

UNLOCKING OPPORTUNITIES IN THE WESTERN BALKANS: A REGIONAL DIALOGUE ON ADVANCING BUSINESS EDUCATION

Information Session in Sarajevo, Bosnia and Herzegovina

**16th February 2026 Monday 9:30–14:00 (CET), School of Economics and Business Sarajevo,
University of Sarajevo**

TEHNIICAL AND OPERATIONAL INFORMATION

Venue

The School of Economics and Business in Sarajevo (SEBS), founded in 1952, is the oldest and largest educational institution in Bosnia and Herzegovina, specializing in economics and business administration. SEBS currently has approximately 3000 students and 130 staff members, spanning all academic ranks and including administrative units. It is AACSB accredited and EPAS accredited. Its Marketing Department, the first in the former Yugoslavia and now the largest in the region, is renowned for educating leading academic and business experts worldwide. The Department focuses on equipping students with thorough knowledge of marketing principles and trends, conducting impactful research, and engaging with the business community.

Established in 1961, the Economic Institute Sarajevo is a public, market-oriented institution. It collaborates closely with the School of Economics and Business in Sarajevo on rigorous scientific and applied projects. This collaboration has made it a preferred partner in various European research consortia, funded by the EU, World Bank, and other entities supporting economic transition.

Information Session will be held at the SEBS's Main Building, located in central Sarajevo.

Address:

School of Economics and Business Sarajevo (SEBS)

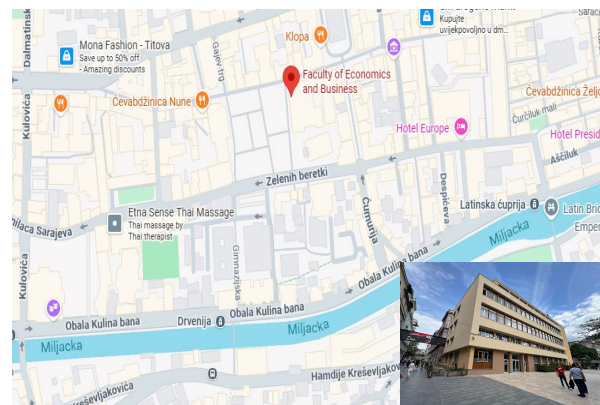
Trg oslobođenja – Alija Izetbegović 1

71000 Sarajevo

Bosnia and Herzegovina

Location link:

<https://maps.app.goo.gl/FmFyY6fB6TGiP8sm7>



Visit Sarajevo

Sarajevo is the capital of Bosnia and Herzegovina, and with a population of about 400,000, it is the largest city in the country and its cultural, economic, and political center. The city is well known for its rich historical heritage, as well as for the Winter Olympics in 1984. The average land elevation of the city is 500 m above sea level. If you would like to learn more about Sarajevo, please check out the information available in the brochure:

- [Explore Sarajevo and Surroundings](#)

and on these websites:

- <https://www.visitsarajevo.ba>
- <https://www.tourismbih.com/>
- <https://www.navigator.ba/#/categories>

Getting there

SARAJEVO INTERNATIONAL AIRPORT

city center

by **Centrotans**

RED VOŽNJE / TIMETABLE

AERODROM / AIRPORT > BAŠČARŠIJA / CITY CENTER

07:30 08:30 08:45 09:30 10:30 10:45 11:30 12:30 12:45 13:30 14:30
 15:30 16:15 17:30 17:55 18:30 19:30 20:30 21:30 22:30 23:30

BAŠČARŠIJA / CITY CENTER > AERODROM / AIRPORT

06:45 07:30 07:45 08:30 09:30 09:45 10:30 11:30 11:45 12:30 13:30
 14:30 15:15 16:30 17:00 17:30 18:30 18:35 19:30 20:30 21:30 22:30

Polasci koji saobraćaju svakim danom / Departures that run on every day
 Polasci koji saobraćaju radnim danom / Departures that run on week days
 Polasci koji saobraćaju vikendom / Departures that run on weekend

Sarajevo is easily accessible by air, bus, or train from any major European destination. The airport is 12 km (20 minutes) away from the city center and has direct flights to many European capitals and thus indirect flights to everywhere else. Once arriving at the airport, you can use the public bus transport to get to the city center.

The ticket price is 5.00 BAM. One piece of luggage weighing up to 23 kg is included in the ticket price. An additional fee of 5.00 BAM applies for a second piece of luggage or for any luggage exceeding 23 kg. Tickets may be purchased directly from the driver or online via the CentroCard mobile application, available for download on [Google Play](#) and the [Apple App Store](#).

Locals will probably choose to take a taxi. As in many destinations, taxis parked in front of the airport building are not always the best option. If you choose to take a taxi from the airport, be aware that the fare to the city center is around 30 BAM (15 EUR). If the driver tries to charge more, you can request a receipt, and the fare will be set at 30 BAM. An additional charge may apply if you have extra bags, with each bag costing 5 BAM (2.5 EUR). It is also possible to install a taxi mobile application, which will be described later in this guide, offering a reliable service with transparent pricing and the option to pay conveniently by credit card, making it easier to get around the city. There are an alternative taxi company to drive them to the city center: Crveni Taxi (Red Cab) - +38733468728 or Žuti Taxi Sarajevo (Yellow Cab) - +38733663555. Additionally, major hotels and some smaller ones offer airport pick-ups and drop-offs at various rates.

