

How transforming Europe can drive your global growth

Business in Europe was already evolving rapidly. Nearly three decades of expanded markets and commercial exchange had raised the level of competition and competence in the new member states to unprecedented levels. Covid could turn that evolution into a commercial revolution. In three video panel presentations and discussions, companies that have already identified the strategic opportunities in the regions will outline why these investments will drive their global business success in the first half of the 21st century.

November 10, 2020. 2-5 pm. Central European Time



2-3 pm

Will the CEE region become the platform for AI in Europe?

Ondřej Vlček
CEO, Avast

How Avast is utilizing the region to build a global super company

Dorin Pena
Director, Cisco in
CIS and Romania

How Cisco is building out the digital network

Predrag Lešić
CEO, doME

On the rise of the Balkans as a force in digital Europe

Dalibor Kačmar
National Technology
Officer, Microsoft

How Microsoft is bringing cloud computing to the governments and companies of Central Europe.

3-4 pm

What is the next stage in the rise of the region as a major tourist destination?

Marcus Eklund,
Global Managing
Director of FCM
Travel Solutions

Kai Dieckmann
General Manager,
Regent Hotel, Porto
Montenegro

Željko Kukurin,
President and CEO,
Valamar

Yilmaz Yildirimlar,
Area Senior Vice
President, Central &
Eastern Europe,
Russia and Turkey,
Radisson Hotel



4-5 pm

How is the region increasing its high-tech, sustainable manufacturing?

Milan Slapak
President & CEO,
Czech Republic and
Slovakia, GE

How the Catalyst public-private product development partnership is building the region's research base.

Ivan Mihaylov,
Chairman, Automotive Industry Cluster, Bulgaria

How teaming with universities is enhancing the skillset of the region's engineers.

Ruza Tomic Fontana, General Manager, Coca-Cola HBC for Croatia, Bosnia-Herzegovina and Slovenia

How sustainable investment reduces wastes, increases efficiency, and firms up the bottom line.

