

## **SBF 2024 INDUSTRIES & TOPICS IN FOCUS**

### **EU AGENDA FOR WESTERN BALKANS**

Regional collaboration opportunities and strategies  
Invest in Western Balkans / Invest in B&H  
Regional Cooperation for the Future: EU / CEFTA  
RCC & The Western Balkans (WB)  
Connectivity & Mobility  
Cross-Border Trade Facilitation

### **RAILWAY INFRASTRUCTURE AND CONNECTIVITY**

Modernizing Rail Networks  
Green Initiatives in Rail Industry  
Future of Railways  
Innovations in Rail Transportation  
Public-Private-Partnerships (PPPs)

### **HEALTH TOURISM**

Health tourism; Franchise opportunities in tourism; Tourism infrastructure  
Destination Management; Country Branding & Promotion  
Halal Friendly Tourism; Regional tourism collaboration

### **TRADE CAPACITIES OF THE REGION**

Cross-Border Collaboration; Innovative Business Models  
Investment Triumphs; Digital Transformation  
Sustainable Development; Social Impact  
Government and Private Sector Partnership  
Resilience in Challenging Times

### **GOING DIGITAL**

Digital Transformation  
Cyber security and data privacy  
E-Commerce & Cloud solutions  
Artificial Intelligence (AI) and Machine Learning (ML)  
5G and Beyond: Shaping the Future of Connectivity  
Smart Cities and Intelligent Infrastructure

### **ENERGY TRANSITION**

Renewable Energy Revolution  
Energy Storage Solutions  
Smart Grid Technologies  
Decarbonization  
Energy Efficiency and Conservation  
Policy and Regulation

and much more.