

14th Annual Forum

EU Strategy for the Danube Region

5 – 6 November 2025

Sarajevo, Bosnia and Herzegovina

Interreg
Danube Region

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DIGITALIZATION BOOST FOR COMPETITIVENESS, SUSTAINABILITY AND GROWTH Sarajevo, 06th November 2025

Venue: Hotel Holiday, Zmaja od Bosne 4, 71000, Sarajevo
Room "Holiday"

About the event: The event explores the transformative power of digitalisation in the private sector, with a special focus on SMEs in the Danube Region. It highlights investment opportunities in cutting-edge technologies such as AI, IoT, robotics, and e-commerce systems, while also addressing the potential side effects of digital transformation. Additionally, the event emphasises the crucial role of digital infrastructure development within the public sector, recognising it as a key enabler for businesses to fully leverage the benefits of digitalisation. By fostering discussions among industry leaders, policymakers, and investors, the event aims to accelerate digital adoption, enhance competitiveness, and drive sustainable economic growth.

Organisers: EUSDR Presidency in cooperation with Agency for Identification Documents, Registers, and Data Exchange of BiH (IDDEA), European Commission, EUSDR Pa 8 – Competitiveness of Enterprises, and EUSDR PA 1b - Rail-Road-Air Mobility.

9:30 – 9:35 *Welcome speech by EUSDR Presidency and BiH IDDEA*

9:35– 11:00 Panel: Digitalization - Boost for competitiveness, sustainability and growth

Moderator: Mr. Balázs Barta, CEO of Pannon Business Network

Speakers and topics:

- Mr. Almir Badnjević, director of IDDEA; topic: *E-signature and Digital Wallet: Enhancing security & accessibility;*
- Dr. Claus Hoffmann, CEO, Center for Digitization Böblingen District; topic: *Sustainable digital transformation of business;*
- Mr. Robert Sever, Chamber of Commerce and Industry of Slovenia; topic: *Digitalisation of public services;*
- Mr. Tomislav Vazdar, Croatian CroAI association; topic: *Bringing Artificial Intelligence towards business;*
- Mr. Igor Žula, Slovenian Logistics Association; topic: *Digitalisation of business service.*