



ที่ อว ๐๒๐๐.๖/ว๑๗๐๑๗

ถึง หน่วยงานในสังกัด อว.

ด้วย กระทรวงการต่างประเทศ ได้มีหนังสือถึงสำนักงานปลัดกระทรวงการอุดมศึกษา วิทยาศาสตร์ วิจัยและนวัตกรรม แจ้งว่าสถานเอกอัครราชทูตสาธารณรัฐบอสเนียและเฮอร์เซโกวีนา ณ กรุงกัวลาลัมเปอร์ ขอเชิญผู้สนใจเข้าร่วมกิจกรรมนานาชาติ จำนวน ๒ กิจกรรม ซึ่งจัดโดยหน่วยงานวิจัย และการศึกษาภาคเอกชนของสาธารณรัฐบอสเนียและเฮอร์เซโกวีนา ได้แก่ ๑) การประชุม AI summit ครั้งที่ ๒ ระหว่างวันที่ ๒๕ - ๒๖ กันยายน ๒๕๖๘ ณ กรุงซาราเยโว ภายใต้หัวข้อ “Kiss the Future” และ ๒) งานระดับภูมิภาคด้านนวัตกรรม เทคโนโลยี และผู้ประกอบการรุ่นใหม่ที่มีความคิดเชิงริเริ่ม ครั้งที่ ๙ (9th Edition of the Regional Forum of Innovation, Technology and Initiative Entrepreneurship) หรือ “Sarajevo Unlimited Forum” ระหว่างวันที่ ๕ - ๖ พฤศจิกายน ๒๕๖๘ ณ กรุงซาราเยโว ดังมีรายละเอียดของกิจกรรมตามสิ่งที่ส่งมาด้วย ๑-๒

ในการนี้ สำนักงานปลัดกระทรวงการอุดมศึกษา วิทยาศาสตร์ วิจัยและนวัตกรรม ขอความร่วมมือหน่วยงานของท่านประชาสัมพันธ์การจัดกิจกรรม ๑) การประชุม AI summit ครั้งที่ ๒ โดยผู้สนใจสามารถอ่านรายละเอียดเพิ่มเติมได้ที่ <https://www.kissthefuture.ai> และ ๒) งาน Sarajevo Unlimited Forum โดยผู้สนใจสามารถอ่านรายละเอียดเพิ่มเติมได้ที่ <https://weareunlimited.ba/en/index>

จึงเรียนมาเพื่อโปรดพิจารณาประชาสัมพันธ์ให้แก่ผู้สนใจด้วย จะขอบคุณยิ่ง



สำนักงานปลัดกระทรวง

กองการต่างประเทศ

โทร. ๐ ๒๖๑๐ ๕๔๐๒ (เจสฮัสนะฮ)

ไปรษณีย์อิเล็กทรอนิกส์ chehasnah.mhesi@gmail.com



สิ่งที่ส่งมาด้วย ๑-๒

<https://bit.ly/SCevenstSarajevo>



*Embassy of Bosnia and Herzegovina
Kuala Lumpur*

No. 118-05-1-27695-2/25

The Embassy of Bosnia and Herzegovina in Kuala Lumpur presents its compliments to the Royal Thai Embassy in Kuala Lumpur and has the honour to inform that the Ministry of Foreign Affairs of Bosnia and Herzegovina has provided information about the 9th edition of the Regional Forum of Innovation, Technology and Initiative Entrepreneurship "Sarajevo Unlimited" titled "Golden Champions" to take place in Sarajevo from November 5th - 6th, 2025.

The Embassy would kindly request the Royal Thai Embassy to forward this information to all relevant Ministries, institutions and companies in the Kingdom of Thailand.

More information can be found in the document attached hereby.

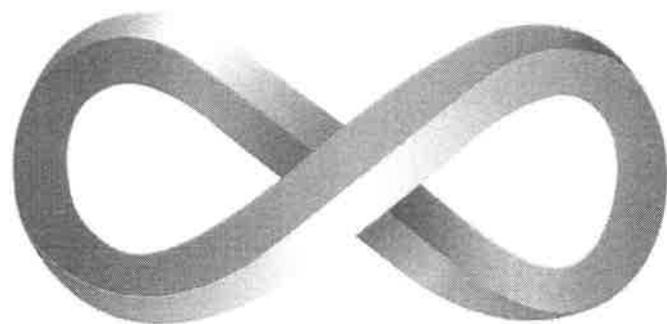
The Embassy of Bosnia and Herzegovina avails itself of this opportunity to renew to the Royal Thai Embassy in Kuala Lumpur the assurances of its highest consideration.

CK

**Royal Thai Embassy
Kuala Lumpur**



August 11th, 2025



U N L I M I T E D

S A R A J E V O

SARAJEVO UNLIMITED 2025

Day 1 05.11.2025. Hotel Hills	09:30-10:00	<i>Registration</i>	
	09:30-10:00	Participants: <ul style="list-style-type: none"> • 	Press Conference
	10:00 – 10:05	<i>Official Opening</i>	
	10:05-10:55	Panel Smart Tourism: How AI Is Creating New Opportunities	Moderator: Panelists: <ul style="list-style-type: none"> • Tourist association of KS • Ministry of Economy of KS • Visit Slovenia • Booking.com • Tourism start-up – women in entrepreneurship

	10:55 - 11:45	<p>Panel</p> <p>Artificial Intelligence and Market Evolution: What Lies Ahead?</p>	<p>Moderator: Kemal Bajramović – UNDP, Head of Experimentation & Digital Advocate</p> <p>Panelists:</p> <ul style="list-style-type: none"> • BH Telecom • Verlab institute • Representative of the Academic Community • Representative of an IT company
<p>11:45 - 12:00</p> <p>NETWORKING COFFEE BREAK</p>			
	12:00 - 12:20	<p>Keynote</p> <p>TBA</p>	<ul style="list-style-type: none"> • Edin Karačić - Comtrade Distribution d.o.o., product manager for solar energy
	12:10- 12:20	<p>Keynote</p> <p>TBA</p>	<ul style="list-style-type: none"> • Speaker

12:20 - 13:10	<p>Panel</p> <p>Green technologies for a sustainable future: Successes and lessons</p>	<p>Moderator:</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Nihad Uk – Prime Minister of Canton Sarajevo • Huawei • Ministry of Mining and Energy of the FBiH • Representative of a Fortinet • Representative of a Canon
13:10-14:00	<p>Panel</p> <p>Digital Identity: The Foundation of Trust</p>	<p>Moderator: Tanja Maraš – RCC, Expert on Digital Connectivity</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Almir Badnjević -- IDDEEA, director • Ministry of Communication and Traffic BiH • Representative of an IT company • Representative of a corporation
14:00 – 14:10	<p>AWARD CEREMONY</p> <p><i>Powered by:</i></p>	
14:10	<p>LUNCH</p>	

