



Business Conference: THE FUTURE OF WORK *powered by Propulsion*

ORGANIZERS: French Serbian Chamber of Commerce and Industry (CCIFS) in collaboration with the Embassy of France

DATE AND LOCATION: Thursday, 23 November 2023, Embassy of France in Belgrade

FORMAT: Conference and networking lunch

OBJECTIVE: In the post pandemic environment and with the constant advancement of technology, the modern workplace has undergone a significant transformation. Remote and hybrid work are becoming increasingly prevalent, and now more than ever internal communication strategies play a significant role in nurturing a loyal and productive workforce. Workers are demanding more freedom and flexibility and are focusing on their work-life balance. At the same time, digital transformation and artificial intelligence are rapidly entering business activities and will surely affect the workforce.

The conference will bring together relevant key players from France and Serbia to discuss the future of work taking into consideration the transformational trends such as workforce, workplace, digitalization, ESG standards and sustainable business operations.

POTENTIAL SPEAKERS: Business leaders and executives of French and local companies doing business in Serbia willing to share their practices and promote their business strategies.

AUDIENCE: Serbian public and private sector (CEO, COO, HR etc.), institutional partners (government and policy makers, universities, etc.), startups, and other experts willing to understand and adapt to the changing landscape of work.

PRELIMINARY AGENDA (10:00-14:00)

- Opening sequence
- Panel 1 - **WORKPLACE & WORKFORCE TRANSFORMATION: Navigating the future** (hybrid working, sustainable workplace, workplace culture, internal communications, collaboration and value creation etc.)
- Panel 2 - **AUTOMATION AND DIGITAL TRANSFORMATION: Masters of Change** (Intelligent workplaces, Automation Technologies (IOT, AI), cybersecurity, impact on the Workforce, sustainability and environmental impact)
- Networking lunch & B2B session

Participation models for companies

| 3500 EUR | 2000 EUR | 500 EUR |
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| <ul style="list-style-type: none"> ➤ Name partner of the conference (ex. The future of work powered by /name of your company/) ➤ Special mention in the welcome speech ➤ Presentation on the panel (10 min) ➤ 5 invitations to the conference & networking cocktail ➤ Logo on all printed and digital material dedicated to the conference, premium placement (invitations, roll-up etc.) ➤ Presentation for the company present in <i>The future of work</i> catalogue printed and distributed at the conference: ad on the back cover + double page (interview with the CEO) | <ul style="list-style-type: none"> ➤ Mention in the welcome speech ➤ Presentation on the panel (10 min) ➤ 2 invitations to the conference & networking cocktail ➤ Logo on all printed and digital material dedicated to the conference (email blasts, invitations, roll-up etc.) ➤ Company presentation in <i>The future of work</i> catalogue printed and distributed at the conference (double page) | <ul style="list-style-type: none"> ➤ 2 invitations to the conference & networking cocktail ➤ Company presentation in <i>The future of work</i> catalogue printed and distributed at the conference (one page) |

* Note: CCIFS is subject to VAT