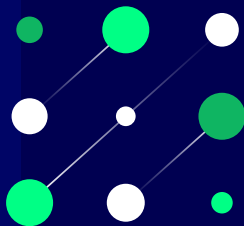


PRELIMINARY
AGENDA



THE THIRD/

September 16th, 2024

BALKANOMICS

The Conference

Economic Growth in the Western Balkans Region
through Intelligent Investments.

ENVIRONMENTAL
SOCIAL
GOVERNANCE

DAY 3

September 16th 2024

BalkaNomics / The Conference

Tirana, Plaza Hotel, Geraldina

PRELIMINARY AGENDA

9:30 – 10:00

WELCOMING & REGISTRATION

EVENT START

10:00 – 10:10

Co-Hosts **Enio Jaço** and **Blendi Salaj**, introduce the Conference

SPECIAL SESSION:

10:10 – 10:35

BOOSTING ECONOMIC PRODUCTIVITY: STRATEGIES & INNOVATIONS FOR A WESTERN BALKANS' ECONOMY

In an open discussion, **Mr. Emanuel Salinas**, the World Bank's Country Manager for Albania, discusses how economic integration drives growth in smaller economies like those in the Western Balkans. He examines the region's potential to tap into the EU's 450 million-strong market, emphasizing the need to address barriers that prevent entrepreneurs, investors, and firms from fully leveraging this opportunity for prosperity and job creation.

GEOPOLITICAL SESSION:

10:40 – 11:10

GEOPOLITICAL DYNAMICS AND ECONOMIC PROGRESS IN THE WESTERN BALKANS

In this insightful session, **Edward P. Joseph**, a senior American foreign policy analyst, examines the interplay between democracy and economic development in the Western Balkans. He explores the region's geopolitical challenges within the context of EU accession, assessing how state of democracy, corruption and electoral processes impact the delicate balance between political stability and economic aspirations.

IFESTO SESSION:

11:15 – 11:40

THE LARGEST DE-CARBONIZATION EFFORT IN EUROPE IS COMING FROM A NEIGHBORING ECONOMY

Prokopios Faidon-Kosmas, Group Head of New Technologies and Manufacturing Decarbonization, **Dimitrios Dimou**, CEO of Titan Albania and **Dritan Nako**, Legal, CSR & External Relations Manager, discuss Titan's IFESTOS project. This groundbreaking €234 million EU-funded carbon capture initiative in Greece challenges perceptions about green projects' origins. They explore opportunities for implementing environmentally sound solutions in Albania, focusing on co-processing Alternative Fuels and Raw Materials in cement production to reduce CO2 emissions, promising to revolutionize sustainable technology across the EU market.

URBAN SESSION:

11:45 – 12:10

DESIGNING FOR THE FUTURE: ESG PRINCIPLES IN MODERN ARCHITECTURE

In this Insightful session, we are joined by the renowned Architect and Urban Planner, **Simon Battisti** from "Relationship Center", whose innovative approach merges sustainability with striking design and **Olsi Eftimi**, a well known Albanian Architect and Partner at Atelier 4. We explore how ESG principles can shape transformative, eco-friendly spaces in the Western Balkans. This session examines how urban planning and sustainable building practices can transform cities, while minimizing environmental impact.

INNOVATION SESSION:

12:15 – 12:40

**TRANSFORMING THROUGH INNOVATION:
PHILIP MORRIS' BOLD LEAP INTO
SUSTAINABLE INNOVATION**

In an engaging fireside chat, PMI General Manager for Albania & Kosovo, **Lorent Gordi** explores the company's innovative approach to sustainability and the importance of continuing transparent dialogue and collaboration with policymakers and public health stakeholders to promote science-based tobacco harm reduction policies. Building the right skills, adopting the right digital solutions, investing in the right technologies and properly embedding all of them in a business model is an ongoing process. It's a battle of gradual gains leading to compounding benefits, instead of one-off miracles. There's a recurring theme for sustained progress and the role of digital in a transformation. It requires visionary leadership, skills development, and a holistic approach.