SARAJEVO UNLIMITED 2025

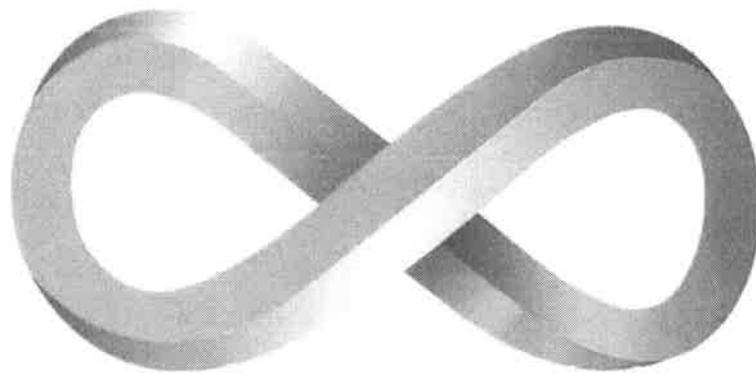
Dan 2 06.11.2025. Hotel Hills	09:00-10:00	<i>Registration</i>	
	10:00-10:05	Opening of the second day	
	10:05-10:45	Panel Protection of Copyright and Related Rights on Digital Media	Moderator: Panelists: <ul style="list-style-type: none"> •
	10:45-11:00	Keynote Automation of Medical Procedures: Myth or Reality?	<ul style="list-style-type: none"> • Speaker

11:00-11:40	<p>Panel</p> <p>e-Health in a Digitalized World</p>	<p>Moderator: UNDP Montenegro</p> <p><u>Panelists:</u></p> <ul style="list-style-type: none"> • Representative of the Ministry of Health of Montenegro • Representative of GIZ • Representative of Verlab Institute • Representative of ASA Hospital • Representative of 3D and Additive Technologies
11:40-12:10	<p>Panel</p> <p>Preparing for the Jobs of the Future That Are Coming Are Already Here</p>	<p>Moderator: Arijana Drinic – UNDP, Head of Exploration, UNDP Accelerator Lab BiH</p> <p><u>Panelists:</u></p> <ul style="list-style-type: none"> • Adnan Delić – Minister of the Federal Ministry of Labour and Social Policy • Representative of the Employment Center of KS • Representative of ILO (International Labour Organization) • Representative of Caritas
<p>12:10 - 12:30</p> <p>NETWORKING COFFEE BREAK</p>		
12:30-12:40	<p>Keynote Topic</p>	<ul style="list-style-type: none"> • Speaker

12:40-13:30	<p>Panel</p> <p>Cybersecurity of Critical Infrastructure: Digital Transactions</p>	<p>Moderator:</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Representative of IDDEEA • Representative of a bank • Mastercard • eComm association
13:30-13:40	<p>Keynote</p> <p>TBA</p>	<ul style="list-style-type: none"> • Speaker
13:40 - 14:20	<p>Panel</p> <p>E-commerce Revolution Trends Shaping the Future of Online Retail</p>	<p>Moderator:</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Representative of BH Telecom • Representative of Comtrade • Representative of an E-commerce Platform • Representative of a Delivery Company
13:35 - 13:40	<p>AWARD CEREMONY <i>Powered by:</i></p>	
13:40	<p>LUNCH</p>	



**The Initiative for Partner Support and Participation
in the Ninth Regional Forum of Innovation,
Technology and Initiative Entrepreneurship
"Sarajevo Unlimited"**



Golden Champions

**Powering Digital Innovations for a Sustainable
Tomorrow**

Networks, 05. i 06. novembar 2025.



WHAT IS SARAJEVO UNLIMITED?

Sarajevo Unlimited, the first regional forum of innovation, entrepreneurship and technology, was created as a result of the activities of the first year of operation of the entrepreneurial, innovation and educational center Networks in Sarajevo. Our knowledge from the field, through the activities and communication we conducted with innovators, students, high school students, corporations, entrepreneurs, institutions, small and medium enterprises, creative industries, start-up founders and value creators of today's economy, prove that despite the dominant negative narrative in the country, Bosnia and Herzegovina abounds with success stories, innovations in our backyards, school desks as well as creative and productive people, that still remain insufficiently visible to the public.

The essential idea of this platform is to invite young people to work on the technological and economic development of this country in their own ground, through an active approach to networking and building a personal entrepreneurial spirit. Sarajevo Unlimited provides exactly that - a platform that gives a voice and space for learning to young people with contemporary ideas, potential and visions that exude future success, enables access to donors, sponsors, organizations, and small and medium-sized enterprises.

WHO IS THE ORGANIZER OF THE SARAJEVO UNLIMITED FORUM?

Networks/Foundation Networks, creator and implementer of Sarajevo Unlimited, was founded in 2015 and represents a business center, creative hub and a co-working community located in the heart of Sarajevo in an innovative building with over 1,300 m² of dynamic and modern space. All our services are created with the aim of stimulating growth, motivation, innovative approach to business, business development, entrepreneurship and employment.

Our space gathers current and future entrepreneurs, start-ups, creative industries, IT industry, B&H, regional and international corporations, non-governmental organizations, state institutions, inspiring individuals of business, innovation and entrepreneurship.

WHAT ARE THE GOALS OF FORUM SARAJEVO UNLIMITED?

The short-term goals of the platform are:

- Connecting young people with institutions and large corporations, for networking, mutual learning and creation of new values, with the aim of economic development;
- Providing an opportunity for young people of B&H and the region to meet at the negotiating table with authorities from institutions, as well as large corporations;
- Connecting companies from B&H and the region with related industries throughout Europe and the world, with the aim of innovating the domestic and regional market;
- Creation of a common wealth of initiatives and activities of countries from the region in the spheres of entrepreneurship, innovation and technological development with the aim of cooperation and joint access to global markets;
- Promotion of new technologies, virtual and augmented reality, 3D technologies, as well as robotics, as inevitable branches of technology that are developing rapidly and becoming an integral incorporated part of all major world industries;
- Connecting start-ups and promoting the start-up ecosystem and companies in B&H



and the region, with the aim of cooperation and innovation of products/services through start-ups;

- Education and transfer of experiential knowledge (know-how) through the intersectional approach of workshops and knowledge exchange with the use of mentorships led by local and regional mentors;
- Raising the awareness of citizens and educating them about the importance of innovation in different branches and industries;

The long-term goals of the platform are:

