

## THE 2012 SEE MANAGEMENT FORUM

### How to Improve Competitiveness of SEE: Context, Strategy, Economic Policies and the Role of Business Leaders

September 19-20, 2012

Chamber of Commerce and Industry of Serbia Belgrade

Under the patronage of the Government of the Republic of Serbia



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The South East Europe (SEE) economy is clearly struggling to recover from double dip recession of unusual depth and duration. Reductions in tax receipts, the stimulus spending necessitated by the financial crisis and rapid growth in the health care outlays due to population aging are to leave governments with soaring deficits and debts. In the same time SEE national economies face less visible but more fundamental challenge: a series of underlying structural changes that could permanently impair their ability to raise the competitiveness. Today the danger of doing nothing is most serious problem for policy makers. Also, if government and business leaders react only to the downturn and fail to confront deeper challenges, they will leave the economy with weak long-term prospects.

Business leaders from the region can and must play a far more proactive role in transformation of competition and investing in local industries than being passive victims of controversial public policy. We could have double digit economic growth for the next two decades and still have big deficits and indebtedness. Deficits and debt consume the resources we must invest in keeping the SEE competitive. That would not address the fact that demographics have changed and health care costs are increasing at a much faster rate than the GDP. The rate of growth of health care costs in these countries should be, at most, one percentage point more than the GDP growth rate due to population aging. We could not solve the problem just by raising taxes. Also, mentioned contradiction cannot be solved entirely with cost cuts. The solution will require economic growth. It will require industry policies, some revenue which could come from new investments, monetary model justification, simplifying the tax code, broadening the tax base, and eliminating the deficit back door spending.

In times of crisis, business as an institution faces rising skepticism in society. Not to decide is to decide. All of us in business must put aside our individual wish lists and think about what is really important for the country. If we are unwilling to do that, then future generation, are going to be in a word of hurt. Polarized and sometimes paralyzed political system is not alibi for business leaders. In some national economies big state investments in infrastructure development lead to "crony capitalism" which triumphs at the expense of the entrepreneurship and true innovation. Current account and budget deficits are a new bubble, one with terrible ripple effects. Some current SEE strength such as workforce skill levels were seen as declining. The SEE cannot enjoy any more a "late mover" advantage relying on cheap labor, natural resources and imported ideas and innovations. The raising costs of labor, energy, and raw materials are already undercutting the competitiveness. In the future the main competitive tenet will not be "made-in SEE" but "created-in SEE". To do that you need strategists, first-class researchers, inspired entrepreneurs, imaginative financiers and statesmen.

From macro perspective, a competitive nation requires sound monetary and fiscal policies, strong human developments, and effective political institutions. Macro foundations create potential for long term productivity, but actual productivity depends on microeconomic conditions that affects business itself. A competitive nations exhibit a sound business environment including imaginative industry leaders, strong clusters of firms and supporting institutions such as technological platforms. All previous requires stronger links among innovators, businesses, and universities. Discrete reforms would undoubtedly help, but real progress will come only from a systemic, well choreographed approach to creating positive sustainable change.

