

Time	Programme activity
09:00 -09:30	Welcome coffee & registrationMedia statements
09:30 - 09:45	 Opening remarks Francis Malige Managing Director, Financial Institutions, EBRD Adebayo Babajide Deputy Head of the Delegation of the European Union to Bosnia and Herzegovina
09:45 – 09:55	 Overview of Go Digital in the Western Balkans Aleksandra Vukosavljevic Director, Financial Institutions, Western Balkans and Eastern Europe, EBRD Ines Cebic-Habibija Senior Banker, Financial Institutions Western Balkans and Eastern Europe, EBRD
09:55 – 10:00	iForm company case study video (A video showcasing a project under the Go Digital in BiH Programme)
10:00 – 11:00	Panel discussion Digitalisation as a key to survival: Financial institutions driving SME growth in the Western Balkans This panel will focus on how financial institutions can drive the adoption of digital solutions, as well as green technologies, among SMEs in the Western Balkans. By addressing the financing needs for digital transformation and sustainability initiatives, the session aims to provide practical insights into how financial institutions can play a key role in advancing sustainable growth. Panellists: Enkeleda Hasho Chief Business Officer, Union Bank, Albania Amer Hadzikadic Board Member, Sparkasse Bank, Bosnia and Herzegovina Argjira Kadrijaj Dushi Head of Retail Business and Digital Banking Department, BpB Bank, Kosovo Kiril Buhov Advisor to the Management Board, NLB Banka Skopje, North Macedonia Moderator: Milos Kosic Head FI Bosnia and Herzegovina, Montenegro, North Macedonia, Serbia, EBRD
11:00 – 11:15	Coffee, Chats & Connections



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11:15 – 11:45	Fireside chat Inclusive innovation: The role of digital and green technologies in shaping opportunities for women entrepreneurs A fireside chat on how digital and green technologies are creating new opportunities for women-led businesses. Fireside chat participants: Jacek Kubas I Head of Digital Hub, EBRD (moderator) Sanela Pasic I Senior Banking Executive / University professor / Co-founder of Mentoring network for Women/ Ambassador of Women on Boards Adria
11:45 – 12:15	The psychology of change: How to turn external shifts into inner transformation Digitalization, ESG and other major shifts call for a mindset adjustment—not just for banks, but for SMEs as well. To effectively navigate these changes, we need to demystify the concept of change itself and shift our attitude toward it. In this session, we'll introduce you to psychological tools that can help transform external changes into meaningful internal growth and lasting transformation. Boris Surija Founder & CEO, Behave
12:15 – 12:45	Al in Focus: Green Lights, Yellow Cautions, and Red Alerts This presentation uses a "Traffic Light" framework to explore Al's opportunities, challenges, and risks. Through real-world case studies and actionable insights, participants will gain a clear understanding of the evolving Al landscape. The session concludes with an exclusive preview of a 2025 Al-generated video, offering practical strategies for Al implementation across industries. Matthew Blakemore I CEO at Al Caramba! Tech Visionary Al & New Tech Expert Al Lecturer & Programme Dir. Innovate UK Al Advisor
12:45 - 13:00	Future-ready with robotics: The advantages of robotic arms Practical demonstration of robotic arm usage on the stage (investment implemented within the Go Digital in BiH Programme) Mladen Senic Technical Manager & Lejla Zvrko Development Projects Manager, FabLab Visual presentation of the key conclusions from the event by the artist and
13:00 – 13:10	Visual presentation of the key conclusions from the event by the artist and closing remarks by the moderator
13:10	Lunch & Midday Networking