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CEO CONFERENCE

SHAPING THE FUTURE

A LINKLEADERS PROJECT

2024

The Concept

CEO CONFERENCE - Shaping the Future is an exclusive event, an open and less formal environment which offers the leaders of the largest companies the opportunity to:

- **discuss the most recent developments, trends and business threats with their peers, representatives of prestigious national and international economic bodies, and renowned analysts and consultants;**
- **share experiences and get value-added insights;**
- **meet their peers in a facilitated networking environment.**

An authentic debate and sharing platform for strong minds to discuss advanced business ideas, transformation models, innovation, growth and advanced approaches to shape the world of CEOs in the following years of unprecedented challenges.



CEO CONFERENCE

Shaping the Future

11 years

of continuous
success

22

game-changing
editions



CEO CONFERENCE

Shaping the Future

5.000

business leaders in series
attendance on site & online



Challenges ahead

The biggest concerns are rooted in the pessimistic economic outlook generated by the multiple overlapping crises, war, trade conflicts, cyberthreats, talent scarcity and increased regulation tackling climate change, the need to adapt to market realities, and the fast-changing business environment.

**Which are the proven solutions that can work?
Where to look first? How to maintain control over the evolution of their business?**

CEOs now have the challenge to reimagine and reset their strategies to adapt their business to a permanently changing environment.

THE CEOs HAVE ZERO TIME TO LOSE !





2024 Main Topics

Current Macroeconomic Environment and Implications for Business Strategy

Banking and Capital Markets: Sustainability and finance

Corporate Governance: Managing enterprise and emerging risks

Energy: New operating models & fuel switching

Electricity: Power system resilience

Oil, Gas and the Energy Transition

Emerging Technologies: To stay informed about to harness the full business potential of your business

2024 Main Topics

Leveraging Technology to Drive Innovation and Operational Efficiency in Manufacturing

The Impact and Implications of a Data Driven Economy

AI Value Creation and Emerging Trends in Business Model Innovation

Retail, Consumer Goods and Lifestyle:
New patterns of consumption

Understanding Changing Customer Preferences and Buying Patterns

Work Future: Jobs evolution and intrapreneurship

How to Attract, Integrate, and Motivate:
Diverse generations for business resilience



Special Workshop

CEO Vision and Reporting on Sustainability

This event provides a unique platform for CEOs to exchange insights, share experiences, and discuss strategies for navigating the evolving sustainability landscape in Romania. Our roundtable will dive into key areas, including the establishment of meaningful goals, challenges and opportunities, the critical role of stakeholder engagement, the leadership responsibilities of CEOs in driving sustainability initiatives, as well as the prospect of mandatory sustainability reporting for large corporations by 2025 and essential sustainability metrics.

THE MAIN TOPICS WILL INCLUDE:

Leadership's Role: Discuss how CEOs can lead and champion sustainability efforts within their organizations.

Sustainability Goals: Share insights on setting and achieving meaningful sustainability goals by 2025.

Challenges and Opportunities: Brainstorm ways in which large companies in Romania can collaborate to address common sustainability challenges.

Regulatory Compliance: Discuss the implications and strategies for complying with potential mandatory reporting regulations.

Reporting Metrics: Explore the selection of key sustainability metrics and their alignment with global standards.

Stakeholder Engagement: Emphasize the importance of engaging with stakeholders in the sustainability reporting process.



Some of our previous events' speakers



Adrian Ariciu
CEO,
METRO România



Bogdan Putinică
Country Manager
România & Moldova, Microsoft



Radu Hanga
Chairman of the Board of
Governors, Bucharest Stock
Exchange



Mark Davis
EBRD Regional Director
for România and Bulgaria



Anna Akhalkatsi
Country Manager for România
and Hungary, Europe and
Central Asia, World Bank



Florin Popa
Director,
Orange Business România



Mădălin Mihailovici
CEO,
Veolia România



Lăcrămioara Diaconu-Pințea
Country Manager,
OX2 România

Some of our previous events' speakers



Alexandru Reff
Country Managing Partner,
Deloitte România and Moldova



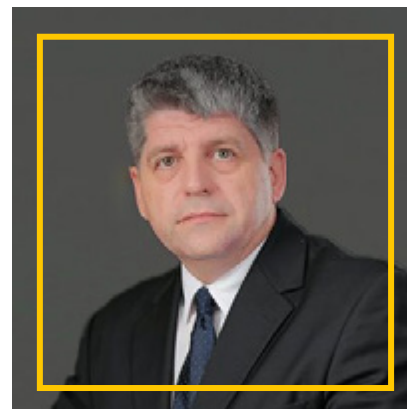
Florin Frunză
Chief Executive Officer,
MET România Energy



Gabriel Ivan
Country General Manager,
CHEP România & Bulgaria



Răzvan Copoiu
General Manager, District
South Eastern Europe, Signify



Gabriel Pavel
Regional Director, Balkans,
Hungary, Czech & Slovakia,
FUJITSU



Andreea Ioniță
Deputy General Manager and
Strategy, Markets and Digitalization
Director of E.ON România



