

# THE LARGEST INVESTMENT CONFERENCE MEETING OF INVESTORS AND INDUSTRY



**ZAGREB** 2019  
**INVEST**

**April 15, 2019**  
ZAGREB (HOTEL WESTIN)

## WORKING MATERIAL

(organizers, lecturers, partners, sponsors)

## GENERAL INFORMATION ABOUT THE EVENT

### TYPE OF CONFERENCE

One-day international conference is a meeting place for investors, industry, trade and the financial sector. With lectures, panels and analysis by the important business stakeholders, as well as individual meetings, the conference will provide direct contact with companies and investors, as well as insights into trends in the global and domestic market. Working languages of the conference: Croatian and English with simultaneous translation.

### TIME, PLACE

April 15, 2019, Zagreb (Croatia)  
Hotel Westin, Crystal Hall (Kršjavgova 1,10000 Zagreb)

### AGENDA

#### 15/04 (Monday)

**08:00** Registration

**09:00** Networking and B2B Meetings

**11:00** **Beginning of the Conference / Introductory part**

**12:00** Opening of the Conference - Government of the Republic of Croatia (TBC)

**13:00** Lunch and Network

**14:00** Plenary Part

**16.30** **Closing of the Conference**

## **SPATIAL REQUESTS**

Hall 300 (400) participants, hall up to 50 participants for workshops and work in small groups

## **PARTICIPATION CONDITIONS**

Registration is required. Participation is with the registration fee. The conditions for participation is expressed business interest of the participant.

## **ORGANISER**

INNinvest - Center for Development and Investment Ltd

## **CO-ORGANIZERS (tbc)**

Political institutions, scientific and research institutions (faculties, institutes), etc.

## **PATRON (tbc)**

Government of the Republic of Croatia

## **PARTICIPANTS**

Companies, investors, consultants, banks, local self-government, state institutions, agencies, academia etc.

## **CONFERENCE GOALS**

The main objective of this large investment conference is to present investment potential in the Republic of Croatia. The conference aims to be a new, modern communication platform for intensifying cooperation, as well as for improving the flow of information between the various stakeholders. The conference will create conditions for the investment projects in various priority areas.

## **VISION**

The conference aims to become a strong international brand and to symbolize the focal point for the investment topics. The conference initiates the exchange of commercial and market information and enables to establish useful contacts and intense communication between relevant institutions, potential domestic and foreign investors, companies and other stakeholders.

## **MAIN TOPICS**

The conference will discuss current market trends in priority areas. The analysis of the global and domestic investment climate, market research results, best practice examples, experiences of foreign investors, as well as specific investors' interests will be presented at the conference.

Among other topics R&D, application of innovations, implementation of European strategies, greater added value in certain sectors, EU funding, digitalisation and investment climate will be discussed, especially concerning rural areas.

## WHY PARTICIPATE IN THE WORK OF THE CONFERENCE?

<p><b>Companies</b> (industry with a focus on energy, tourism, IT and manufacturing industries and agriculture)</p>	<ul style="list-style-type: none"> <li>• information on the latest investment trends;</li> <li>• insight into funding possibilities and EU funds;</li> <li>• view on institutions and public administration, potential partners, investors and financiers opinion</li> </ul>
<p><b>Suppliers / sponsors / providers</b></p>	<ul style="list-style-type: none"> <li>• an opportunity for presentation to participants and decision makers;</li> <li>• good visibility and promotion during B2B meetings and plenary sessions;</li> </ul>
<p><b>Investors</b> (foreign and domestic)</p>	<ul style="list-style-type: none"> <li>• getting familiar with the current investment climate, legal frameworks and the general situation in the market;</li> <li>• insight into projects in preparation;</li> <li>• obtaining information on funding opportunities and co-financing of development projects;</li> </ul>
<p><b>Local government and state institutions</b></p>	<ul style="list-style-type: none"> <li>• direct contact with investors, designers and financial institutions;</li> <li>• getting familiar with foreign experiences and public-private partnership model;</li> </ul>
<p><b>Banking sector</b> (consultants, advisors, financiers and lawyers)</p>	<ul style="list-style-type: none"> <li>• insights into local, national and regional projects in preparation;</li> <li>• exploring the attitudes of local and foreign investors;</li> <li>• interaction with the target group;</li> </ul>
<p><b>Academic community</b></p>	<ul style="list-style-type: none"> <li>• analysis of the current market climate and presentation of academic and R &amp; D services;</li> <li>• establishing contacts with leading companies and relevant institutions;</li> </ul>
<p><b>Media</b></p>	<ul style="list-style-type: none"> <li>• detailed insight into market opportunities and industry potentials;</li> <li>• promoting positive investment examples at the global and local level;</li> </ul>



## WORK PLAN AND ACTIVITIES DURING THE CONFERENCE

	<b>NETWORKING</b>	Networking of the participants possible before the official beginning of the conference on social media. Interactions on goals and expectations of the conference
	<b>WEBSITE</b>	Timely announcement of all relevant information related to the conference
	<b>CONFERENCE HALL</b>	The plenary lecture will be held in a hall with 400 seats
	<b>PRESS CENTER AND PRESS RELEASE</b>	Press releases before, during and after the conference; press center for present journalists available on spot
	<b>REGISTRATION AND WELCOME</b>	Registration procedure, conference bags with materials provided, attendance certificate available upon request
	<b>INTRODUCTORY VIDEOS</b>	Announcement video with the aims of the conference shared in social media
	<b>KEY-NOTE PRESENTATIONS</b>	The main presentations are planned during thematic sessions
	<b>«Case study» PRESENTATIONS</b>	Presentation of successful preparation cases and realization of investment projects
	<b>SHORT INTERVIEWS</b>	Through short 5' interviews different attitudes and opinions of important individuals will be presented
	<b>BUSINESS 2 BUSINESS</b>	The opportunity for individual business contacts will be available on the spot with the aim to establish possible co-operation
	<b>INFO BOOTH OF SPONSORS</b>	Available booths in the conference hall for the sponsors and other parties interested to present their services
	<b>PANEL DISCUSSION</b>	Panel discussions will be attended by eminent experts who will run dynamic interaction and comment on the market situation
	<b>PLENARY LECTURES AND DISCUSSIONS</b>	After each session there will be a room for discussion where participants will ask questions and express their suggestions
	<b>CONCLUSIONS AND RECOMMENDATIONS</b>	Conference will adopt conclusions and recommendations that will post festum be publicized and sent to relevant institutions and media at local, national, regional and EU levels
	<b>COFFEE BREAKS, LUNCH</b>	Refreshments and lunch for all conference participants will be provided

### Contact

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