By car – Although the roads in Bosnia and Herzegovina are not the greatest of all, more and more kilometers of highway open every year and it gets easier to navigate through the country by car. Visit Via Michelin for your travel plans with the car, to get an update on the most convenient routes for you.

Getting around

City Transport - Should you decide on public transport, you may opt for tram, trolleybus, bus and minibus lines, which you can take to reach all major locations in Sarajevo. Please note that locals are very proud of the new trams and trolleybuses that now operate in the city. If you would like to check out the new trams, wait a few minutes longer and board one of these new vehicles to enjoy the ride. Tickets are required for any form of public transportation, and they can be purchased at kiosks or from the driver (it is advised to prepare coins 2,20 KM). You must have your tickets “punched” upon entering the vehicle.

Taxi Information - Taxis in Sarajevo are among the cheapest in Europe, and all taxi companies in the city operate 24 hours a day. All legitimate taxis are required to have a “TAXI” sign on top and license plates with “TA” on them. You can download the MojTaxi Touch 'n' Go app from [Google Play](#) or the [Apple Store](#). After a quick registration (name, surname, and email address), you can easily request a taxi. Additionally, if you link your card, you can pay for the ride directly through the app. Usually, taxi fares can be paid in cash in the local currency, and additional charges apply for baggage. When in the city center, it is sufficient to stop the first cab with TA plates and enjoy the ride. Alternatively, you can order a cab by calling one of the numbers: Sarajevo Taxi: +387 61 15 15 15; Crveni Taxi (Red Cab): +38733468728 or Žuti Taxi Sarajevo (Yellow Cab): +38733663555

Currency

The local currency is the Convertible Mark (BAM), also referred to as KM locally (1.95 KM = 1 EUR). You can only pay in local currency. In BiH, cash is still king, so it is advised to withdraw some cash from ATMs owned by banks at the Airport. If you have foreign currency with you, no problem—you can exchange it for the local currency, Convertible Mark (BAM or KM), at the Airport, as well as in currency exchange offices and all bank offices in the city center.

- Coins: 5, 10, 20 and 50 pfennig; 1, 2 and 5 KM
- Banknotes: 10, 20, 50, 100 and 200 KM

You can pay with your credit card at many places, including all shops in shopping centers and most good restaurants. However, if you would like to experience the small local places in Bašaršija, please bring some cash with you.

Hotel in Sarajevo

Below is a list of 15 hotels located in the immediate vicinity of the School, all within walking distance to the venue of the Information Session. All hotels are available through the Booking.com.

Hotel Europa
Vladislava Skarića 5

Hotel Eleven
Branilaca Sarajeva 53

Hotel Baškuća
Jekovac 2

**Apeiro City Avant-garde
Hotel**
Hadziristica 1

Garni Hotel Konak
Mula Mustafe Bašeskije 54

Hotel President
Bazardžani 1

AE Apart Hotel
Zelenih beretki 22

Hotel Corner
Telali 19, 71000 Sarajevo

Hotel Ovo malo duše
Mudzeleti mali br.2

Hotel Story
Saliha H. Muvekita 4

Hotel Central Sarajevo
Cumurija br. 8

Hotel Sokak
Mula Mustafe Bašeskije 24

Hotel Hayat
Abdesthana 47

Hotel Sahat
Kundurđiluk 2

Hotel Old Sarajevo
Bravadžiluk 38

Hotel Colors Inn
Koševo 8

Hotel Cosmopolit
Radiceva 15

City Boutique Hotel
Mula Mustafe Baseskije 2

Restaurant in Sarajevo

Below is a list of 20 restaurants located near the conference venue, most of which are within walking distance. Those that are not will be indicated.

Nostra Cucina

Maršala Tita 54

Avlija (not in walking distance)

Avde Sumbula 2

Mrvica Old Town

Jelića

Revolucija 1764

Ferhadija 5

Dos Hermanos

Radićeva 4c

Buregdžinica Bosna

Bravadžiluk 11

Ćevabdžinica "Petica" Ferhatović

Bravadžiluk 21

Klopa

Trg Fra Grge Martića 4

Restoran Tavola

Maršala Tita 50

Konoba Luka Sarajevo

Obala Maka Dizdara 8

Fit Bar

Branilaca Sarajeva 3

Trattoria Boccone

Branilaca Sarajeva 51

Ćevabdžinica Željko

Kundurdžiluk 19

A P E T I T (not in walking distance)

Zmaja od Bosne 13

Libertas

Logavina 9

Baoli Restaurant (not in walking distance)

Avde Sumbula br. 3

Staklo

Bravadžiluk 5

Kibe Mahala (not in walking distance)

Vrbanjuša 106

BarSa - Pizzeria Restaurant

Despićeva 7

Barba - Mediterranean Restaurant (not in walking distance)

Dr. Fetaha Bećirbegovića 37A

Brunch Sa

Gazi Husrev-begova 61

Inat kuća

Veliki Alifakovac 1

Habitus

Prušćakova 8

The Four Rooms of Mrs. Safija (not in walking distance)

Čekaluša 61