



## Poznań 2019 Western Balkans Summit

*Ladies and Gentlemen,*

We are pleased to invite you to participate in the Business Forum, which will be held on 4 July, as part of the Western Balkans Summit in Poznan. For a few days, Poznan will become the centre of EU and Balkan events. We will host governmental delegations, representatives of civic organizations and business people from: Albania, Bosnia and Hercegovina, Montenegro, Kosovo, North Macedonia, Serbia, Austria, Bulgaria, Croatia, France, Greece, Germany, Poland, Slovenia, Italy and the United Kingdom.

The idea of the Summit is to integrate the Western Balkans with the states of the European Union through the synergies of the political world, civic society and business. The Polish Investment and Trade Agency together with the Ministry of Entrepreneurship and Technology is responsible for the organization of the business component of this year's summit. This year's Business Forum will be held under the slogan **Growing Together**, which highlights that only mutual cooperation and sustainable development in Europe will ensure the prosperity of our societies.

**The Forum will feature numerous panel sessions, presentations of business representatives from the Western Balkans and the European Union at exhibition stands, and B2B talks.** Entrepreneurs will have a unique opportunity to showcase their offering, share their know-how and present their successes. It is especially important for us that the event should contribute to closer economic relations between the regions.

The Business Forum is a Polish initiative to establish sustainable relations and cooperation between the representatives of business in the region. **The main emphasis in business talks during the Forum will be placed on the following sectors: energy, digital, food and agrotechnology.** However, the event is also open to the representatives of other sectors of the economy. We want everyone to have an equal chance to present themselves and meet potential partners.

We will be very pleased to host you in Poznan!

For more information about the Business Forum and the Western Balkans Summit, please go to:

[www.gov.pl/diplomacy/poznan-summit](http://www.gov.pl/diplomacy/poznan-summit)

The recruitment form for companies can be found at: [www.paih.gov.pl/Western\\_Balkans\\_Summit](http://www.paih.gov.pl/Western_Balkans_Summit)