



CLIMATE TALKS expert conference series

Green Hydrogen in Serbia: Challenge the Future!

May 15, 2025 – Evropska kuća



AHK

Deutsch-Serbische
Wirtschaftskammer
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privredna komora

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CLIMATE TALKS expert conference series

Green Transformation and Decarbonization of Industry



Embassy of Federal Republic of Germany, Belgrade
and
German - Serbian Chamber of Commerce

CLIMATE TALKS:
Green Transformation and Decarbonization of Industry
Supported by AHK Green Academy Serbia

Venue: Radisson Collection Hotel, Old Mill Belgrade

Date: 25th of November 2024, 13:30 to 17:00

The forum will be held in English, translation to Serbian will be provided

CO2 emissions of the entire event will be measured.

14:55 – 16:00 **EXPERT PANEL**
CBAM AND TAXONOMY: HOW EU REGULATION DRIVES TRANSFORMATION

Moderator:
Jasmina Trbović, Project Manager, German - Serbian Chamber of Commerce

Panelists:
Ivan Smiljković, Member of the Executive Board at ProCredit Bank AD, Member of the Board at the German - Serbian Chamber of Commerce

Mihailo Vesović, Director of the Sector for Strategic Analysis, Services, and Internationalization, Chamber of Commerce and Industry of Serbia

Andrea Hochhuber, Head of European Integration, Economic and Trade Section, EU Delegation to Serbia

Mirjana Jovanović, Energy Climate and Environment Program Manager, Belgrade Open School

Strahinja Lazarević, Strategic Planning Manager, Eltix Group

16:00 – 17:00 Networking Cocktail

Last year's conference, "**Serbia on the Path to Green Transformation: Decarbonization as a Key to Competitiveness**," first in CLIMATE TALKS series, opened important questions about decarbonization and its role in increasing competitiveness.



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H.E. Anke Konrad, Ambassador of the Federal Republic of Germany to Serbia



Milan Grujić, President of the German-Serbian Chamber of Commerce



Dr. Radman Šelmić, Advisor to the President of PKS, **Keynote speaker on CBAM**



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Moderator:

- **Jasmina Trbović**, AHK Serbia

Panelists:

- **Ivan Smiljković**, ProCredit Bank Serbia
- **Mihailo Vesović**, PKS
- **Andrea Hochhuber**, EU Delegation
- **Mirjana Jovanović**, Belgrade Open School
- **Strahinja Lazarević**, Elixir Group



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Promotional activities overview

EVENT:

