncertain times.

HOURS: **12:00 – 12:45**

#### **ROUND TABLE: Sustainability and Gender Equality in a Changing World**

#### **Navigating Environmental Challenges, Business Responsibility, and Corporate Strategy**

Explore how businesses are addressing environmental sustainability while advancing gender equality, balancing these priorities amidst economic uncertainty, supply chain disruptions, and political instability, all while maintaining their corporate social responsibility commitments.

#### **Networking lunch**

HOURS: **14:30 – 17:30**

**B2B**



## PARTICIPATION OPPORTUNITIES

### STANDARD PARTICIPATION

- 1 participant in all events on 7 October (B2B & Networking)
- 1 program of individual B2B meetings
- Acces to the « Expert Village » area
- Participation to the theme-based round tables
- Presence at the reception at the French embassy
- Invitation to the lunch and coffee breaks
- Additional participant: 100 EUR

**650 EUR**

### PREMIUM PARTICIPATION

- Includes all benefits from the Standard Participation package for 2 persons
- Participation at 1 round table as a speaker
- Placement of your logo on all our communication means before, during and after the Forum; logo on the B2B platform
- Communication campaign through numerous channels: mini web site, mailing, newsletters, LinkedIn...

**2500 EUR**

## VISIBILITY & BRANDING OPPORTUNITIES

### MAIN BUSINESS PARTNER

- Your booth in the expert village
- Your promotional video shown before the plenary session (3min max)
- Participation at 1 round table as a speaker
- Placement of your logo on all our communication means before, during and after the Forum; Logo on the B2B platform
- Communication campaign through numerous media and social networks: mini web site, emailing, newsletters, LinkedIn...
- Your branding on participants' name tags
- B2B meetings with interested companies
- The offer includes participation of 5 persons from your company at all events

**10000 EUR**

### EXPERT VILLAGE BUSINESS PARTNER

- An exhibitor's stand in the plenary room
- Your promotional video on screens in the village
- Placement of your logo on all our communication means before, during and after the Forum; Logo on the B2B platform
- Communication campaign through numerous media and social networks: mini web site, emailing, newsletters, LinkedIn...
- B2B meetings with interested companies
- The offer includes participation of 3 persons from your company at all events

**5000 EUR**



#### CONTACTS

**Nina Robović**  
Tel: +381 11 4511 166  
CCI France Serbie, Svetogorska 7L, Belgrade Serbie  
nina.robovic@ccfs.rs

**Lora Božić**  
Tel: +381 11 4511 166  
CCI France Serbie, Svetogorska 7L, Belgrade Serbie  
lora.bozic@ccfs.rs

All forum participants will need to register on the B2B platform, which will be active in the first half of September.