Mădălina Otilia Teodorescu
Director General Adjunct
Retail, BRD



Marius Filipaș
Country Manager,
Noventiq România

Some of our previous events' speakers



Ramona Jurubiță
Country Managing Partner,
KPMG in România



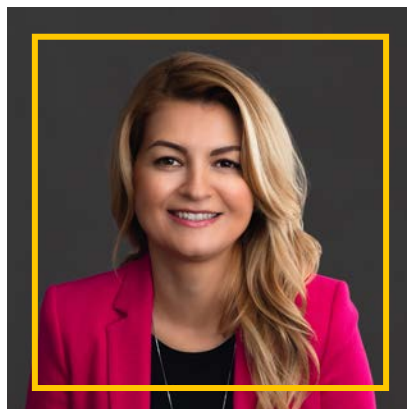
Răzvan Butucaru
Partner, Financial Services &
Advisory Leader,
Mazars România



Valentin Stănescu
General Manager România,
Bulgaria and Adriatic Region,
Dell Technologies



Raluca Negulescu Balaci
Executive Director,
UiPath Foundation



Anda Marian
EMEA Head of Organizational
Strategy, KornFerry



Gabriel Biriș
Co-Managing Partner,
Biriș Goran SPARL



Alin Ioanș
Chief Executive Officer,
ROMBAT



Marius Perșinaru
CEO, Entrepreneur & Strategic
and Organisational Consultant

What our partners are saying about the CEO Conference...



“I find the conference extremely interesting, to listen to the visions of people from various industries. It’s fascinating to see that we share many common points but also have a few differences. It’s a conference I will attend, and I won’t miss it again. The event is exceptionally open, and the exchanges of ideas have been remarkably engaging and relevant, first and foremost.”

Iulian Trandafir
CEO,
Alliance Healthcare România



“First and foremost, I willingly participate in the CEO Conference. It’s not my first time attending, and I don’t usually participate in many events, but I never miss the CEO Conference. I always find value in the messages conveyed by all the panel participants, and the networking opportunities are excellent, which I truly appreciate.”

Marius Meleşteu
General Manager,
Strauss România



“It was an extremely pleasant experience, and I was impressed by the synergy among both the panel members and the participants.... I believe the selection of the themes was truly inspired in terms of the technologies covered by each company and the current and relevant topics chosen for discussion.”

Lucian Enaru
Country General Manager România & Moldova,
Schneider Electric

Why join our partners?

TOP CLASS EXPOSURE

to the top managers of the largest companies.

VALUABLE BUSINESS CONNECTIONS

in the exclusive community of business leaders

PRIVATE DIRECT MEETINGS

with participants of interest

RECOGNITION & BRANDING

enhance your company's brand awareness and reinforce your professional recognition

EXPOSURE, MEDIA AND SOCIAL MEDIA COVERAGE

before, during and after the conference

EXCELLENT ROI

business opportunities, new relevant contacts

CEO CONFERENCE

Shaping the Future

+ 100.000

Post views and engagements
in social media/event

+ 15.000 Euro

Earned Media Value (EMV)/event



Important partners trust us



We have formed alliances with leading and trusted development Partners to provide access to innovative solutions to the complex problems faced by businesses during this uncertain period.

We invite CEOs specialized in different fields of activities to encourage diversity, exchange of valuable information, and sharing of expertise.

CEOs with amazing results that redesigned their companies' business models and made their organizations durable, powerful, resilient and the most innovative on the market.

Important partners trust us



OSCAR



European Bank
for Reconstruction and Development



More premium events

LINKLEADERS LOUNGE THEMATIC GROUP MEETINGS

CEO Lounge provides an opportunity for CEOs and Board members to gain ideas and knowledge from others facing common issues in a confidential or open peer group setting while expanding their professional networks.

Participants use the meetings to discuss a specific challenge or issue their companies face. Each of them takes away practical, real-world ideas from invited specialists or their peers that they can implement in their companies while broadening their professional relationships.

CEO Lounge meetings are a unique source of ideas, techniques and approach that others have tried and tested in similar circumstances.

The meetings are organized in a premium location, usually have a participation of 10 to 20 top executives, and are sponsored by one or two major companies.

A record of the meeting can be published and promoted if the organizers and the sponsors decide to do so.



More premium events

CEO TALKS

SMALL GROUP PRIVATE MEETINGS

CEO Talks offer the opportunity to meet a small group of peers, top executives or board members in a private and confidential environment, exchange business ideas, share vision and experience and explore new business opportunities. The meetings are evening events in premium locations in a less formal format. We organize the meetings at the request of a large company that will be the event owner. The participants are invited following a selected list agreed upon with the sponsor. A recording of the meeting can be published and promoted the partner decide to do so.



About Doingbusiness.ro

27 years of experience
IN HELPING COMPANIES GROW THEIR BUSINESSES

LINKLEADERS PROJECTS

Programs exclusively dedicated to the leaders of the largest companies and business organizations

BUSINESS DEVELOPMENT SOLUTIONS

An advanced portfolio of tools, solutions, and resources for business development

Let's build together the best mix of services for your company!



Join the most important business event in Romania!

CEO CONFERENCE Shaping the Future

Bucharest MAY 2024,
Cluj-Napoca NOVEMBER 2024,



Contact us!



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