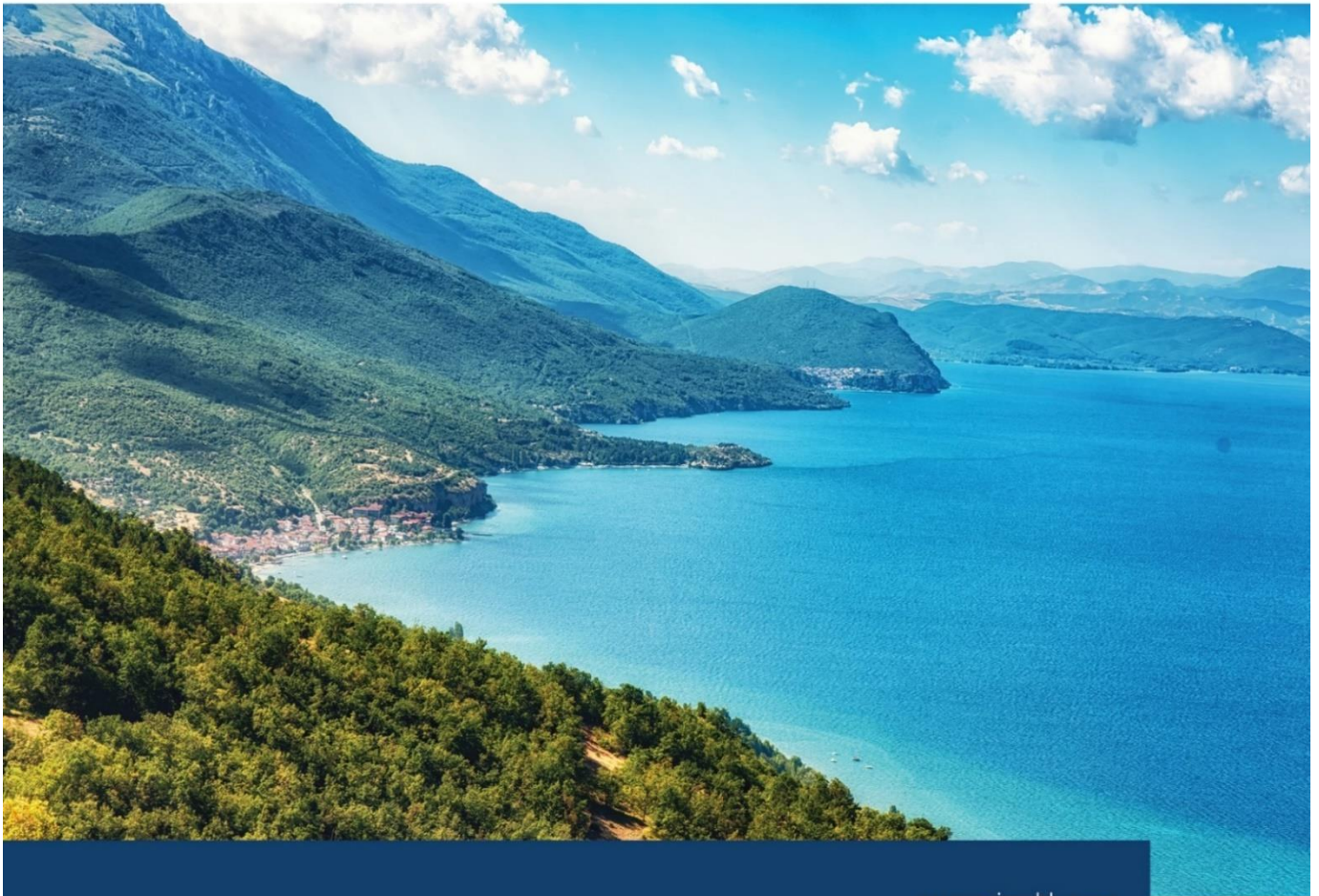




# OHRID BLUE ECONOMY SUMMIT

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EU for Economic Growth



# Ohrid Blue Economy Summit

## Prime Blue ESG Institute, Ohrid

### November 2 – 3, 2022

### Official invite

The inaugural “**Ohrid Blue Economy Summit**” aims to raise awareness of the Blue Economy in the context of fresh-water basins in North Macedonia and the broader Balkans region. The Blue Economy, as a sustainable use of water and coastal resources for economic growth, improved livelihood and jobs creation, is a very significant part of the European Green Deal. It encompasses a number of activities including coastal renewable energy, maritime transport, waste management, sustainable tourism and agriculture, climate change, biodiversity, as well as emerging sectors like aquaculture, bioeconomy, desalination, blue-tech innovation and robotics, etc. As stated by the 2022 EU Blue Economy Report of the European Commission “***The Blue Economy represents one of the greatest drivers of the European business growth, generating around € 750 billion and creating 5.4 million job opportunities per year***”.