- Economic contribution and growth through mapping and attracting large investors to Sarajevo and providing direct and indirect opportunities for employment to citizens, which is one of the priorities of the public administration;
- Economic transformation through two focuses; Supporting the innovation of the educational system through support for the introduction of new multidisciplinary subjects and improving the knowledge of teachers and professors and their more intensive engagement (eg Entrepreneurship in the school curriculum, as well as robotics); Digitalizing of operations and services of local companies and public administration (through merging with mentors and funds);
- Development of tourism and digitalization of tourist destinations (Aware of the importance of digital transformation, our goal is for the Canton of Sarajevo to be one of the most popular tourist destinations and a leader in tourist innovations);
- Placement of Sarajevo and Bosnia and Herzegovina on the European and global map of international conferences/festivals that celebrate technology, innovation and the latest achievements of the IT industry, thereby directly influencing the reputation and contribution to the positive brand of the city and our country;
- Strong cooperation of regional hubs, accelerators, incubators and funds/organizers who are the majority bearers of digital transformation;
- Creation of local versions of Unlimited (Mostar Unlimited, Banja Luka Unlimited, Tuzla Unlimited) and encouragement of the regional Unlimited spirit and approach;
- Creation of a positive, tangible impact on the numbers of business tourism in Sarajevo and Bosnia and Herzegovina.



KEY AUDIENCE AND FORUM PARTNERS

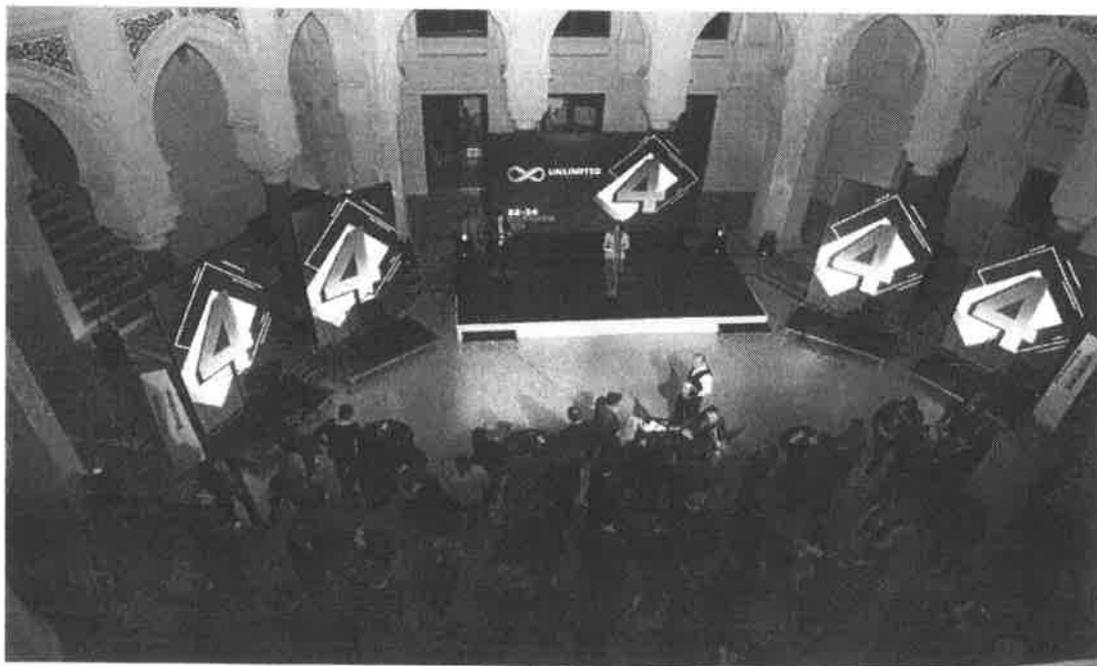
Regional actors

One of the main focuses of our platform is aimed at the Canton of Sarajevo, which serves as connecting point of various actors with related ideas and connecting with foreign investors. Regional actors include successful regional corporations, start-ups and creative business hubs.

The policies of the European Union, as well as global investors, encourage joint projects aimed at achieving economic growth as a sign of social stability in the region. Therefore, Sarajevo Unlimited is an ideal space for meetings of regional companies, start-ups and academic communities with the aim of networking and access to joint development funds. For example, the Start-Up battle gathered over 50 start-ups from 6 countries in the region, and our official partner hubs included all major creative centers and technology parks in the country and region.

Students and high school students of Youth Canton Sarajevo have a unique opportunity to see that exactly their canton, the host of the Forum, has the capacity to organize the Forum in accordance with world standards, where it offers them great opportunities to upgrade their knowledge through free education, especially in the increasingly attractive STEM field (science, technology, engineering and mathematics).

For this group, every year we organize workshops in robotics and 3D printing in accordance with their interests, age group and level of knowledge. In addition, we offer them participation in creative competitions (ideathons and hackathons) where they have the opportunity to win monetary prizes, build a professional portfolio and be mentored by the leaders of leading corporations.





Networks



Academic community

The presence of the academic community at Sarajevo Unlimited, in addition to the opportunity for their students to be part of our story, is great for mapping and gathering information about progress and innovation in the industry. Science, without the accompaniment of technological development, will not be self-sustaining. The participation of the academic community of the Sarajevo Canton, through panels and discussions, but also the involvement of the academic community in three-day workshops with experts is important to us, because in addition to the IT industry and experts in that branch, they are leaders in the progress and development of a country's economy.

The IT industry, as one of the most important factors in the development of BiH. economy has the opportunity to present successful projects, insufficiently visible in everyday life, but also to find new and international clients.

Corporations, medium and small enterprises and business associations

Forum Sarajevo Unlimited offers an ideal working climate for negotiations, new business acquaintances and mapping of key collaborators from Bosnia and Herzegovina and the region. In addition, it offers this key group an insight into new technological solutions, but also a huge number of young talents for recruitment.



Tourism

Tourism in the Canton of Sarajevo recorded continuous growth, as evidenced by the constant increase in the share of this economic branch in the overall economic development of the Canton of Sarajevo. Tourism is one of the most important economic branches in the Sarajevo Canton with a pronounced trend of expected growth in turnover and realized income. In accordance with the above, the key partners of previous editions of the regional forum were the Ministry of Economy of Sarajevo Canton and the Tourist Board of Sarajevo Canton. Tourism during the COVID-19 pandemic experienced great losses and business decline. Work in this area, cooperation with Networks partners shows that in the coming years, support for tourism is especially important.

Start-ups

Sarajevo Unlimited, although younger than other forums in the region and Europe that focus on start-ups, has already positioned itself as the right meeting place for all those who have successful start-ups, but also those who are just creating them, for three reasons: access to investors, an opportunity for free three-day education, networking with relevant institutions, corporations and mentors.

Institutions

Crucial partners for the organization of such an event are state, cantonal and city institutions, as creators of relevant policies for the development of technology, innovation and entrepreneurship as factors of economic development and growth of the state.

