



VANJSKOTRGOVINSKA KOMORA BOSNE I HERCEGOVINE
СПОЉНОТРГОВИНСКА КОМОРА БОСНЕ И ХЕРЦЕГОВИНЕ

Trieste, 24 June 2020

Ref. no. 2020/9-8

Subject: Invitation for online seminar (webinar) „Market analysis, Market potential and Market entry“

Dear Madam/Sir,

The Western Balkans 6 Chamber Investment Forum is pleased to invite you to an online seminar (webinar) on the topic „**Market analysis, Market potential and Market entry**“. The webinar is being organized within the EU funded project „EU support to the Western Balkans 6 Chamber Investment Forum“.

The webinar will be held via the Zoom application/platform, on 1 & 2 July 2020, with the aim of strengthening the capacities and professional competences of employees of companies from the WB6 region.

The following topics will be presented to the participants during the two-day webinar:

- how to analyze the size and the structure of a market
- how to assess and quantify market potential
- how to enter a market
- how to set up the necessary contacts and connections to do so

The lecturer at the webinar is Mr. Jörg Hilber, a consultant from Switzerland, with many years of experience in this field. The webinar will be held in English language.

Participation in the webinar is free of charge for representatives of companies from the WB6 region, who apply for participation in the webinar by filling out the online application form. The number of participants in the webinar is limited to the first 100 registered participants. The deadline for submitting applications is Tuesday, 30 June 2020 until 14:00.

The contact person for any additional information is Mr. Mirza Konjo (+38733566204 or mirza.konjo@komorabih.ba).

Sincerely yours,

WB6 CIF Secretary General

Salet Genxhaliu

Enclosure:

- Program