

SEVENTH CEI SUMMIT ECONOMIC FORUM PORTOROŽ / SLOVENIA 24-26 NOVEMBER 2004

PROMOTING ECONOMIC GROWTH ACROSS EUROPE

For the seventh year, the **Central European Initiative (CEI)** is opening its doors to the business and financial community, focusing on the needs of entrepreneurs investing in central and eastern Europe. The event is co-organised with the Slovenian CEI Presidency - the Ministry of Foreign Affairs, the Ministry of Economy and the Prime Minister's Office of the Republic of Slovenia - and is sponsored by the Italian Government. It is attended by representatives of important international fora such as the EU, OECD, FAO, UNECE (also with TEM, TER), UNIDO, EBRD, World Bank (also with IFC, MIGA), Council of Europe Development Bank, Stability Pact as well as by Chambers of Commerce, Euroregions, Investment Promotion Agencies such as ICE (Institute for Foreign Trade, Italy) ...



www.ceinet.org

The 7th CEI Summit Economic Forum (SEF) will address four main areas of interest called "SEF streams", running simultaneously over a two-day period:

- 1. Portorož Business Conference » Competitiveness, Social Responsibility and Economic Growth - Lisbon Strategy, innovation, case studies.**
- 2. Infrastructure and Energy » Sustainable development for transport, PPP, corridors, air transport, municipal utilities, energy efficiency and renewable sources.**
- 3. Financial Sector » Investment opportunities by country and sector, financing real estate and agriculture, banking, insurance, privatisation, business climate.**
- 4. Entrepreneurship/SMEs » Internationalisation of the small business, specific needs of entrepreneurs in "target areas", support services and local strategies for employment.**

The SEF offers an "Interactive Business Area" where participants can discuss projects, visit stands and business info desks and use the SEF networking/match-making facilities. It also offers networking receptions and opportunities for the promotion of companies and projects.

The 2004 SEF will be held at the same time and place as the CEI Summit of the 17 Prime Ministers and includes:

- » the CEI Round Table of the 17 Ministers of Economic Sectors
- » the meeting of CEI Chambers of Commerce (CECCI)

1500 participants

are expected to attend SEF streams, the Interactive Business Area and the Summit.

200 journalists

will report on the SEF and the Summit.

Venue

Grand Hotel Bernardin, Portorož.

For information and registration:

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European Bank
for Reconstruction and Development

The EBRD is the largest foreign investor in the private sector of central and eastern Europe and the CIS, supporting transition to market economies since its establishment in 1991. Since then, the CEI and the EBRD have strengthened their operational link: the EBRD finances investment in CEI transition countries, and the CEI Project Secretariat assists the EBRD in related technical cooperation activities. The CEI Forum is organised in cooperation with the EBRD.

PORTOROŽ BUSINESS CONFERENCE
POSLOVNA KONFERENCA PORTOROŽ

SEF stream 1 is the Portorož Business Conference, organised by the Slovenian Business Daily Finance, the Faculty of Economics (University of Ljubljana) and the Slovenian Association of Economists.

PCMG
POSPEŠEVALNI CENTER ZA MALO GOSPODARSTVO

The "Entrepreneurship/SMEs" stream of the SEF is co-organised with the SBDC (Small Business Development Centre – Slovenia).

SUBJECT STREAMS

This year's forum topics are grouped into four main areas of interest called "SEF streams".
Conclusions and follow-up activities will be presented at the closing plenary session.

1 Portorož Business Conference: Competitiveness, Social Responsibility and Economic Growth.

Economic growth and social responsibility are at the core of the implementation of the Lisbon Strategy. What elements can the business community as well as governments take stock of with the enlarged Europe? What else could be done to extend the benefits to the wider region? The Portoroz Business Conference will also analyse the issue of innovation as a tool to counter-balance the fall of marginal productivity of capital. The improvement of competitiveness in the industrial sector will be presented through comprehensive case studies of Gorenje Velenje and Iskra Avtoelektrika, Philips (Netherlands) and Novo Nordisk (Denmark). As regards the service sector, a similar bench-marking approach will analyse investment and organisational efficiency of three established neighbouring areas: Grado (Italy), Portorož (Slovenia) and Opatija (Croatia).

Organiser: Finance (www.finance-on.net/pbc)

2 Infrastructure and Energy - Focus on Sustainable Development.

Private investors, IFIs, government representatives, PPP specialists, consultants and construction companies will come together to debate on sustainable development of infrastructure and energy. Sessions will deal with technical and economic criteria in order to choose technologies and suppliers currently available on the market. Discussions will focus on:

- » sustainable infrastructure in transport, European corridors and networks, Public Private Partnership, air transport, implementation of the Lisbon Strategy;
- » municipal and environmental infrastructure: entrepreneurship of local authorities;
- » innovative approaches to energy efficiency;
- » promotion of renewable energy sources.

Organiser: CEI Secretariats (www.ceinet.org/SEF)

3 Financial Sector - Investment Opportunities and Financing

This subject stream will discuss investment opportunities including industrial outsourcing for businesses in the region, advice on sectors and countries of "competitive advantage", the effect of the recent EU enlargement on private or institutional investors, the drive towards a single market of financial services (a Lisbon Strategy target). In addition to businessmen and entrepreneurs, key participants will include representatives of major IFIs and analysts of OECD, the UNECE, large banking/insurance groups, national investment and trade promotion agencies such as ICE (Institute for Foreign Trade, Italy). The discussion will focus on:

- » comparative analyses of the investment climate and reforms in CEI countries, technical assistance to governments, financial instruments for investment and incentives, investment risks and impediments in specific countries;
- » banking and insurance;
- » financial instruments to support the real estate market;
- » financing rural and agricultural development;
- » specific opportunities for foreign investors: regulation, privatisation and country strategies.