Young professionals

This group of young people forms the basis of future economic growth in Bosnia and Herzegovina. It consists of active, young, educated creators with positive and productive narratives. Sarajevo Unlimited offers them business opportunities, as well as opportunities for direct participation in the creation of the Forum's content itself through participation in the international community, international organizations and embassies.

The international community has been a strong and significant pillar of support for BiH for many years, when it comes to general progress, and especially economic progress and growth. For this reason, it is important for us to have them as participants and guests of the Forum, so that we can hear their perspectives and comments on the values that we create with the Forum.



WHAT WILL THE TENTH EDITION OF SARAJEVO UNLIMITED BRING?

This year's Sarajevo Unlimited Forum, which will be held on November 5th and 6th, 2025, is expected to host a large number of representatives from government institutions, ministries responsible for development, technology, economy, science, and innovation, research and scientific institutions, university representatives, corporations, technology parks, and creative hubs.

This year's edition of Sarajevo Unlimited is titled "Golden Champions," highlighting leaders and initiatives that not only push boundaries but also actively shape the future through innovation, digitalization, and sustainability. We celebrate those who have left an indelible mark – the leaders of change, creators of new opportunities, and architects of a more advanced society.

Through this lens, we explore how digitalization and sustainability are not just trends, but forces driving growth, connecting communities, and creating a more resilient ecosystem. From ideas that push boundaries to solutions that change the world, Golden Champions gathers visionaries who do not wait for the future – they create it. Through innovations that inspire and technologies that bring tangible change, we connect bold thinkers, disruptive concepts, and sustainable solutions shaping a more resilient and advanced community.

During the forum, we will organize the following activities:

- Keynote speeches
- Panel discussions
- Product/service presentations
- Workshops
- Discussions
- Presentation of young innovators

The thematic sections of this year's Sarajevo Unlimited edition are:

- Smart Tourism: How AI Creates New Tourist Opportunities?
- Artificial Intelligence and Market Evolution: What Awaits Us?
- Green technologies for a sustainable future: Successes and lessons
- Security in the Digital Age: Challenges of E-Government and Cybersecurity
- Building Trust: Security in Digital Transactions
- E-Health in a Digitalized World
- How to Prepare for the Jobs of the Future That Are Already Here?
- E-Commerce Revolution: Trends Shaping the Future of Online Shopping

Sarajevo Unlimited is a unique platform that connects countries in the region, strengthens regional cooperation, attracts and enhances investments, empowers young people, and opens new opportunities for youth and new employment. This forum aims to establish a positive environment for investment and for the work of small and medium-sized enterprises.



Attached you can find explanations of the thematic sections:

- **Smart Tourism: How AI Creates New Tourist Opportunities?**

Smart tourism represents the key to enhancing the tourism industry through digital transformation and the application of artificial intelligence (AI). This technology enables the creation of personalized experiences, service optimization, and efficient destination management. By using advanced algorithms and data analysis, AI can improve decision-making, predict tourist needs, and enhance interactions between visitors and service providers. This topic explores how digital solutions can make destinations smarter, improving operational processes and enabling sustainable tourism development. Concrete solutions that use AI to improve user experience and increase the competitiveness of the tourism sector will be discussed.

- **Artificial Intelligence and Market Evolution: What Awaits Us?**

Artificial intelligence (AI) is rapidly changing market dynamics, bringing a revolution in the way industries and economies operate. This topic explores how AI is reshaping existing business models, opening new sectors, and transforming traditional industries. We will focus on the advantages and challenges that AI brings to everyday business processes and how it will impact the development of new markets and economic opportunities. We will discuss what awaits us in the future: from job automation, through advantages for innovative startups, to opportunities for sustainable growth and development in the digital age. AI will not only improve efficiency but will redefine the boundaries of what is possible in various sectors.

- **Green technologies for a sustainable future: Successes and lessons**

Green champions represent those individuals, organizations, and initiatives whose work and innovations in the field of sustainability have laid the foundations for a responsible and environmentally friendly future. We will focus on the experiences of leaders in green technologies and sustainable practices and how their solutions are shaping a new development paradigm. We will discuss how sustainability is being integrated into various industries, from energy to manufacturing, and how new technologies enable the creation of green economic models. Through sharing experiences, we will highlight successful practices and encourage the implementation of sustainable solutions that will improve our community and environment.

- **Security in the Digital Age: Challenges of E-Government and Cybersecurity**

Security in the digital age is becoming crucial in the context of the rapid development of technologies that are transforming our daily lives, including sectors such as e-government and cybersecurity. We will focus on the challenges that digitalization presents for government institutions and public services and how to ensure the protection of data and infrastructure systems. We will discuss threats such as cyberattacks, identity theft, and security in digital transactions, while also considering technologies and strategies that enable protection and improve efficiency in the functioning of e-government. Through this topic, we will analyze how ensuring cybersecurity becomes a prerequisite for the successful development of the digital state and the preservation of citizens' trust.



- **Building Trust: Security in Digital Transactions**

In the digital age, where transactions are carried out online every day, building trust becomes the foundation for the security of all online activities. We will focus on the key challenges in ensuring user trust in digital transactions, including the protection of personal data, the security of payment systems, and fraud prevention. We will discuss solutions that enable secure and transparent business operations in the online environment. We will also consider how ensuring user trust can drive the further development of the digital economy, making online transactions safer and more accessible to all.

- **E-Health in a Digitalized World**

The "E-Health in a Digitalized World" panel explores how innovations in digitalization are changing access to healthcare services, making them more accessible, efficient, and personalized. We will focus on various technologies and solutions, including telemedicine, artificial intelligence, digital health records, and 3D printing, and how they are improving healthcare and the education of healthcare workers. Panelists will discuss the challenges of integrating these technologies, data security and privacy, and regulations that need to be aligned with the rapid technological advancements. We will also analyze how digitalization in healthcare contributes to reducing costs, shortening waiting times, and improving health outcomes. With the aim of building the foundations for the future, we will discuss key trends such as bioprinting and the integration of artificial intelligence into medical processes, laying the groundwork for the health of tomorrow.

- **How to Prepare for Jobs of the Future That Are Already Here?**

Panelists will discuss the key skills needed for success in the era of digitalization, automation, and artificial intelligence. They will analyze how the education system and professional development need to keep up with rapid technological changes, emphasizing the need for continuous learning and adaptability. The discussion will focus on how young people, entrepreneurs, and workers can leverage technological advancements and market transformation as an opportunity for growth and career development. The emphasis will be that jobs of the future are not something that is coming, but they are already here, and panelists will share concrete advice and examples on how to successfully prepare for the challenges and opportunities presented by the future labor market.

