

THE FUTURE OF THE CONSTRUCTION INDUSTRY: PEOPLE, CAPITAL AND SUSTAINABILITY – Conference –

June 11th, 2025

Falkensteiner Hotel Belgrade

AGENDA

09:30 - 10:00 | REGISTRATION & WELCOME COFFEE

10:00 - 10:10 | WELCOME SPEECH

- **Simone L. Apolloni**, Vice President, Confindustria Serbia
 - **Sladana Adamović Ilić**, CEO of Media Skills doo
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10:10 - 10:20 | FOCUS TALK 1

- **Zeynal Hajiyev**, Chief of Mission at International Organization for Migration Serbia

Challenges in the construction industry in Serbia: employment, retention and labour migration

10:20 - 10:30 | FOCUS TALK 2

- **Francesco Marcelli**, Global Development Manager, DIASEN

Innovation in the building materials industry: Transforming the foundations of the construction sector to pave the way to a more sustainable future

10:30 - 11:30 | PANEL DISCUSSION: The Future of the Construction Industry

Moderator: Igor Marsenić, executive manager ASAP - Association of Serbian Architectural Practices

Panelist:

1. **Nemanja Uzelac**, CCO, Konstruktor group
2. **Miloš Mitić**, CEO, City Expert
3. **Vladimir Veselinović**, Head of Real Estate Finance, UniCredit Bank Serbia
4. **Igor Živković**, Senior architect, Enerplan Balkan
5. **Dragan Dutina**, Technical Director, Penta Ge.Co. Construction

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Topics:

- State of the construction industry in Serbia
- Current Trends in Sustainable Building Practices
- Case Studies of Successfully Implemented Green Projects
- Real estate project finance

11:30 – 11:40 | 1-ON-1 FOCUS INTERVIEW

- **Miodrag Poledica**, Executive Director of the Strategy, Design, and Development Sector at „JP Putevi Srbije“

Interviewer: Slađana Adamović Ilić, CEO of Media Skills doo (Former editor and presenter at Bloomberg Adria TV)

Topics:

- Strategic road infrastructure development
- Innovation and digitization of road infrastructure
- Environmental protection

11:40 – 11:50 | FOCUS TALK 3

- **Slađana Adamović Ilić**, CEO of Media Skills doo
- **Mirko Radonjić**, Editor-in-chief, e-Kapija
- **Nemanja Dinčić**, Technology Innovation Manager, Bloomberg Adria

Breaking the silence: the importance of strategic communication in the construction industry

11.50 – 12.50 | Networking brunch

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SERBIA



WESTERN BALKANS JOINT ACTIONS
AGAINST SHUDDLING OF MIGRANTS
AND TRAFFICKING IN HUMAN BEINGS

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