

**Sinergija<sup>23</sup>**  
**THE INSPIRING ERA**  
28-30 November, Crowne Plaza Hotel, Belgrade

**30 November, Business Day Preliminary Agenda**

**09.00 – 10.00** Registration

**10.00 – 11.00 Sinergija 23 The Inspiring Era**

**Milan Gospić**, Country Manager, Microsoft Serbia

**Dražen Šumić**, Director, Microsoft Development Center Serbia

**Kristina Tikhonova**, General Manager, SouthEast Europe, Microsoft

**Mihailo Jovanović**, Minister of Information and Telecommunications, Republic of Serbia

**H.E. Christopher Hill**, USA Ambassador to Serbia

General sponsor welcome speech

**Miroslav Aničić**, General Manager, **Crayon Serbia**

**11:00 – 11:20 Break**

**11:20 – 13:00 Leaders Vision + Case Studies**

**FIRESIDE CHAT format**

Fireside Chat: **Milan Gospić**, Country Manager, **Microsoft Serbia & Ronald Seeliger**, CEO, **Hemofarm**

Fireside Chat: **Milan Gospić**, Country Manager, **Microsoft Serbia & Vlastimir Vuković**, Predsednik IO, **NLB Komercijalna banka**

Fireside Chat: **Miloš Drača**, Sales Director Public & Enterprise, Adriatics, **Microsoft** & Gregor Kovacic, CDO, **Triglav**

**Case Studies:**

Increasing digital maturity: OTP Bank's path towards a future-proof organization

**Nataša Radjenović-Živanović**, **OTP banka & Viktor Moldvaji**, **Microsoft**

The Power of the Cloud: From strategy to Value

**Igor Stojanović**, **Stada GIS & Microsoft & Crayon Srbija**

How to achieve Enterprise grade level security

**Nebojša Varoščić**, **NLB banka & Microsoft**

Strategy for Success: The Role of Power Platform and AI in Raising Productivity

**Sašo Pašić**, **Triglav & Microsoft**

**13.00 – 13.15 Break**

**13.15 – 15.00 The Inspiring Era of AI**

**Microsoft Copilot Demo – exclusive premiere**

Intro/Moderator:

**Onur Koc**, Regional Technology Officer, Southeast Europe, **Microsoft**

Pannel session:

**AI seen from different angles**

**Bojan Hadžisejdić**, Director, **Nephos**

**Aleksandr Vara**, Technical Services Sales Director, **Crayon**

**Jelena Pejković**, Sales Director Secure Power (RS, MNE, CRO, SLO, BIH) at APC, **Schneider Electric**

**Nebojša Vasiljević**, Director, **Foundation Petlja**

**Ljubiša Bojić**, Senior Research Fellow, **Institute for Philosophy and Social Theory**

**15.00 – 16.00 Networking lunch**