



# The Future of Investing

CEE AMCHAMS CONFERENCE

INVITATION

TUESDAY  
November 10, 2020

STARTING AT  
2:00 - 5:00 PM CET

VENUE  
online

## HOW TRANSFORMING EUROPE CAN DRIVE YOUR GLOBAL GROWTH

It is our honour to invite you for the AmChams' CEE Conference The Future of Investing. Join us to hear perspectives and outlook of business leaders and investors on their investment plans and why the CEE region is strengthening its position on the global investment map. The Conference is divided in three thematic panel discussions: Digital Economy, Tourism Industry and Sustainable Manufacturing. Companies that have already identified the strategic opportunities in the regions will outline why investments in these three sectors will drive their global business success in the first half of the 21st century.

## PROGRAM:

14:00 **DIGITAL ECONOMY** (Panel Discussion)

15:00 **TOURISM INDUSTRY** (Panel Discussion)

16:00 **SUSTAINABLE MANUFACTURING** (Panel Discussion)

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## DIGITAL ECONOMY

WILL THE CEE REGION BECOME THE  
PLATFORM FOR AI IN EUROPE?



**ONDREJ VLCEK**  
CEO, Avast

Ondrej Vlcek serves as Chief Executive Officer for Avast. Together with his senior management team, he executes on Avast's vision to deliver people-centric security and spearheads the Company's product innovation program, including the Internet of Things and 5G security. Mr. Vlcek was previously President of Avast Consumer, the largest business within the Company, and directed the development of Avast's artificial intelligence-based cloud security network. Mr. Vlcek was also a key member of the executive team that took the company public on the London Stock Exchange in May 2018.



**DORIN PENA**  
Director of Cisco in  
CIS and Romania

Dorin Pena is the Director for Cisco Romania and CIS Region, responsible for the overall business of Cisco in 12 countries. Throughout his career, he was the General Manager of Cisco Romania for 7 years and fulfilled different business roles in Public and Private Sectors. Before joining Cisco, Dorin had several business and technology-related roles in Romtelecom (now Telekom Romania, part of Deutsche Telekom Group) and Ness Technologies. Dorin has graduated from "Politehnica" University, Computer Science Faculty and holds an Executive MBA from INSEAD.



**PREDRAG LEŠIĆ**  
CEO, doMEn

Predrag Lešić has been CEO of doMEn since 2008, a company which became a Registration Agent for .ME, a ccTLD delegated to Montenegro in 2007 providing a world-class registry platform, running operations for an international registry and working on .ME marketing campaign. He previously worked for F&D Lab, Internet Crna Gora and Montenegro Airlines. Mr. Lešić also takes an active part in developing startup ecosystem in Montenegro as a member of NGO Digitalizuj.Me.



**PALO LUKA**  
Chief Operating  
Officer, ESET

Palo Luka, ESET's Chief Operating Officer, comes from an electro-technical engineering and information systems background and brings more than two decades of expertise to his position. In 2008, he joined top management as Chief Information Officer. In 2011, he took the position of Chief Technology Officer overseeing the ESET's R&D activities, as well as both the development and quality of ESET products and services. Since January 2017, Palo has been overseeing the company's operations and strategic investments as Chief Operating Officer (COO).



**JOHN GASPARAC**  
Managing Partner,  
PwC Croatia  
**MODERATOR**

John Gasparac is the president of the management board of PwC Croatia and the Territory Assurance Leader. He has nearly 30 years of professional experience, with a portfolio of clients comprising some of the most prominent companies in Croatia and regionally. He has been the firm's regional gender equality champion and an active member of the Croatian Business Council for Sustainable Development. John holds a degree in commerce from the University of British Columbia in Canada and is a member of the Canadian Institute of Chartered Accountants.

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## TOURISM INDUSTRY

WHAT IS THE NEXT STAGE IN THE RISE OF THE REGION AS A MAJOR TOURIST DESTINATION?



