

Hotel Westin
Zagreb, Croatia
October 24 – 26, 2011



INVEST FOR THE FUTURE





Learn.



Network.



Earn.



Invest for the Future Conference: Women Driving Economic Growth in Southeastern Europe

Hotel Westin, Zagreb, Croatia
October 24 – 26, 2011



ACADEMIC
PARTNER





Welcome	7
Program Overview	9
October 24 Registration	11
October 24 Dinner	12
October 25 Day Program	13
October 25 Afternoon	14
October 25 Evening	15
October 26 Day Program	16
Country Connections	17
Industry Connections	18
Credits	22



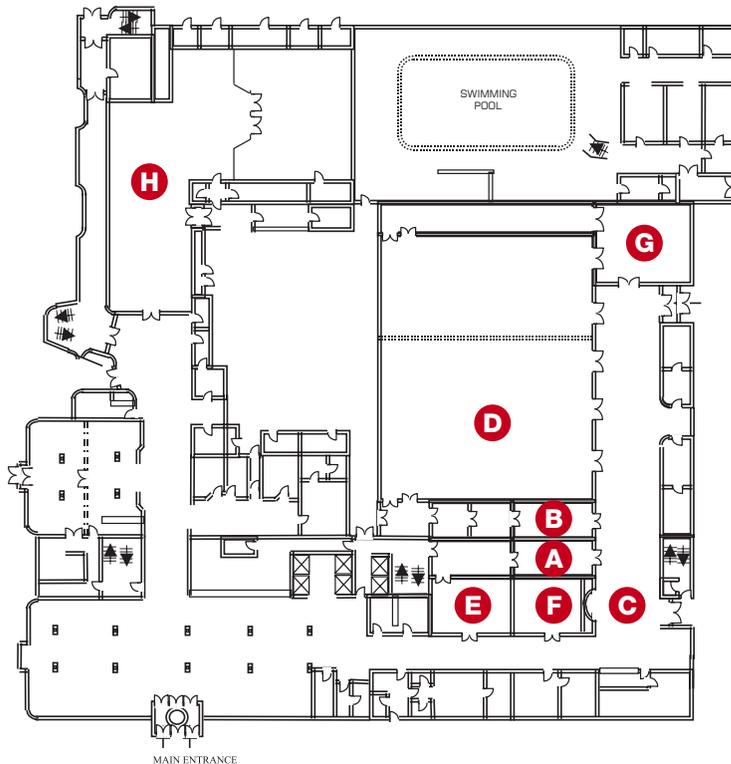
Welcome

On behalf of the organizers, we would like to officially welcome you to our Southeastern Europe Kick-Off Event for the Invest for the Future program. These conference proceedings are an important step in establishing the mentoring that will help female entrepreneurs strengthen their networks across the region to increase cooperation and economic development.

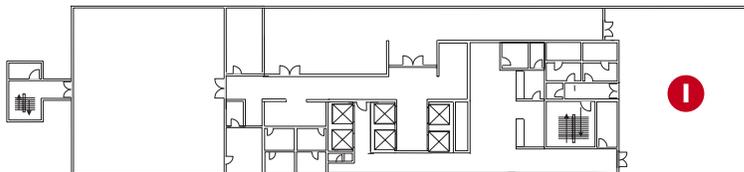
Ms. **Melanne Verveer**, Ambassador-at-Large,
Global Women's Issues, U.S. Department of State

The Honorable **James Foley**,
U.S. Ambassador to the Republic of Croatia

Đuro Njavro, PhD, Dean
Zagreb School of Economics and Management



17th Floor



October 24 Registration

▪ **13:00-18:45** Speaker & Participant Registration

Please familiarize yourself with the venue, Hotel Westin, and the rooms we will be using for the conference:

- IFTF Business Center: **A** Zelengaj
- IFTF On-site Office: **B** Jelenovac
- Social Media Center: **C** Foyer
- Main Conference Hall: **D** Crystall Ballroom
- Breakout Sessions:
 - E** Zrinjevac
 - F** Tuškanac
 - G** Maksimir
- Breakfast/
Networking Lunch: **H** Kaptol Restaurant
- Welcome Dinner/
Farewell Lunch: **I** Opera (17th floor)

October 24 Dinner

▪ 19:00-22:00

Welcome Reception & Dinner
(business attire)
Opera, 17th Floor

Remarks

- ▶ U.S. Ambassador-at-large
for Global Women's Issues,
Melanne Verveer
- ▶ U.S. Ambassador to Croatia,
James Foley
- ▶ Prime Minister of Croatia,
Jadranka Kosor

