

Meetings of BSEC Business Council

- International conference -

„Franchising - a Tool for Promoting Economic Cooperation among BSEC Countries“

19 April 2012, Belgrade, CCIS

11.00 – 15.00h

DRAFT AGENDA:

- **Opening remarks** - Mr. Mihailo Vesovic, vice – president of Chamber of Commerce and Industry of Serbia (CCIS)
- **Franchising in trade and services- a tool for SME development** - Mrs. Ljiljana Stankovic, Msc, Deputy Minister of Agriculture, Trade, Forestry and Water Management
- **(Croatia) - Power of franchising connection** - Mrs. Ljiljana Kukec, M.Sc., President of Croatian Franchise Association
- **(Greece) - How to overcome problems – legal issues** - Mr. Sotiris Yanakakis, Greece Franchise Association
- **(Russian Federation) – Multiplicity of brands in Russia –** Mr. Yury Mikhaylichenko, Executive director of Russian Franchising Association – *TBC*
- **(Turkey) - Possibilities of franchising in Turkey –** Mr. Mustafa Aydin, Chairman of the Board, Turkish Franchise Association (UFRAD) - *TBC*
- **(Russian Federation) - Profitability of franchise** - Mrs. Svetiana Knyazeva, Chairperson of the Board of Directors at Costa Coffee Joint Venture in Russia, Former Vice-President, Franchise at Rosinter Restaurants – *TBC*
- **(Romania) - Scope of development** - Mr. Costin Anton, president of Romanian Franchise Association
- **(Serbia) - Advantages and possibilities of franchise business** - Ms. Marica Vidanovic, Franchise Center of CCIS
- **Questions and answers**
- **Bilateral meetings**