Given the important role of this sector, the “Ohrid Blue Economy Summit” will be among the first activities of this kind to tackle the importance of the fresh-water basins, addressing the ***specific sustainability challenges in tourism, agriculture, manufacturing and municipal sectors*** (urban development, waste management, energy efficiency, etc.). The event would showcase the specific case of the ***Lake Ohrid and the broader area of the Drim River basin*** involving Greece, North Macedonia, Albania, Kosovo and Montenegro.

Lake Ohrid, one of Europe’s oldest lakes and an acclaimed UNESCO World Heritage site, is being endangered by pollution, urban development, and exploitation of the coastal zones. Revoking the World Heritage Status can have an impact on the sustainable development of the local community and the businesses that thrive around the lake. Therefore, it is a prerogative that all stakeholders on both sides of Macedonian-Albanian border work together on ensuring the preservation of these natural resources.

The event will address these challenges and will highlight business opportunities around the blue economy sectors, including blue tech and green tech. It will bring ***policy makers, industry experts, international development institutions and banks, sector specific cluster organizations and investors to share best international practice and promote ESG-based sustainable business concepts with specific focus on research, innovation and SMEs.***

The event is organized by **Prime Blue ESG Institute (PBI)** – the non-profit arm of PrimePoint Partners, a management consulting firm that specializes in the Western Balkans region. The event is supported by the Central European Initiative (CEI). The Summit will take place at Unique Resort Ohrid.

We look forward to welcoming you in Ohrid!

Zoran Martinovski  
Prime Blue Institute President and Summit Chairman

**DAY 1: Wednesday, November 2, 2022**  
**Blue Economy Roundtables and Workshops**  
**Conference Venue: UNIQUE RESORT, Ohrid**

- 14:00 – 15:00     **Registration**
- 15:00 – 15:15     **Opening Addresses**
- **Kiril Pecakov**, Mayor of Ohrid, Macedonia – Welcome Address
  - **Zoran Martinovski** – Prime Blue ESG Institute, President
    - Official opening of the Prime Blue ESG institute (research, innovation, and startup development center) and announcing the partnership with UIST for the rollout of the joint Acceleration Program
  - **Ivan Bimbilovski** PhD, Rector, University St Apostol Pavle, Ohrid, Macedonia
- 15:15 – 16:00     **Roundtable 1: The Blue Economy and Business Acceleration Programs**
- Moderator:** **Zoran Martinovski** – Prime Blue ESG Institute, President
- Speakers:**
- **Gregory Yovanof**, PhD, The American College of Greece and Managing Director, Strategis, Maritime ICT Cluster, Greece (Lecture: Blue-tech, Innovation & Entrepreneurship)
  - **Mark Barrett** – Team Leader, EU for Economic Growth, GIZ
  - **Jakob Modéer**, Western Balkans Program Manager, Swiss Entrepreneurship Program (Swiss EP)
- 16:00–16:15     **Coffee break**
- 16:15 – 17:15     **Roundtable 2: Towards sustainable Blue Economy through research and innovation**
- Moderator:** **Olimpija Hristova Zaevska**, PhD, Copenhagen Business School, Denmark
- Speakers:**
- **Igor Nedelkovski**, PhD, Rector, University St Kliment Ohridski, Bitola, N. Macedonia
  - **Sasho Kjosev**, PhD, University St Kiril and Metodij Skopje, N. Macedonia
  - **Snezana Hristova**, PhD, Dean, University American College, Skopje, N. Macedonia
  - **Petar Kocovic**, PhD, University of Nikola Tesla, Serbia
  - **Edmond Hajrizi**, PhD, Korca Innovation Hub, Albania
- 17:15 – 17:30     **Coffee break**
- 17:30 – 19:00     **Roundtable 3: Blue/tech startup technology showcase**
- Showcase Moderators:** **Igor Madzov**, President, Startup Macedonia **Igor Izotov**, UNDP Acceleration Program
- Speakers:**
- **Blagoja Mukanov**, Agfutura Technologies, Macedonia (Agritech)
  - **Elena Patčev**, **Geonatura**, Croatia (Freshwater ecosystems monitoring)
  - **Hristijan Kovacevski**, **Uniplast**, Struga, Macedonia (Electric boats)
  - **Pedro Kostelec**, CTO at **Sentinel Marine Solutions**, CTO (marine tech)
  - **Oracle-based innovation**, Slovenia
- 20:00 –            **Cocktail and Dinner**  
Venue: Biljanini Izvori

