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VANJSKOTRGOVINSKA KOMORA BOSNE I HERCEGOVINE
СПОЉНОТРГОВИНСКА КОМОРА БОСНЕ И ХЕРЦЕГОВИНЕ
FOREIGN TRADE CHAMBER OF BOSNIA AND HERZEGOVINA



TOURISM ASSOCIATION OF SARAJEVO CANTON



Positioning Bosnia and Herzegovina in the Global MICE Marketplace: Corporate and Association Meetings Workshop

PRESENTING THE EXPERTS

Miloš Milovanović:

Milos Milovanovic is an international consultant, with deep expertise in the activation and development of convention bureaus as well as destination marketing in Europe and Middle East regions. He has over 15 years of experience in the meetings & conventions industry and has consulted many destinations around the world. In GainingEdge, Milos is responsible for the development of research & analysis projects as Head of the GainingEdge Analysis & Research (GEAR) Department.

Milos is author of the Destination Competitive Index, a global benchmarking tool for international convention destinations, published annually since 2018. He is also author of the Leveraging Intellectual Capital global report. Milos has a diploma in Economics from the University in Belgrade and Master's degree from Ecole Centrale Paris. In his previous career as a marketing and project management specialist he worked with universities, business associations, international donors and AID agencies creating a number of educational and training programs.



Adem Braco Suljić

Adem Braco Suljic is CEO at Innovative Events Ltd and MICEBOOST Consulting, while he is internationally well-known as a Co-founder and Director of MEETEX - Croatian Meeting Experience Summit (www.meetex.eu), a key meeting industry event in Croatia, with strong potential for growth and interest from international buyers.

Adem's extensive career in the world of MICE lasts for more than 25 years. It included executive positions in MICE support and organization companies in Croatia and Spain – taking part in events with over 20.000 participants – as well as management roles in Meeting Infrastructure projects in Europe, Africa and Asia. Adem's list of references is pretty long and counts with names such as IOC, WB, IMF, UN, NATO, EU, EC, OSCE etc. Since 2011 he focuses on Business and Market Development as well as on Consulting on Destination Marketing, what is his main focus since 2017. Adem is a regular and CCMEP Certified member of CMPA-Croatian Meeting Professionals Association, a member of SKAL International, and is a frequent speaker at industry gatherings. In free time passionate about sailing, gastronomy and cooking.



Miloš Dimitrijević

Milos Dimitrijevic is CEO of MIROSS, a leading PCO & DMC company in the region, founded in 1989, with current offices in Belgrade and Podgorica. In late 2022 Milos has been elected as one of top 100 most influential people in the event industry, by the Eventex Award. He is a frequent speaker at the meeting industry events and active in international industry associations, such as ICCA, PCMA, etc. Under his leadership, MIROSS is organizing meetings, congresses, seminars and all type of business events (on site and virtual) for a large list of local and international clients. The company organizes over 300 business events annually, while just since beginning of 2023 serves several big international events, such as European Congress on Nutrition of the Federation of European Nutrition Societies, World Congress of Paediatric and Adolescent Gynaecology, South East Europe Media Forum, Biennial Meeting of the European Philosophy of Science Association, etc.



Zoran Parmak

Zoran Parmak is owner and Managing Director of the Balkan-Adriatic DMC, one of leading in the region with active offices in Belgrade and Zagreb. Zoran started his career as a destination manager and sales manager in travel agencies, and 10 years ago started his own business in partnership with the Liberty International DMC, one of the most recognized travel groups globally. Since 2021 he is a Member of United DMC Representatives Global Regional Sales Office for a collection of reliable worldwide DMC's. The Balkan-Adriatic DMC is specialized in corporate meetings and conferences, as well as incentive trips, especially for outdoor activities and adventure travel segment. He already has some experience with suppliers from Bosnia and Herzegovina and has an interest to explore the destination and include it in programs which will be offered to the international clients.



Filip Kustura

Filip Kustura is a CBDO at the Corporate Centre Life Group, under which umbrella works a well-known Tour Operator Fly Orient, a company that combines a new business approach with strong experience and deep roots from the Kompas travel. Filip is responsible for the destination management activities under the brand Serbia Incoming, as well as for development of regional tours and communication with international clients with strong interest into the South East Europe region.

Under his management the company organizes corporate meetings and conferences, incentive trips, product launches, team building programs, lifestyle tours for clients all over the Europe. He has experience and a strong interest in development of regional incentive programs, including Bosnia and Herzegovina.