Organiser: CEI Secretariats (www.ceinet.org/SEF)

4 Entrepreneurship / SMEs: Internationalisation and support for the small business

The core sessions of this stream are organised by the Small Business Development Centre (SBDC – Slovenia). Have internationalisation opportunities for small businesses improved? Will the Lisbon Strategy and its charter for small businesses reach individual entrepreneurs? What can a small business do in various sectors and countries of the CEI in order to exploit these new trends? This stream will promote entrepreneurship and present best practices to support SMEs in CEI countries by analysing the specific requirements of different target groups (e.g. young people and entrepreneurship; women entrepreneurs; entrepreneurship in rural areas; family-run businesses). Additional topics: SME-based local development strategies for employment; business advisory services and specific support initiatives for SMEs in CEI countries.

Organisers: CEI Secretariats (www.ceinet.org/SEF) and Small Business Development Center (www.pcmg.si)

THE SUMMIT LINK

The Economic Forum will be held at the same time and place as the CEI Summit of the 17 Prime Ministers organised by the Slovenian Presidency for 2004. The Summit is also attended by heads of International Financial Institutions and international / regional organisations.

ROUND TABLE OF MINISTERS OF ECONOMIC SECTORS

The Ministers of Economic Sectors of the 17 CEI countries will hold their annual Round Table at the Forum, hosted by the Slovenian Minister of Economy. They will discuss economic strategies and practical business incentives in the region. The focus issue is on industrial policies for faster economic growth. This year the Round Table will be open to SEF participants and the press.

INTERACTIVE BUSINESS AREA

Stands

Stands in the business area will be used to outline and discuss investment plans, financial instruments for development, FDI in the region, and concrete projects. For this purpose, several commercial companies, financial institutions, SEF sponsors and international organisations will install their exhibition stands, "virtual stands" (interactive computer screens with paper documentation) or promotional desks.

Project Room and Match-Making

The Forum provides a database and a business match-making system for "project ideas" (looking for partners and new technologies), for "developed projects" (looking for funding and for technical co-operation), for "projects in their implementation stage" (looking for contractors, consultants and government support). Project presentations in the form of posters and leaflets in the Project Room will facilitate networking and matching of supply and demand.

If you wish to avail yourself of the SEF business match-making facilities you can use the Networking Forms provided on the CEI website (www.ceinet.org). The "project desk" in the CEI Trieste office will assist you at any time during the year, to input or find "outlines" of projects or companies searching for partners or investors. Bilateral meetings on the basis of user requirements can be scheduled in advance and take place during the SEF (assisted by special match-making software). Meetings of this kind can also be arranged on the spot but it is preferable to announce your intention at an earlier stage so that match-making can be arranged more effectively. Larger groups can discuss their specific interests at "focused meetings" organised in advance or on the spot.

Business Info Desks

Expert advice will be provided to SMEs by appointment, on investment incentives, local and international regulations, supply and demand for goods and services. Business advisers available at the B.I.D.s throughout the event are international experts (CEI region and sub-regions) and local or sector specialists.

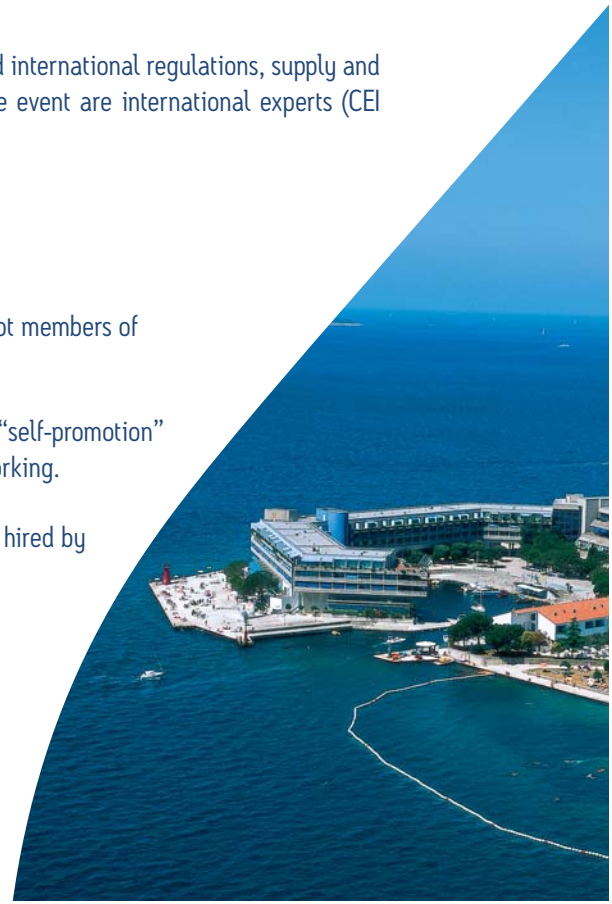
REGISTRATION AND FEES

Registration fee per delegate: €400. Registration fee for participants from CEI countries not members of EU: €230. Large discounts available for early bookings and groups.

Registration includes: access to all formal sessions and to the Interactive Business Area, "self-promotion" of projects and organisations, many relevant publications and evening receptions for networking.

Stands, desks and "virtual stands" (a new SEF concept using interactive computers) can be hired by sponsors in the Interactive Business Area.

SEF official carrier: 25% discount – 30% for business class (conditions apply).
Details at www.ceinet.org/TRA



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