



Project title: "Support for Development of Institutional and Business Capacity for Activities of Small and Medium Enterprises in the Republic of North Macedonia and the Rest of the Partners in the Group of Western Balkans on Their Way to the European Integration. Bulgaria and Japan in Joint Support for the Partners of the Western Balkans", funded by the Bulgarian Development Aid

## Conference "Western Balkans SMEs Capacity for European and Global Markets with Common Efforts of Business and Administration"

**Date:** 16 March 2022

**Format:** Hybrid

**Virtual Host:** University of National and World Economy (Bulgaria)

**Venue for face-to-face participation, UNWE, Conference Hall, 1<sup>st</sup> floor**

**Please, use the following link to access the event in ZOOM:**

<https://zoom.us/j/98566413337?pwd=QVhLbjZUb2tVSlpnMGI1OE51STRGQT09>

**Use this link to register for the conference:**

<https://docs.google.com/forms/d/1LmescB3nNQrfZoqfZD9NR3s2jYb1EtySfc7e-RxozHo/edit#settings>

*Time is announced as EET (East European Time), Bulgaria: the same, Western Balkans: -1 hour, Japan: +7 hours*

| Opening (political willingness) |   |  |
|---------------------------------|---|--|
| 11:00 – 11.05                   | <b>Welcome by the Rector of the UNWE</b>                      | <b>Prof. Dimitar DIMITROV,</b><br><i>Rector of the UNWE</i>  |
| 11:05 – 11.10                   | <b>Greetings from Ministry of Foreign Affairs of Bulgaria</b> | <b>Ms Velislava PETROVA,</b><br><i>Deputy Minister of Foreign Affairs</i>  |
| 11:10 – 11:20                   | <b>Greetings from Ministry of Foreign Affairs of Japan</b>    | <b>Mr. Hiroshi NARAHIRA</b><br>Ambassador of Japan in Bulgaria<br><b>Mr. Katsuro KITAGAWA,</b><br>Ambassador for Western Balkans |
| 11:20 – 11:25                   | <b>Greetings from Ministry of Economy and Industry</b>        | <b>Mr Dimitar DANCHEV,</b><br><i>Deputy Minister of Economy and Industry</i>   |



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|---------------|---|---|
| 11:25 – 11:30 | <b>Greetings from Bulgarian Small and Medium Enterprises Promotion Agency</b> | <b>Dr Boyko TAKOV,</b><br><i>Executive Director of BSMEPA</i> |
| 11:30 - 11:35 | <b>Greetings from JICA Balkan Office</b>                                      | <b>TBA</b>  |

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| <b>Western Balkans partners reports based on the UNWE project</b> |   |   |
|---|---|---|
| 11:35- 11:50  | <b>Analysis of policies and potential of SMEs in Albania on their way to European integration</b>                         | <b>Uran RRACI,</b><br><i>Deputy CEO at Universum University College</i> |
| 11:50 – 12:05   | <b>Analysis of policies and potential of SMEs in Bosnia and Herzegovina on their way to European integration</b>          | <b>Dr. Ani ARUTYUNYAN,</b><br><i>UNWE</i>                               |
| 12:05 – 12:20   | <b>Analysis of policies and potential of SMEs in Kosovo on their way to European integration</b>                          | <b>Valdrin DERVISHAJ,</b><br><i>Universum College</i>                   |
| 12:20 – 12:35   | <b>Analysis of policies and potential of SMEs in Montenegro on their way to European integration</b>                      | <b>Dr. Iliya KEREZIEV,</b><br><i>UNWE</i>                               |
| 12:35 – 12:50   | <b>Analysis of policies and potential of SMEs in the Republic of North Macedonia on their way to European integration</b> | <b>Prof. Leonid NAKOV</b><br><i>UKIM</i>                                |
| 12:50 – 13:05   | <b>Analysis of policies and potential of SMEs in the Republic of Serbia on their way to European integration</b>          | <b>Prof. Dragana RADENKOVIC-JOSIC,</b><br><i>University of Nish</i>     |

| <b>Best practices for cluster and regional cooperation</b> |  |  |
|--|--|--|
| 13:10 – 13:15  | <b>Joint training of SME managers in the Republic of North Macedonia</b> | <b>Prof. Leonid NAKOV</b><br><i>UKIM</i> |
| 13:15 – 13:20  | <b>Cluster of creative industries</b>                                    | <b>Mrs. Genoveva HRISTOVA,</b>           |
| 13:20 – 13:25  | <b>Best practice</b>   | <b>TBA</b>                               |
| 13:25 – 13:30  | <b>Best practice</b>   | <b>TBA</b>                               |

| <b>JICA support for Western Balkans SMEs</b> |  |   |
|--|--|---|
| 13:30 – 13:40                                | <b>JICA's cooperation in Western Balkans (Support to SMEs)</b> | <b>Mr Hajime FUKUDA</b><br><i>JICA Balkan Office, Senior Representative</i> |



### Discussion – Post COVID and Western Balkans SMEs future

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|               |  |  |
|---------------|--|--|
| 13:45 – 14:15 | <b>Panel discussion: Cooperation among Western Balkans SMEs and support on their way to European Integration</b> | <b>Assoc. Prof. Ivan STOYCHEV,</b><br>UNWE<br><b>Prof. Diana KOPEVA,</b><br>UNWE<br><b>Dr Boyko TAKOV,</b><br>Executive Director of<br>BSMEPA<br><b>Mr Hajime FUKUDA</b><br>JICA Balkan Office,<br>Senior Representative<br><b>Assoc. prof. Boyan JEKOV,</b> JICA Alumni |
| 14:15 – 14:25 | <b>Wrap-up and Closing Session</b>   | <b>Assoc. Prof. Ivan STOYCHEV,</b><br>UNWE<br><b>Prof. Diana KOPEVA,</b><br>UNWE   |

Link to Western Balkans partners reports based on the UNWE project:

[https://unwebg-my.sharepoint.com/:f:/g/personal/west\\_balkans\\_unwe\\_bg/EpE0AJ3AkSpPiJYsa-DUdC0BRNic\\_1vXcX0DOeCEXWho-Q?e=1Jeibh](https://unwebg-my.sharepoint.com/:f:/g/personal/west_balkans_unwe_bg/EpE0AJ3AkSpPiJYsa-DUdC0BRNic_1vXcX0DOeCEXWho-Q?e=1Jeibh)

The organizers reserve the right to introduce minor changes to the agenda.