- **E-Commerce Revolution: Trends Shaping the Future of Online Shopping**

E-commerce has gained enormous popularity in recent years, transforming the way we buy and sell products. With new technologies emerging, online shopping is rapidly evolving, offering innovative ways for brands to engage with consumers by recognizing their specific needs and desires. From the application of artificial intelligence and automation in personalizing experiences to the growing dominance of mobile platforms and secure digital payments, the future of online shopping is already here. In this discussion, we will explore how consumer behavior is changing, how new technologies shape competitiveness in the market, and how logistical innovations enable faster and more efficient product delivery.



Results of the previous years of Sarajevo Unlimited

Over the past years, we have gathered:

27,950 participants

280 start-ups who presented brilliant ideas to investors and audiences in the region and the world

490 speakers who shared their inspiring and positive experience in the field of innovation and entrepreneurship

55 keynote speakers from Google, Deutsche Telecom, BBC, Alibaba, Viber and Huawei.

575 foreign delegations, representatives and state institutions, governments, ministries in charge of development, technology, economy, science and innovation, research and scientific institutions, representatives of universities, corporations, banks, insurance companies, technology parks and creative hubs.

It is important to point out that in addition to foreign experts, we also gave the opportunity to speakers from Sarajevo Canton, BiH and the region.

More than 13 agreements on cooperation between companies and institutions were signed, all thanks to the forum, and the results of this are reflected in the application of new techniques and approaches in the work of institutions.

You can see more at the following links:

[Sarajevo Unlimited 2016](#)

[Sarajevo Unlimited 2017](#)

[Sarajevo Unlimited 2018](#)

[Sarajevo Unlimited 2019](#)

[Sarajevo Unlimited 2020](#) (Due to Covid-19, the Forum was held online)

[Sarajevo Unlimited 2021](#)

[Sarajevo Unlimited 2022](#)

[Sarajevo Unlimited 2023](#)

[Sarajevo Unlimited 2024](#)

For more details about the topics and speakers of last year's SU, you can also visit our website:

<http://weareunlimited.ba/ba/>



As examples of positive ideas arising from previous editions of the forum, we would point out: "Bizbook", a startup that was created at the first Sarajevo Unlimited Forum, in 2016, and is one of the few successful BH startups. In addition to currently connecting over 1000 companies within our borders based on their offers and demands, "Bizbook" digitized three business fairs in BiH, winning the award for the best BH startup for 2018, and the international award for economic and digital transformation, presented in Podgorica last year. Considering that we have been following the development and growth of this BH startup for years, there is no doubt that their product will conquer the region and ultimately Europe.

Montenegrin Startups "Badger" and "Marleq" were also competitors of past years and even finalists of the Startup Battle.

"Badger" is a startup that originated in America, and its concept is from Montenegro. It is an electronic badge that is used in several industries, the main one being the conference industry. The new badge, replacing the old one, offers users the protection and saving of their money, time and environment. Their team does not hide that they are on the threshold of concluding a serious foreign investment.

"Marleq" is also a Montenegrin startup and represents a platform that connects those looking for business opportunities, enabling work opportunities with professional coaches, career experts in 55 countries, while the Serbian startup "Uradi - Zaradi" is the only internet platform in Serbia that connects people who they do not have enough time to complete all the tasks during the day, with people who are ready to help them and want to earn money at the same time.

The winner of the best startup Sarajevo Unlimited 2017 is "Koola", and it is a platform that connects car dealerships with clients by presenting them with service options, which ensures mutual loyalty and trust for car dealerships and customers, as well as facilitated communication.

The winner of the best start-up Sarajevo Unlimited 2018 is "Easy Tech", represented by 19-year-old Nikola Krstić from Belgrade. His product, the winning idea, was the "smart glove" - a unique product in the world - intended for blind and partially sighted people, which will greatly facilitate their daily life.

At Sarajevo Unlimited 2019, the startup competition was won by an excellent team of young people, "Farm Fit" from Serbia, with their innovative solution for detecting animal diseases on farms. We are extremely proud that this competition was held under the auspices of our domestic company BH Telecom dd Sarajevo and that the management of BH Telecom once again showed that they support young people.

Agreements and memoranda signed in previous years:

- Signed Joint Statement on Building a Smart and Safe City and Memorandum of Understanding between the City of Sarajevo and the Chinese company Huawei Technologies d.o.o. (Sarajevo Unlimited 2018);
- "Sarajevo - Smart City initiative", which represents the cooperation between the City of Sarajevo and the United Nations Development Program (UNDP) in Bosnia and Herzegovina, has officially started after the signing of the Memorandum of Understanding by Abdulah Skaka, the mayor of Sarajevo, and Sukhrob Khoshmukhamedov, deputy resident representative of UNDP, on the sidelines of the Sarajevo Unlimited conference in 2018;



- Minister of Transport and Communications of Bosnia and Herzegovina Ismir Jusko and Tian Hua, vice president of Huawei Technologies CEE and Nordic countries, signed a joint statement in Sarajevo Unlimited 2018 with the aim of strengthening cooperation in the field of information and communication technologies;
- Within the framework of the fourth regional forum of innovation, technology and entrepreneurship Sarajevo Unlimited 2019, the deputy resident representative of the United Nations Development Program (UNDP), Sukhrob Khoshmukhamedov, and the director of the Institute for Informatics and Statistics of Sarajevo Canton, Dino Šehović, signed an agreement on the creation of a digital platform within smart city initiatives;
- The Tourist Board of Sarajevo Canton and BH Telecom signed a protocol on business-technical cooperation on the "Sarajevo City Card" project (Sarajevo Unlimited 2021)



SARAJEVO UNLIMITED expands its' theme every year, and with that its' audience and the approach to event organization. After the COVID-19 pandemic, we incorporated digital monitoring of the Sarajevo Unlimited gathering, achieving record numbers - reaching one million followers. This ensured easier access to the platform, improved visibility, and the transcending of the borders! Our presence is now evident outside Bosnia and Herzegovina, across the Western Balkans, and reaches the European and world markets.



SPONSORS AND PARTNERS OF SARAJEVO UNLIMITED THROUGHOUT THE YEARS





INOVAČJSKI PARTNERI / INNOVATION PARTNERS



MEDIA PARTNERS





FB PARTNER



EMBASSIES THAT HAVE SO FAR SUPPORTED SARAJEVO UNLIMITED

- Embassy of the People's Republic of China
- Embassy of the Republic of Poland,
- British Embassy Sarajevo
- Embassy of the Republic of Bulgaria
- Embassy of the United States of America
- Embassy of Switzerland
- Slovenian Embassy.

Sarajevo Unlimited was also supported by:

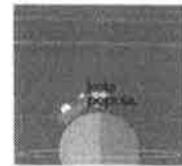
Travel Center, Sarajevo Cable Car, Centar Municipality, Sarajevo Canton Tourist Board, Ministry of Economy, Ministry of Transport and Communications, Ministry of Foreign Trade and Economic Affairs, EU info center.

