

Perception as Capital: Global Positioning of Serbia and its Cities

Strategic Business Dialogue at the Serbian Business Club “Privrednik”

Belgrade, 6 March 2026 | 14:00

The Faculty of Economics, University of Niš, through the Horizon Europe project UR-WISE - *Advancing Data-Based Policy-Making in Urban and Regional Development and Wide-Scale Implementation for Sustainable Environments*, in cooperation with the Serbian Business Club “Privrednik”, is organizing an exclusive high-level strategic event dedicated to the global positioning of Serbia and its cities.

The central theme of the event is the transformation of international perception into strategic development capital.

Agenda

Registration 13:30 – 14:00

1. Opening Remarks 14:00 -14:30

- *Mr. Veselin Jevrosimović*, President of the Serbian Business Club “Privrednik”
- *Professor Jelena Stanković*, coordinator of the UR-WISE project, Faculty of Economics, University of Niš
- *Mr. Richard Masa*, Head of Operations, Delegation of the European Union to the Republic of Serbia
- *Her Excellency Mrs. Kristin Melsom*, Ambassador of Norway to the Republic of Serbia, North-Macedonia and Montenegro

2. Panel talk: Perception as Capital: Global Positioning of Serbia and its Cities

(14:30 – 15:30)

Panelists: *Professor David J. Reibstein, Wharton School of the University of Pennsylvania*

Professor Vesna Janković Milić, Faculty of Economics, University of Niš;

Moderators: *Professor Jelena Stanković, Faculty of Economics, University of Niš;*

Dragijana Petrović Radonjić, Serbian Business Club “Privrednik”

3. Light Gourmet Lunch 15:30 – 16:30