## AGENDA

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| <b>Utorak, 18. rujna</b>                       |  |  |
| <b>Srpski poslovni klub "Privrednik"</b>       |  |  |
| <b>20.00-21.00</b>                             | <b>Zabava dobrodošlice</b>   |  |
| <b>Srijeda, 19. rujna</b>                      |  |  |
| <b>Privredna komora Srbije, Resavska 13-15</b> |  |  |
| <b>08.30-09.00</b>                             | <b>Registracija</b>  |  |
| <b>09.00-09.30</b>                             | <b>Pozdravni govor</b>   |  |
|  | <b>Miloš Bugarin</b> , predsjednik Privredne komore Srbije<br><b>Aleksandar Vlahović</b> , predsjednik Saveza ekonomista Srbije  |  |
| <b>09.30-09.50</b>                             | <b>Uvodni govor</b>  |  |
|  | <b>Ivica Dačić</b> , premijer, Vlada Republike Srbije  |  |
| <b>09.50-10.20</b>                             | <b>Poseban gost</b>  |  |
|  | <b>Indermit Gill</b> , glavni ekonomist za Europu i Aziju, Svjetska banka  |  |
| <b>10.20-11.20</b>                             | <b>Plenarna sesija 1: Makroekonomski kontekst i strategija nove konkurentnosti</b>   |  |
|  | <b>Jorgovanka Tabaković</b> , guverner, Narodna banka Srbije<br><b>Rasto Ovin</b> , zamjenik predsjednika Fiskalnog vijeća Republike Slovenije<br><b>Kemal Kozarić</b> , guverner Središnje banke BiH  |  |
| <b>11.20-12.40</b>                             | <b>Plenarna sesija 2: Osnove strategije nove konkurentnosti</b>  |  |
|  | <b>Jože Mencinger</b> , profesor, Pravni fakultet, Sveučilište u Ljubljani<br><b>Ljubo Jurčić</b> , predsjednik Hrvatskog društva ekonomista<br><b>Dragan Djurićin</b> , profesor, Ekonomski fakultet, Sveučilište u Beogradu<br><b>Erhard Busek</b> , direktor Instituta za Podunavlje i srednju Europu, Austrija   |  |
| <b>12.40-13.00</b>                             | <b>Stanka za kavu</b>  |  |
| <b>13.00-14.30</b>                             | <b>Plenarna sesija 3: Pobjediti krizu: Perspektive politika</b>  |  |
|  | <b>Loup Brefort</b> , voditelj Ureda Svjetske banke u Srbiji<br><b>Miroljub Labus</b> , profesor, Pravni fakultet, Sveučilište u Beogradu<br><b>Kosta Josifidis</b> , profesor, Ekonomski fakultet u Subotici, Sveučilište u Novom Sadu<br><b>Radovan Jelašić</b> , CEO, Erste Bank, Mađarska<br><b>Tihomir Domazet</b> , predsjednik Hrvatskog instituta za financije i računovodstvo<br><b>Vladimir Vučković</b> , član Fiskalnog savjeta Srbije<br><b>Slavko Carić</b> , predsjednik IO, Erste Bank, Srbija<br><b>Matjaž Rakovec</b> , predsjednik Uprave, Zavarovalnica Triglav, Slovenija |  |
| <b>14.30-15.30</b>                             | <b>Plenarna sesija 4: Uloga translacijske znanosti i tehnoloških platformi</b>   |  |
|  | <b>Petar Petrović</b> , profesor, Strojarski fakultet, Sveučilište u Beogradu<br><b>Rok Uršič</b> , direktor Instrumentation Technologies, Slovenija<br><b>Mark Pleško</b> , direktor Cosylab-a, Slovenija<br><b>Dragoljub Vukadinović</b> , predsjednik Uprave, Metalac Gornji Milanovac<br><b>Branislav Grujić</b> , predsjednik PSP-FARMAN-a<br><b>Stjepan Car</b> , predsjednik Uprave Končar – Institut za elektrotehniku d.d., Hrvatska  |  |
| <b>15.30-16.00</b>                             | <b>Stanka za ručak – sponzor Privredna komora Srbije</b>   |  |
| <b>16.00-17.30</b>                             | <b>Panel 1: Prijedlozi energetske politike i politike zaštite okoliša</b>  | <b>Panel 2: Informacijska i komunikacijska tehnologija kao razvojni izazov</b>   |
|  | <b>Moderator:</b><br><b>Aca Marković</b> , predsjednik Uprave, Elektroprivreda Srbije<br><b>Panelisti:</b><br><b>Vojin Lazarević</b> , predsjednik Uprave, Rudnap Group<br><b>Peter Baloh</b> , član Uprave, BISOL<br><b>Dušan Bajatović</b> , CEO, Srbijagas<br><b>Goran Novaković</b> , partner, Energowind<br><b>David Allison</b> , direktor za zdravlje i sigurnost, NIS<br><b>Stjepan Car</b> , predsjednik Uprave Končar – Institut za  | <b>Moderator:</b><br><b>Branko Radujko</b> , CEO, Telekom Srbija<br><b>Panelisti:</b><br><b>Ivica Mudrinić</b> , predsjednik Uprave i glavni direktor, T-HT<br><b>Goran Vasić</b> , izvršni direktor za korporativni razvoj, Telenor, Srbija<br><b>Biljana Weber</b> , glavna direktorica, Microsoft Slovenija<br><b>Peter Hajdu</b> , glavni direktor za srednjoistočnu |