**MARCUS  
EKLUND**

Global Managing  
Director of FCM Travel  
Solutions

Marcus Eklund has been Global Managing Director of FCM Travel Solutions. With a depth of experience in the travel industry, Marcus brings a wealth of business, operational and industry knowledge to his role. Marcus oversees the continued development of FCM's global sales, account management and brand strategy. As FCM's global leader, Marcus works closely with the company's global executive team as well as with the regional managers of FCM's operations in the Asia-Pacific, Americas, Europe, Middle East and Africa regions.



**KAI  
DIECKMANN**

General Manager,  
Regent Hotel, Porto  
Montenegro

Kai Dieckmann has over 20 years of experience in leading luxury hotels around the globe. After receiving his BA degrees, Kai continued his career with the Althoff Hotel Collection and gained managerial experience at the Villa Belrose in St. Tropez, the Hotel am Schlossgarten in Stuttgart and the St. James Hotel & Club in London. He was General Manager at the Grand Hotel Park in Gstaad, Six Senses Yao Noi in Thailand and Sandy Lane Hotel on Barbados. Kai is now the General Manager of Regent Porto Montenegro.



**ŽELJKO  
KUKURIN**

President and CEO,  
Valamar

Željko Kukurin has been CEO of Valamar Riviera since 2015, overseeing a period of exceptional growth and development which positioned Valamar as the leading Croatian hospitality company. Previously he was CEO at Istraturist and held various management positions in the tourism and hospitality sector. Mr. Kukurin holds an Economics degree from University of Zagreb, an EMBA from Bocconi University and a doctorate in Economics from Faculty of Economics and Business in Pula.



**SINIŠA TOPALOVIĆ**  
Partner and Global Head  
of Tourism Advisory at  
Horwath HTL  
**MODERATOR**

Siniša Topalović is Partner and Global Head of Tourism Advisory at Horwath HTL. His consulting focus is well balanced between private and public sector clients in the field of destination strategies, tourism marketing and branding, legislative advisory, large-scale mixed-use projects, tourism investment projects and corporate strategies. Siniša is member of ISHC.



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## SUSTAINABLE MANUFACTURING

HOW IS THE REGION MOVING UP THE  
MANUFACTURING VALUE-CHAIN?



### MILAN SLAPAK

Country Head, Czech Republic, GE Aviation

Milan Šlapák works as the President & CEO Czech Republic and Slovakia for GE. He oversees GE Aviation's Catalyst engine project to design and produce a new turboprop engine in cooperation with the Czech Technical University in Prague. The Catalyst project has already achieved major design advances: twelve 3D printed parts will replace 855 parts, thereby reducing the total number of parts to 35



### IVAN MIHAYLOV

Chairman of the Automotive Cluster Bulgaria

Ivan Mihaylov has more than 18 years of experience in IT industry and technology sectors and in the last 12 years in automotive electronics sector with various leadership roles. Since 2015 is Chairman of the board of Automotive Cluster Bulgaria, organization that represents the automotive industry in Bulgaria. In 2019 become Chairman of the board also of the Bulgarian Employers Association Innovative Technologies (BRAIT) – organization that represents companies in the IT and software sector, automotive, Ai, green energy etc.



### RUŽA TOMIĆ FONTANA

General Manager, Coca-Cola HBC for Croatia, Bosnia -Herzegovina and Slovenia

Ruža Tomić Fontana is currently holding the position of General Manager of Coca-Cola HBC Adria business unit and is leading companies in Croatia, Bosnia-Herzegovina and Slovenia. During her work Ruža has led various teams with great commitment and developed her leadership skills. As a part of Senior Lead Team of CCHBC Adria, she gained knowledge and expertise in developing and executing business strategies across different markets, business integration and organizational culture transformation.



### MICHEL PERRET

General Manager Europe, Managing Director, Refrigeration  
MODERATOR