12:45 – 13:45

NETWORKING LUNCH

KEYNOTE SESSION:

13:50 – 14:10

**DEMOCRACY AND RULE OF LAW:
CATALYSTS FOR ECONOMIC GROWTH**

In a candid fireside chat, **Ms. Nancy VanHorn**, the newly appointed Chargé d'Affaires at the U.S. Embassy in Albania, shares her vision and priorities. She explores Albania's EU aspirations, highlighting how bolstering democracy, tackling corruption, and enhancing rule of law can propel economic growth, foster Western Balkans' integration, and cultivate a more dynamic, competitive business landscape.

NEW EUROPE SESSION

14:15 – 15:10

HOW REFORM & REGIONAL COOPERATION CAN DRIVE BILLIONS OF EUROS INTO THE ECONOMIES OF THE WESTERN BALKANS

Blendi Gonxhja, Minister of Economy, Culture and Innovation (Albania)

Artane Rizvanolli, Minister of Economy (Kosovo)

Besar Durmishi, Minister of Economy (North Macedonia)

In this dynamic panel, three Ministers of Economy from Western Balkan countries discuss how regional partnerships can advance economic growth and ESG initiatives. They explore strategies to harmonize ESG approaches, leverage EU funds like WBIF, and the New Growth Plan. The discussion focuses on reform, cross-border collaboration, sustainable infrastructure projects, and policies that attract ESG investments, highlighting the potential of unified regional action to secure substantial funding and expedite EU accession.

TRANSFORMATION SESSION:

15:15 – 15:35

REFRESHING SUSTAINABILITY: COCA-COLA'S PATH TO NET ZERO

In an intimate fireside chat, Coca Cola Albania's CEO **Mr. Luca Bussi**, delves into the circular economy's transformative power. He examines Coca-Cola's strategies for carbon neutrality, focusing on efficient resource use and waste minimization. Bussi discusses how circular principles can address environmental challenges, stimulate economic growth, and help meet EU market standards in the Western Balkans.

**ECONOMIC GROWTH
SESSION:**

15:40 – 16:00

**ECONOMIC TRANSFORMATION FOR THE
WESTERN BALKANS: HOW BUSINESS
CLIMATE & CAPITAL INJECTION CAN
ACCELERATE GROWTH.**

Aubrey Hruby, a global Investor, policy Advisor, co-Author of the Award-winning book, and former managing Director of a global firm facilitating over \$2 billion in capital in 30 African markets, shares her insights with Co-Host **Enio Jaco**.

EXCLUSIVE SESSION:

16:05 – 16:35

**THE LAUNCH OF THE FIRST
ESG NETWORK IN ALBANIA**

In this inaugural session, the President of ESG Network Albania, **Mario Bracci** unveil Albania's first ESG Network. They present the Network's mission and vision, highlighting its potential to transform business practices in the region. The discussion explores how this pioneering initiative aims to promote sustainable, responsible, and ethical business conduct, fostering collaboration among companies to address environmental, social, and governance challenges in Albania and the region.

16:40 – 16:50

Co-Hosts **Enio Jaço & Blendi Salaj**, end the Day 3 of Conference with Wrap-up and Key Announcements.



BALKANOMICS The Conference

cbs creative
business
solutions

**EXECUTIVE
PARTNER**



TITAN
ALBANIA

**STRATEGIC
PARTNER**



PHILIP MORRIS
INTERNATIONAL

SPECIAL PARTNER

Coca-Cola
Bottling Shqipëria sh.p.k.

SUPPORTIVE PARTNER



ATELIER 4
ARCHITECTURE • ENGINEERING • CONSULTING

SUPPORTIVE PARTNER



vodafone
business

INNOVATIVE PARTNER

lores

SUPPORTIVE PARTNER