October 25 Day

▪ 07:30-09:00

Breakfast

▪ 09:00-09:15

Conference Business Session/Logistics

▪ 09:15-10:45

Panel 1:

Women Driving Economic Growth:
Achievements, Challenges
and Opportunities

▪ 10:45-11:15

Coffee Break

▪ 11:15-12:00

Panel 2:

Access to Financial Services

▪ 12:00-12:45

Break-out Session 1:

A) Financial Products, B) Venture Capital,
C) Technical Assistance &
D) Donor/Government Financing

October 25 Afternoon

- **12:45-14:00**

Networking Lunch

- **14:00-15:15**

Panel 3:

Networking, Strategic Partnerships
and the Role of Associations

- **15:15-15:45**

Coffee Break

- **15:45-17:00**

Break-out Session 2:

Sector Specific Challenges and
Strategies for Success

A) Agro/Food; B) Art/Culture/Design/Fashion/
Accessories; C) Consulting Services/Legal/
Finances/Administration; D) Health/Well-being/
Care/Hospitality-Tourism; E) IT/Social Media; F)
Sustainable Development/Environment; G) Trade/
E-commerce/Retail/Wholesale; H) Manufacturing

October 25 Evening

- **17:00-18:30**

Using Technology to
Scale your Business
(Microsoft Croatia)

- **19:15**

Board Bus to Dinner

- **19:30-22:00**

Networking Dinner
(Upper Town)

October 26 Day

▪ **07:30-09:00**

Breakfast

▪ **09:00-09:15**

Rule of Law as a Foundation for Economic Growth and Entrepreneurship

▪ **09:15-10:00**

Panel 4:

Leadership in Your Company, Community and the Region: Women as Policy Advocates

▪ **10:00-10:30**

Coffee Break

▪ **10:30-12:00**

Break-out Session 3:

Country Delegation Roundtables on Next Steps

▪ **12:00-13:00**

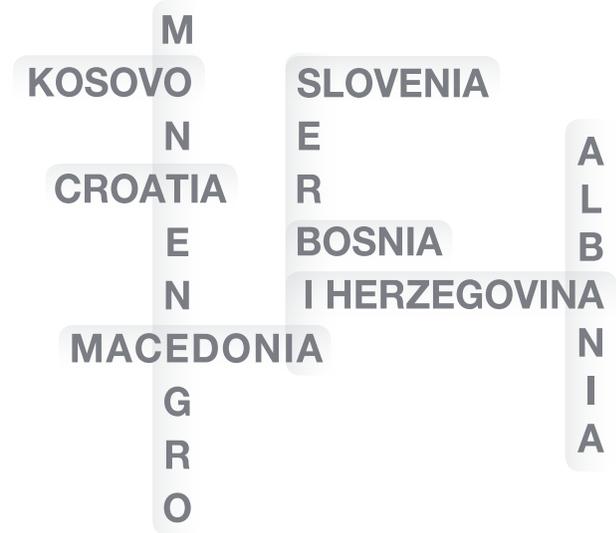
Panel 5:

Cross-Border Business Expansion

▪ **13:00-14:00** (Opera, 17th floor)

Farewell Luncheon

Country Connections



Conference and Follow on Activities
Powered by ZSEM - Zagreb School
of Economics and Management,
Zagreb, Croatia
www.zsem.hr

Credits

IFTF Zagreb Team

Invest for the Future is made possible
by a grant from the:

*United States Department of State,
Global Women's Issues,
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and the United States Embassy, Zagreb.*



Local Academic Partner

*Zagreb School of Economics and Management:
Đuro Njavro, Zoran Barac, Tina Lee Odinsky-Zec,
Elizabeta Ivančević, Marija Perić, Krsto Ante Šimičević,
Christina Tkalec and Dina Vasić.*



Stage Design

*HGK Center for Design: Borna Matković,
Luka Mjeda, Goranka Tomić,
Atmosfera and the Boomerang Design,
Željka Kavran, Maja Mesić,
Blaženka Jurčić Vivian, Lika svjetlo*

Social Media

*Ana Keglović Horvat/KrazyFish, Kristian Brenko,
Helena Kos, Ana Marija Spasojević
Backdrop design by Romana Milutin Lulić of RML
Studio Zagreb, Seating design by Ana Orbanić*

Travel and Logistics Partner

*Elan International
Phyllis Jones, Ava Jones, Margo Spencer*



Invest for the Future Conference:
Women Driving Economic Growth
in Southeastern Europe

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www.investforthefuture.biz