City of Belgrade, City of Vienna, MasterCard, BH Telecom, Pointer, ComTrade, Oracle, Phillippe Morris, Atlant BiH, Huawei, NLB Bank, Red Bull, Science Park Graz, Cisco, Friedrich Naumann Foundation.

OPA, UniCredit Bank, CGGC, Veritas, Digi.me, Outdooractive, Nomadic Minds, AlmaRas, Own, Misija web, Link Group, DMF office, SHL, Dizart Sarajevo, ACKE creative studio, HeartMath, Project: Adam, Walter Ego Pub, Aquarius, FENA.

AS WELL AS THE FACULTIES THAT MADE A SIGNIFICANT CONTRIBUTION TO THE INNOVATION FORUM

Economic Sarajevo, ETF Sarajevo, Faculty of Mechanical Engineering Sarajevo, Faculty of Electrical Engineering East Sarajevo, Faculty of Electrical Engineering Banja Luka, Faculty of IT Mostar.







*Embassy of Bosnia and Herzegovina
Kuala Lumpur*

No. 118-05-1-27109-3/25

The Embassy of Bosnia and Herzegovina in Kuala Lumpur presents its compliments to the Royal Thai Embassy in Kuala Lumpur and has the honour to inform that the Ministry of Foreign Affairs of Bosnia and Herzegovina has provided information about the Second AI Summit 2025 - "Kiss The Future 2025" that will take place in Sarajevo from 25th - 26th September 2025.

The Embassy would kindly request the Royal Thai Embassy in Kuala Lumpur to forward this information to all relevant Ministries, institutions, academic community, scientific institutions and economic entities dealing with AI in the Kingdom of Thailand.

The Summit will take place under the auspices of the Presidency of Bosnia and Herzegovina and more information can be found in the documents attached hereby.

The Embassy of Bosnia and Herzegovina avails itself of this opportunity to renew to the Royal Thai Embassy in Kuala Lumpur the assurances of its highest consideration.

Kuala Lumpur, August 14th, 2025

CK

**Royal Thai Embassy
Kuala Lumpur**



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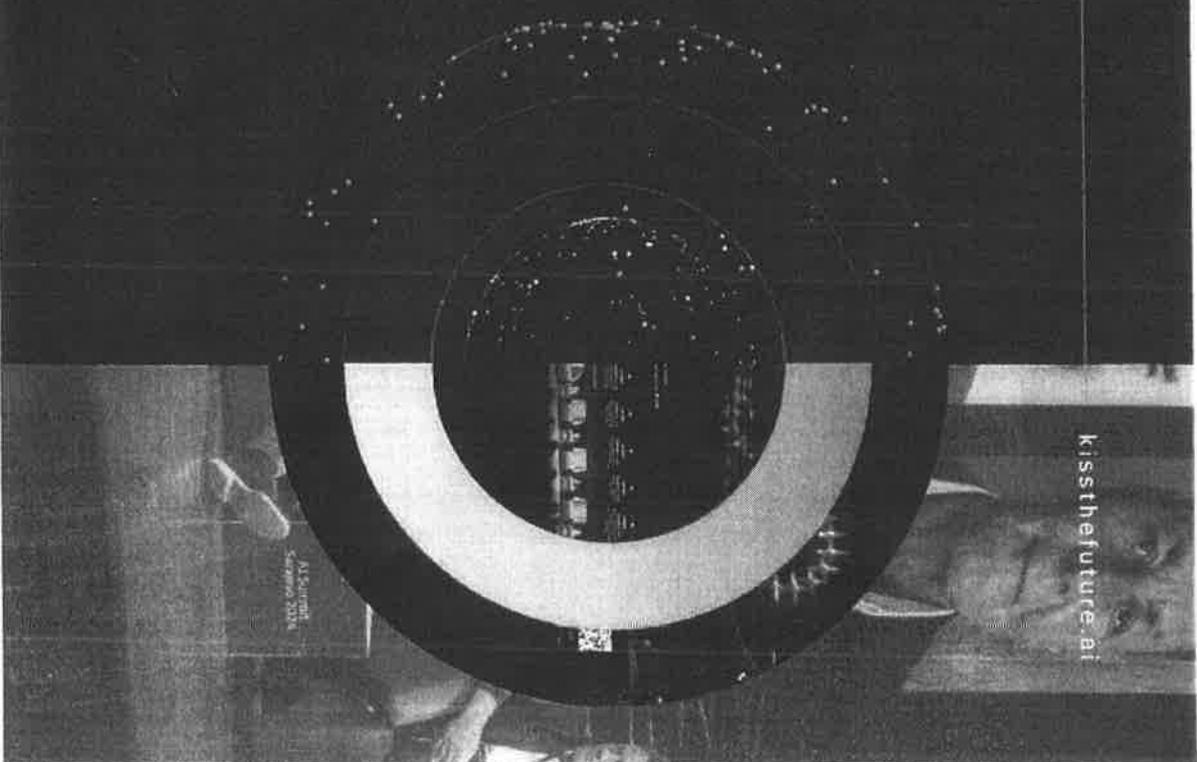
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AI Summit Sarajevo — Kiss The Future

September 25-26, 2025

blum institut bloomteq

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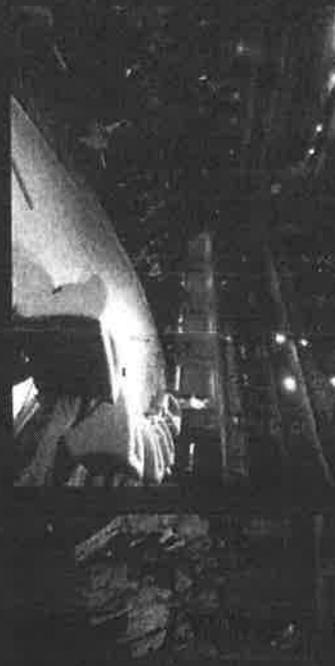
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Kiss the future 2024 at a glance

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800+

↳ Participants

3

↳ Locations

40+

↳ Speakers & lecturers

24

↳ Events across 2 days

20+

↳ Partners & sponsors

∞

↳ Network opportunities

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Kiss the Future 2024 explored — AI's far-reaching effects across various sectors



TELECOMMUNICATION
ENGINEERING
PHOTOGRAPHY AND
VIDEOGRAPHY



HEALTHCARE
INVESTMENT
MARKETING



PUBLIC POLICY
MOBILITY
ENVIRONMENTAL
IMPACT

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40+ world-class experts

With decades of experience and knowledge from leading companies, universities, and institutions, have united to support Sarajevo's first AI Summit, transforming it into a central platform for forward-thinking AI conversations.