CLIMATE TALKS: Green Transformation and Decarbonization of Industry

Promotional period: 15.11 – 29.11.2024

Number of participants at the event: 69

Number of e-mail invitations: 2

Open rate: 27%

Number of posts: 16

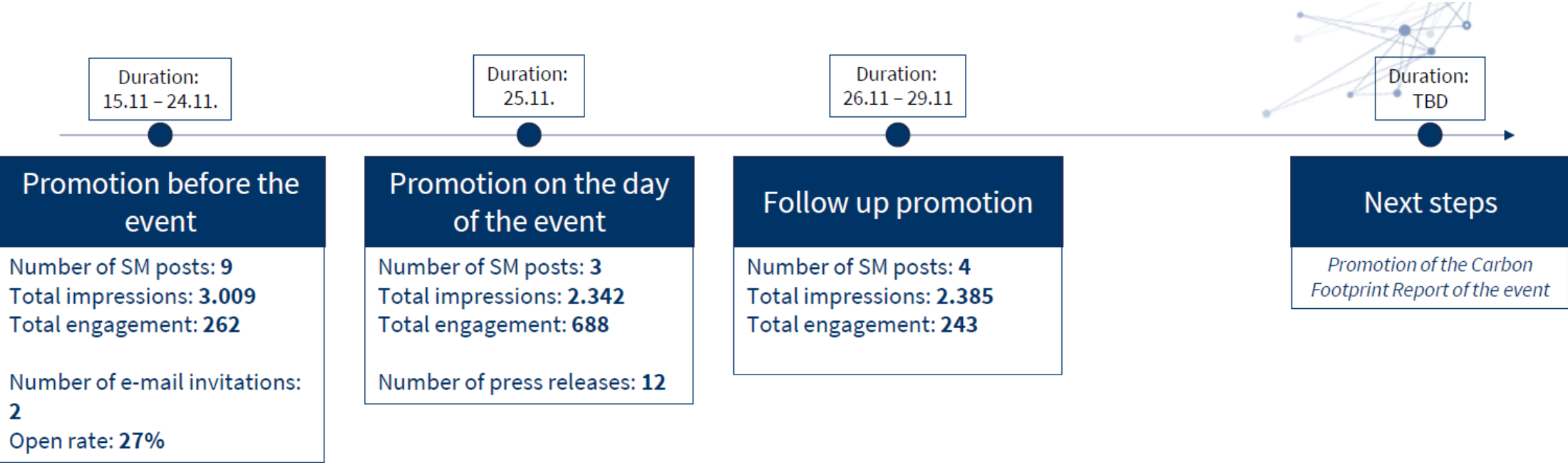
Total impressions: 7.736

Total engagement: 1.193 (clicks: 894; reactions: 284; reposts: 15)

Number of press releases: 12



Green Transformation and Decarbonization of Industry



CLIMATE TALKS expert conference series

Green Hydrogen in Serbia: Challenge the Future!

This year, we focus on **green hydrogen** as one of significant elements of energy transition.

- **Date:** May 15, 2025 (venue: Evropska kuća, Belgrade)
- **Event type:** expert conference
- **Language:** Serbian and English (simultaneous interpretation available)
- **Concept:** presentations of H2, H2-related and Green project(s), banks (financing opportunities); panel discussion (45 min) – stakeholders (academic, institutions, industry...); networking cocktail.



CLIMATE TALKS expert conference series

Green H2 in Serbia: Challenge the Future!

CLIMATE TALKS Green H2 in Serbia: Challenge the Future!

Venue: [Evropska kuća](#)

Date: 15th of May 2025, 13:00 to 17:00

The conference will be conducted in Serbian and English, with simultaneous interpretation available.

12:30 – 13:00 Registration and Coffee

13:00 – 13:15 **WELCOMING**
Milan Grujić, President of the German - Serbian Chamber of Commerce
Representative of a KfW

13:15 – 13:30 **H.E. Anke Konrad**, Federal Republic of Germany Ambassador to Serbia
– German Hydrogen Strategy

13:30 – 13:50 **KEYNOTE presentation:**
H2 pilot project in Serbia, Leipziger Energiesellschaft

13:50 – 14:45 **CASE STUDY presentations**

14:45 – 15:00 Coffee break

15:00 – 16:00 **EXPERT PANEL**
Green H2 in Serbia: Myth or Reality

Moderator:
Aleksandar Simić, PKS Klaster za vodonik

Panelists (tbc):
Filip Marković, KfW
Ivan Smiljković, ProCredit Bank
Tomislav Knežević, GIZ,
Hans-Jürgen Wittmann, GTAI
Lazar Radovanović, Siemens Energy

16:00 – 17:00 Networking Cocktail



CLIMATE TALKS expert conference series

Green H2 in Serbia: Challenge the Future!

CLIMATE TALKS: Green H2 in Serbia - Challenge the Future!		
PARTNERSHIPS	Green Energy Trailblazer 2.000 EUR	Sustainability Innovator 1.500 EUR
Displaying the company logo on digital invitations	yes	yes
Displaying the company logo on the website related to the event	yes	yes
SM promotion of company's sustainable / green activities	yes	yes
Addressing at the event		
Participation in the panel discussion		
Case study – company's green and/or sustainable practices – 10 minutes presentation	yes	
Case study – company's green and/or sustainable practices – 5 minutes presentation		yes
Number of tickets	3	2
Promotion at the venue	infographic + video	infographic

1 partner per category:

- Green H2 Vanguard (not available)
- Green Finance Forerunner (not available)
- Green Energy Trailblazer

1-3 partners per category:

- Sustainability Innovator