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|  | elektrotehniku d.d., Hrvatska   | Europu, Cisco Systems Hungary Mađarska   |
| <b>17.30-19.00</b>                             | <b>Panel 3: Uloga brzorastućih kompanija u oporavku</b>   | <b>Panel 4: Utjecaj političke, fizičke i konceptualne infrastrukture na ljudski kapital</b>  |
|  | <p><b>Moderator:</b><br/>Goran Perčević, CEO, Interkomerc</p> <p><b>Panelisti:</b><br/>Miroslav Okuka, CEO, Tarkett Eastern Europe<br/>Miroslav Bogičević, CEO, Farmakom<br/>Jasmin Hošo, CEO, Tondach SEE<br/>Tomislav Debeljak, predsjednik Uprave, DIV, Hrvatska<br/>Janez Škrabec, direktor, Riko d.o.o.</p>  | <p><b>Moderator:</b><br/>Toplica Spasojević, predsjednik Udruženja korporativnih direktora Srbije</p> <p><b>Panelisti:</b><br/>Vidosava Džagić, potpredsjednica Privredne komore Srbije<br/>Ana Trbović, profesor, FEFA<br/>Vidoje Vujić, vršitelj dužnosti župana, Primorsko-goranska županija<br/>Nadya Zhexembayeva, predstojnik Coca-Cola Katedre za održivi razvoj, IEDC-Poslovna škola Bled, Slovenija</p> |
| <b>Četvrtak, 20. rujna</b>                     |   |  |
| <b>Privredna komora Srbije, Resavska 13-15</b> |   |  |
| <b>09.00-09.15</b>                             | <b>Izvješća panela sa 1. dana</b>   |  |
| <b>09.15-09.35</b>                             | <b>Uvodni govor</b>   |  |
|  | Mladen Dinkić, ministar financija i gospodarstva, Vlada Republike Srbije  |  |
| <b>09.35-10.05</b>                             | <b>Uvodni govor: Što učiniti iz svjetske perspektive?</b>   |  |
|  | Danica Purg, direktorica i dekanica IEDC-Poslovne škole Bled, Slovenija<br>Aleksandar Vlahović, predsjednik Saveza ekonomista Srbije  |  |
| <b>10.05-11.35</b>                             | <b>Plenarna sesija 5: Kreativni ulagači</b>   |  |
|  | Draginja Djurić, predsjednica IO, Banca Intesa, Srbija<br>Dejan Šoškić, profesor, Ekonomski fakultet Sveučilišta u Beogradu<br>Philippos Karamanolis, predsjednik IO, EFG Bank, Srbija<br>Goran Pitić, predsjednik Upravnog odbora, Societe Generale Bank Srbija  |  |
| <b>11.35-12.15</b>                             | <b>Plenarna sesija 6: Kako poboljšati konkurentnost: Perspektive politika</b>   |  |
|  | Mladen Vedriš, profesor, Pravni fakultet, Sveučilište u Zagrebu<br>Dušan Vujović, profesor, FEFA  |  |
| <b>12.15-13.45</b>                             | <b>Panel 5: Regionalna poslovna udruženja na području poljoprivrede, prerade hrane i konditorske industrije</b>   | <b>Panel 6: Nova uloga osiguravajuće industrije</b>  |
|  | <p><b>Moderator:</b><br/>Miodrag Kostić, predsjednik, MK Group</p> <p><b>Panelisti:</b><br/>Slobodan Petrović, CEO, Danube Foods<br/>Enzo Smrekar, viši izvršni direktor i član uprave, Droga Kolinska<br/>Ante Todorić, izvršni potpredsjednik, Agrokor, Hrvatska<br/>Zoran Mitrović, predsjednik, Victoria Group, Srbija<br/>Bojan Radun, izvršni direktor, Nectar, Srbija<br/>Zlatko Bazianec, direktor, AT Kearney<br/>Zvonimir Mršić, predsjednik Uprave, Podravka</p> | <p><b>Moderator:</b><br/>Rudolf Ertl, član proširenog izvršnog odbora, Vienna Insurance Group</p> <p><b>Panelisti:</b><br/>Milenka Jezdimirović, CEO, Dunav Insurance<br/>Antonio Marchitelli, CEO, AXA Insurance<br/>Andrea Simoncelli, predsjednik, Delta Generali Insurance<br/>Franz Weiler, izvršni direktor, UNIQA International<br/>Predstavnik Zavarovalnice Triglav TBC</p>                             |
| <b>13.45-14.00</b>                             | <b>Izvješća panela sa 2. dana</b>   |  |
| <b>14.00-14.30</b>                             | <b>Završne riječi</b>   |  |
|  | Toplica Spasojević, predsjednik Udruženja korporativnih direktora Srbije  |  |