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AI as a top agenda

- ↳ The Kiss the Future AI Summit firmly established AI as a prominent topic in Bosnia and Herzegovina, creating a powerful ripple effect across the **country's media and public conversations**.
- ↳ Since the Summit, AI has featured in over **20 TV programs**, including broadcasts on national television and coverage by the most widely trusted news platforms in the region.
- ↳ AI has also emerged as a **primary theme in subsequent events**, fueling discussions and awareness that reach both the tech industry and the broader public. This event ensured that AI remains a **central focus** as Bosnia and Herzegovina considers its technological and economic future.

KISS THE FUTURE @ 2025



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United in — innovation

Partners and sponsors who supported Kiss the Future 2024

This event's impact wouldn't have been possible without the support of our forward-thinking partners and sponsors. We're proud to see so many in Bosnia and Herzegovina embracing AI's potential, showcasing the region's talent and vision as we shape a future of innovation.

Unicredit Bank

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Presidency of BiH

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European Trade Association of BiH

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LOOKING AHEAD

Kiss the Future 2025

Kiss the Future is evolving, and we couldn't be more excited about the second edition coming next fall

- ↳ Three days of insights spread across three venues (and some new ones, too). Kiss the Future EXPO, uniting over 1,500 curious minds and 80+ leading voices in the heart of Sarajevo.
 - ↳ We're dialing up the innovation, the B2B opportunities, and the impact for our most ambitious event yet.
- We can't wait to share this next chapter with you.

September 25-26, 2025

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Driving AI innovation through expert panels,
practical workshops, expo area and strategic
networking opportunities.

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Kiss the Future 2025

Speakers

This year, AI Summit will once again bring together thought leaders and innovators from some of the most influential companies, institutions, and research hubs in the world.

These experts and organizations are helping shape the real-world application of AI - across sectors, industries, and societies.

They are not just watching the future unfold - they're building it.

Explore who is joining us!



Eve Psalti
Senior Director, Microsoft AI



Andreas Horn
Head of AI/Ops, IBM



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Yusra Ibrahim
Lead research engineer,
Google DeepMind



Alex Ulbricht
Strategic lead data & AI, Fujitsu



Nayur Khan
Partner - QuantumBlack, AI by
McKinsey team



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Eldar Kurtic
Senior ML Research Engineer,
Red Hat



Manuela Kasper-Claridge
Editor-in-chief, Deutsche Welle



Florian Hönnicke
Principal AI Engineer, Jina AI



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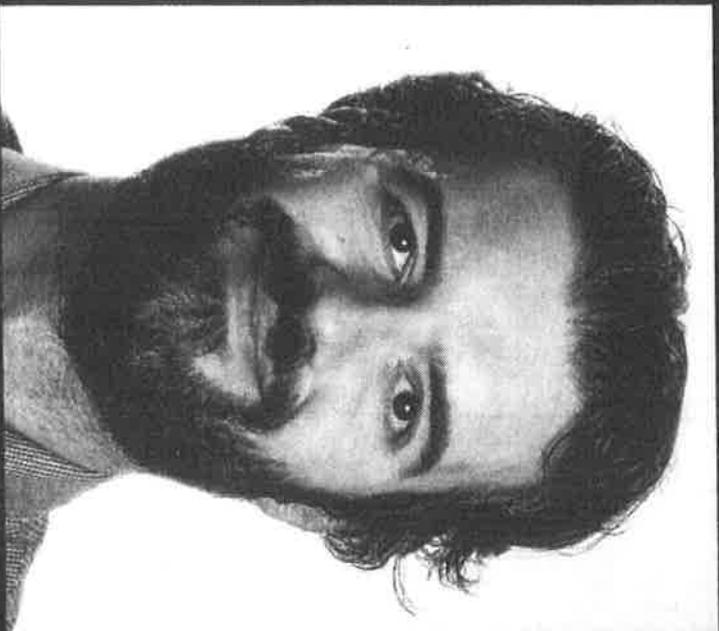
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Sean Gourley
Member of the Board of Advisors
Samsung Global Research (SGR)

SAMSUNG



Fabrizio Maniglio
Research Quality Association,
IT Committee Vice-Chair

RQA



Sahar Tahvili
Manager EES Test Framework & AI,
Ericsson

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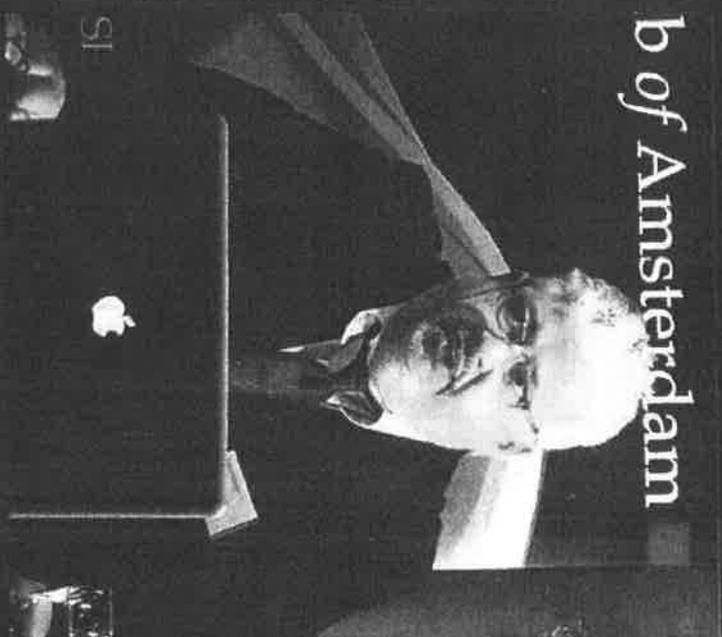
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Martin Mayr
Director of Systemhaus Ulm GmbH



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Hardy Schloer
Owner, Schloer Consulting Group



Mike Feerick
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Zenina Dedic
Product Lead GenAI, SPAR ICS



Peter Fossik
Service Design Lead, Cognizant



Zamurovic Brothers
AI in videography and photography

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Mirza Besirovic

AI Product Leader, Zendesk



Belma Alispahic

Chief Scientific Officer,
AnalysisMode



Tim Cook

Founder, AlConfident



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Ibrahim Eren
TRT Chairman and Director