**Day 2: November 3, 2022**  
**Official Conference**  
**Venue: UNIQUE RESORT, Ohrid**

09:00 – 09:30 **Registration**

09:30 - 10:00 **Welcome Addresses**

- **Zoran Martinovski**, Summit Chairman & President of Prime Blue ESG Institute
- **Alessandro Lombardo**, Head of Project Management Office, CEI - Executive Secretariat
- **René Schlee**, Director of Friedrich-Ebert-Stiftung, Skopje Office

10:00 – 10:45 **Session 1 – Towards the EU Green and BLUE Agenda - Policy Approach**

Discussant: **Zoran Martinovski**, Prime Blue Institute, Ohrid Macedonia

Speakers:

- **Fatmir Bityqi**, Deputy Prime Minister of N. Macedonia in charge of economic affairs, coordination of economic sectors and investments
- **Almira Xhembulla**, Deputy Minister of Tourism and Environment of Albania
- **Naser Nuredini**, Minister of Environment of N. Macedonia

Q&A

10:45 – 11:45 **Session 2 – Sustainable Blue Economy Ecosystems – EU & Mediterranean Best Practice**

Moderator: **Vladimir Kotevski**, Prime Blue ESG Institute

Speakers:

- **Roberto Ruiz**, Trade and Economic Counselor of the Embassy of Spain in Bulgaria
- **Pietro Angelini**, Cluster Manager, Navigo Toscana, Viareggio Italy
- **Gregory Yovanof**, Managing Director, Strategis, Maritime ICT Cluster, Greece

Q&A

**11:45 – 12:00 Coffee break**

**Session 3 – International Financial Institutions perspectives to Sustainable Blue Economy**

12:00 – 13:15

Moderator: **Akil Kraja**, NOA Microfinance, Albania

Speakers:

- **Gabriel Björn**, Country Representative, European Investment Bank
- **Magdalena Sholjakova**, Senior Country Officer, International Finance Corporation, World Bank Group
- **Vlado Bojadzievski**, Associate Director, European Bank for Reconstruction and Development
- **Sanel Kusturica**, President of the Board, Sparkasse Bank

Q&A

13:15 - 14:30 **Lunch**

14:30 – 15:30 **Session 4 – Sustainable Tourism & Municipal Infrastructure Development**

Moderator: **Johannes Heidecker**, Economic Advisor to the Prime Minister of N. Macedonia

Speakers:

- **Majlind Lazimi**, Managing Director, Horwath HTL, Albania
- **Bodin Bulatovic**, Regional Operations Officer; International Finance Corporation, Serbia
- **Ivan Cakarevic**, Co-founder and MD, Turaquadra Premium Properties Belgrade, Serbia
- **Dijana Celik**, Luxury Tourism & Hospitality Development, Montenegro

Q&A

15:30 – 16:30 **Session 5 – Sustainable (ESG-based) agriculture and manufacturing – Corporate Approach**

Moderator: **Nikola Derebanov** – CEO, Permindeks, Macedonia

Speakers:

- **Viktor Mizo**, Managing Director, Kostal Macedonia, Ohrid, Macedonia
- **Aurel Grabocka**, Head of Korca Regional Development Agency, Albania
- **Marija Dukovska - Pavlovska**, General Manager, Makstil, Skopje, Macedonia
- **Katerina Kostovska**, Export Director, Tikvesh Winery, Macedonia

16:00 – 16:15 **Coffee break**

16:15 – 17:15 **Session 6 – Creating cross-border freshwater Blue Economy Ecosystems – the case of Prespa & Ohrid Lake Region and Drim River Watershed (Greece, North Macedonia, Albania, Kosovo, and Montenegro)**

Moderators: **Gregory Yovanof**, Greece and **Iva Petrunova**, PhD, Urban Sociology, Prime Blue Institute

Speakers:

- **Dejan Panovski**, Global Water Partnerships
- **Budimir Sokolovic**, President of Macedonian Sailing Association, Ohrid, Macedonia
- **Marijana Milevska**, PhD, PREDA Plus Foundation, Prespa, Macedonia
- **Sead Sadiku**, Director of the Drini and Buna River Water Basin Administration Office, Shkodër, Albania

17:15 – 17:30 **Closing Remarks: Biljana Markovic, PrimePoint Partners**

19:30 – 22:00 **Informal dinner**