

Sponsorship Offer

AmCham Croatia & World Bank Conference "Boosting Competitiveness Through Private Investment"

AmCham Croatia and the World Bank are jointly organizing the conference "**Boosting Competitiveness Through Private Investment**" focused on enhancing Croatia's economic competitiveness by increasing private investment and boosting productivity. The conference will take place on **May 26, 2026**, from **09:30 hours to 13:30 hours**, at the **Sheraton Zagreb Hotel**.

The event will bring together high representatives of the Government of the Republic of Croatia, members of the diplomatic corps, and leading executives from domestic and international companies, with the aim of fostering dialogue on measures to enhance productivity, increase and attract private investment, and develop a supportive investment environment.

The conference will focus on strategic reforms and investment opportunities that can accelerate Croatia's economic potential. Through keynote addresses, expert presentations, and a high-level panel discussion, participants will further explore smart investments in productivity, digitalization, and human capital, as well as ways to encourage sustainable economic growth.

The event will begin with a welcome coffee and conclude with a business lunch, providing an additional opportunity for networking and the exchange of experiences.

Program:

09:00 – 09:30 Registration and coffee

09:30 – 09:50 Welcome speech

- Andrea Doko Jelušić, Executive Director, AmCham Croatia
- Marcelo Castellanos, Senior Regional Manager, Southeastern Europe, IFC
- Tomislav Čorić, Deputy Prime Minister and Minister of Finance, Ministry of Finance

09:50 – 10:10 Presentation "Opportunities and Challenges in Foreign Direct Investments"

- Marko Derča, Partner, Kearney

10:10 – 10:30 Presentation "The Productivity Imperative: The Path to Competitiveness in Europe and the CEE"

- Cecile Niang, Practice Manager for Finance, Competitiveness & Investments, Europe and Central Asia region, World Bank

10:30 – 11:50 Panel discussion "Productivity, People, and Innovation"

- Nataša Mikuš Žigman, Minister of Regional Development and EU Funds, Ministry of Regional Development and European Union Funds
- Siniša Krajnović, CEO & President of the Management Board, Ericsson Nikola Tesla
- Neven Vranković, Group Vice President for Corporate Activities, Atlantic Grupa
- Rina Musić, Managing Director Southeast Europe, Merck Sharp & Dohme

11:50 – 12:00 Closing remarks

- Josip Funda, Senior Country Economist, World Bank

12:00 – 13:30 Networking Lunch



October 10, 2023

[Executive Lunch 'Global trends in FDI - Where is Croatia?'](#)

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Company mention in the event announcement on social media (LinkedIn)	✓
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Company mention in AmCham's welcome speech	✓

10.000 eur
+ VAT

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