TRT WORLD



Sam Miller
Co-Founder, Artanis



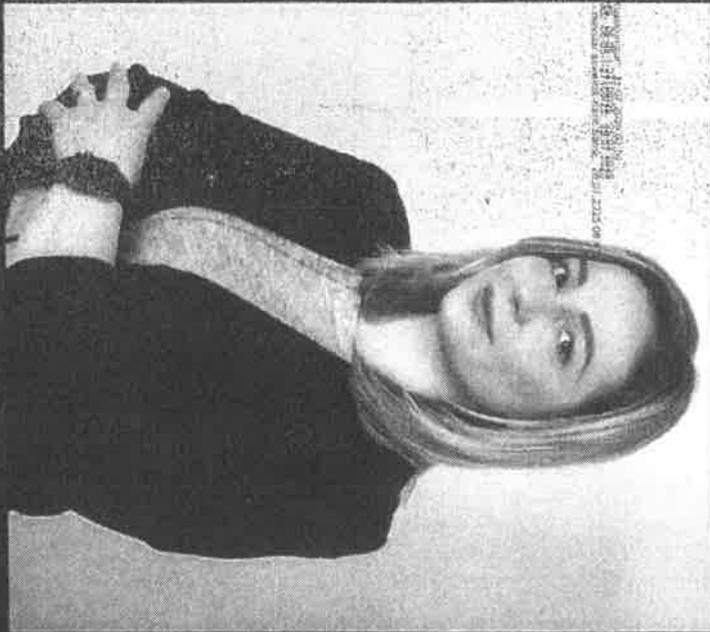
Jaan Hein
Vice President for Government
programs by DelSecIntel Solutions

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Marjana Pritti Skenduli
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Data and AI Senior Specialist,
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Kristjan Pihus
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Matija Srbic
Managing Director at deep tech
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Mirza Klimenta
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Ahmed Elsheikh
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Sheril Nagoor
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Co-founder, Artanis



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Kiss the Future 2025

Partners

Official partners of AI Summit 2025, providing key support and contributing to the success of the event.



Presidency of
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Activities

Panel Discussions

Explore industry-transforming topics with global AI experts on the main stage.



Expo Zone

Explore AI innovations from leading companies through interactive demos and exhibits on the summit premises.



Workshops: Building AI Solutions

Get technical. Learn about creating, training, and deploying advanced AI models hands-on.



Networking Events

Meet, connect, and exchange ideas with visionaries, industry leaders, and peers.



Workshops: Applied AI in Business

Practical workshop on using AI tools to optimize everyday business operations.



Afterparty

Wrap up the day with a vibrant celebration and new connections.

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A Closer Look at Our Panel Discussions and Keynote speeches

Our panels and keynotes on the main stage are designed to inspire and challenge your perspective. Here's a glimpse into the conversations we'll explore.

Why your next
employee should be an
AI agent?

The Future is Agentic - How AI Agents will transform the business landscape?
Autonomous AI agents in operations, decision-making, and customer experience.

AI-Driven Strategy and
Operations:
Transforming Decision-
Making from the C-
suite to the Frontline

Intelligent process automation, data-driven strategy, and scenario simulation for management.

Patient-Centered Care
with AI: Personalizing
Medicine for Better
Outcomes

Precision diagnostics, genomics-driven therapies, personalized medicine, and real-time patient monitoring.

AI in Education and
Upskilling: Breaking
Barriers and
Empowering Global
Workforce

Tailored learning journeys,
real-time skill assessments,
and equitable access to
education.

Media and AI:
Transforming
Communication,
Content, and Creativity

AI-driven content creation,
misinformation detection, and
immersive media experience.

Governance Meets
Deep Tech: Designing
AI Ecosystems and the
Future of Protection

Designing AI ecosystems at
the intersection of deep tech
and governance—to power,
protect, and future-proof
critical infrastructure.

**Notable keynote
themes:**

Quantum Relations
Intelligence - The
Breakthrough

AI in Enterprise: From Hype to
Reality - Addressing Data
Security and Maximizing Value
AI's Blind Spots: What We
Don't Talk About Enough

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WORKSHOPS

Building AI Solutions

Explore our **AI Development Stage** with 10+ workshops and technical sessions tailored for developers, engineers, and data professionals - focused on hands-on knowledge in building, optimizing, and deploying AI.

DAY 1: REAL-WORLD APPLICATIONS

↳ Building scalable data pipelines

Learn how to create and orchestrate data pipelines, focusing on real-world use cases.

↳ Leveraging creative AI Solutions

Explore how to creatively manage data, focusing on system design and efficient training and hosting options.

DAY 2: AI AGENTS AND OPEN SOURCE AI SOLUTIONS

↳ AI Agents in action: Building agentic architectures

Discover how to evolve traditional systems into agentic architectures, with practical insights from community-driven tools.

↳ Implementing open source AI

Dive into FAAG solutions, exploring optimization techniques like chunking, re-ranking, and model fine-tuning.

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WORKSHOPS

Applied AI in Business

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DAY 1: REVOLUTIONIZING BUSINESS OPERATIONS

↳ **Marketing Mastery with AI**

Learn how AI transforms audience targeting, campaign personalization, and lead generation.

↳ **AI-Powered Workflow Automation**

Explore tools that eliminate repetitive tasks, boost productivity, and free up your time for strategic initiatives.

DAY 2: CREATIVITY UNLEASHED

↳ **AI in Visual Storytelling**

Hands-on session on creating stunning videos and photo edits using AI-powered tools for branding and social media.

↳ **AI Agents in Business**

Discover how intelligent AI agents can support decision-making, streamline processes, and enhance customer engagement.

Supporting Content – A Unique Experience for Participants

We've designed the AI Summit Sarajevo 2025 to offer more than just sessions. No matter where you turn, it's an experience in itself!

Networking Zones

↳ Opportunities to connect with industry leaders.

Demo Stations and Exhibition Space

↳ Interactive presentations of innovative solutions by leading companies and Summit's partners.

Gala Dinner and Afterparty

↳ Exclusive opportunities for networking in a relaxed atmosphere.

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AI Summit Sarajevo 2025 Your expertise — our stage

We're bringing together a global community of innovators, thinkers, and leaders at AI Summit Sarajevo 2025. With an agenda designed to challenge conventional thinking and shape the future of AI, we invite you to contribute your expertise or nominate someone who shares our vision.

Here's why we'd love to have you:

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AI in Health
Transforming Healthcare with AI:
Solving Critical Challenges and
Guiding a High Performance
Engineering Team

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A platform for visionaries

↳ Share your groundbreaking work with a diverse audience eager for fresh perspectives on AI's transformative power.



Your ideas

↳ This summit isn't just about presentations on the stage — it's about creating meaningful conversations and solutions that will push AI innovation forward.



Spotlight on excellence

If you're working on something revolutionary, this is your chance to showcase it to over 1,200+ engaged professionals and market leaders.

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Have a topic in mind or
someone who would be
a perfect fit?

We're looking for speakers who have the vision and drive to
push AI boundaries.

If this sounds like the right fit for you or someone in your
network, reach out to us. Together, let's shape the future of AI.

blum institut

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☎ Phone number

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🌐 Website

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