GAME CHANGER

14.10.2026. /
Z CENTAR, ZAGREB

DVORANA 4: AI TRANSFORMATION

Host dvorane:
Aco Momčilović
AI Researcher and Educator

powered by A1

09:00 – 09:15 **OPENING CEREMONY**

09:15 – 09:45 **BOLD TALK: WHEN INTELLIGENCE LEAVES THE SCREEN**

Josip Ćesić
CEO & Founder, Gideon Brothers

Host: Aco Momčilović
AI Researcher and Educator

09:45 – 09:55 **BOLD TALK: LEADING A TELCO IN THE AGE OF AI** A1

Dejan Turk
CEO, A1 Croatia & Slovenia

10:00 – 10:45 **PANEL:
CEO DECISION ROOM:
WHAT WILL YOU NEVER DELEGATE?** A1

Dejan Turk
CEO, A1 Croatia & Slovenia

Siniša Krajnović
CEO, Ericsson Nikola Tesla

Hrvoje Ćosić
CEO, Aircash

Host: Krešimir Macan
Communication Consultant and Owner, Manjgura PR Agency

10:45 – 11:00 **COFFEE BREAK** DēLonghi

11:00 – 11:30 **PANEL: EUROPE JUST CHANGED THE AI RULEBOOK**

Andrea Čović Vidović
Deputy Head of the European Commission
Representation in Croatia and Head of Media

Tvrtko Stošić
Senior Consultant, Avaya

Host: Davor Aničić
CEO, Velebit AI

11:30 – 11:45 **BOLD TALK: INTELLIGENCE, EMBODIED** ∀BYSALTO

Željko Tandarić
Director, Abysalto

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11:45 – 12:15 — **PANEL: ROBOTS AT WORK: HOW FAR ARE WE, REALLY?** — ABYSALTO

Dr Bruna Gerardi
Robotics & AI Expert, Guest Lecturer, Sheffield Hallam University

Željko Tandarić
Director, Abysalto

Host: Antonija Mršić Radas
Executive Director, CroAI

12:15 – 12:45 — **FIRESIDE CHAT: DIGITAL CITIZENS, NOT DIGITAL SERVANTS** — British Embassy Zagreb

John Newbigin OBE
Ambassador for the Creative Industries, Mayor of London;
Co-Founder and former Chair, Creative England

Host: Davor Bruketa
CCO and Co-Founder, Bruketa&Žinić&Grey

12:45 – 13:15 — **LUNCH BREAK** — Podravka

13:15 – 13:45 — **KEYNOTE / BOLD TALK: TRANSFORMATION DOESN'T FAIL IN THE STRATEGY DECK**

Mladen Tošić
Senior Advisor for Custom Programmes and Commercial Development,
IEDC – Bled School of Management

13:45 – 14:15 — **FIRESIDE CHAT: BUILT HERE, FLOWN EVERYWHERE**

Vlatko Matijević
Co-Founder & CTO, Orqa FPV

Host: Hajdi Ćenan
Senior TPM at Synthpop AI | President, CRO STARTUP

14:15 – 15:00 — **PANEL: THE PRICE OF INTELLIGENCE: DATA CENTERS, ENERGY AND THE INFRASTRUCTURE REALITY** — Schneider Electric

Željko Šustra
Managing Director of the Corporate Governance Sector, APIS IT

Berislav Korpar
Business Leader for Software Solutions, Schneider Electric

Bojan Klasan
Head of ICT Delivery and Data Center Services at A1 Croatia

Host: Aco Momčilović
AI Researcher and Educator

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DēLonghi

15:00 – 15:15 **COFFEE BREAK**

15:15 – 16:00 **PANEL: THE SKILLS WE SHOULD STOP TEACHING**

Klemen Selaković
CEO, Astra AI

Alberto Fumo
Marketing Manager, H-FARM College

Marin Trošelj
Founder & CEO of Stemi

Host: Alexander Fürer
Entrepreneur | AI Strategist | Human-Centered AI First

16:00 – 16:30 **FIRESIDE CHAT: WHO IS MAKING THE FINAL DECISION?**

Joško Mrndže
former Google Regional Director | Advisor & Entrepreneur

Host: Aco Momčilović
AI Researcher and Educator

16:30 – 16:40 **CLOSING REMARKS & WHAT'S NEXT**

Aco Momčilović
AI Researcher and Educator

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Z CENTAR, ZAGREB

DVORANA 3: INFRASTRUCTURE & TRUST

Host dvorane:
Tin Šarić
CEO, BITx

09:30 – 09:40 — **INTRO: WHO CONTROLS THE SYSTEM?**

Tin Šarić
CEO, BITx

09:40 – 10:10 — **FIRESIDE CHAT: THE VEHICLE IS THE NETWORK**

Matija Gracin
BEV Innovation & Technology Leader, Ferrari

Host: Tin Šarić
CEO, BITx

10:10 – 10:45 — **PANEL: WHEN MONEY BECOMES INFRASTRUCTURE**

Magda Milas
Group Portfolio Business Development Manager, Monri Payments

Vlaho Hrdalo
Partner at Hrdalo & Krnic Law Firm | | Founder and board memeber at UBIK.hr

Host: Iva Belamarić
Brand & Strategic Initiatives Lead, BeInCrypto

10:45 – 11:30 — **PANEL: THE INFRASTRUCTURE ABOVE US**

Mario Špadina
CEO & Co-founder of SeaCras

Jurica Kundrata
Assistant Professor at FER UNIZG

Mirta Medanić Kaurić
Marketing Specialist at Amphinicy Technologies

Marko Rajković
ESA Industrial Coordinator for Croatia | Founder, KOLAB

Moderator: Daniela Jović
CEO, Orbitalyx

11:30 – 11:45 — **COFFEE BREAK**

DēLonghi

11:45 – 12:15 — **PANEL: WHO DO YOU TRUST WHEN THERE IS NO MIDDLEMAN?**

Morana Vukić Perak
Head of Legal I Chief AML Officer @ Electrocoin I Supervisory Board Member @ Alice in Blockchains

Voshy
Founder, BlastCtrl | Founder, GREED Academy

Host: Tin Šarić
CEO, BITx

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DVORANA 3: INFRASTRUCTURE & TRUST

Host dvorane:
Tin Šarić
CEO, BITx

12:15 – 12:45 **FIRESIDE CHAT: THE WALLET IS THE NEW BANK ACCOUNT**

Tin Huzek Kitan
Head of Global Key Accounts at Solflare

Matija Luketin
Co-Lead / Founder, Superteam Balkan

Host: Tin Šarić
CEO, BITx

12:45 – 13:15 **LUNCH BREAK**

Podravka

13:15 – 13:50 **PANEL: EVERYTHING CAN BE TOKENIZED: THE NEXT ERA OF OWNERSHIP**

superteam BALKAN

Ivana Gažić
CEO, Zagreb Stock Exchange

Marko Đurđević
Founder, Superteam Balkan

Host: Anina Milanović
Strategic Advisor, The World Bank

13:50 – 14:25 **FLAGSHIP PANEL: THE INFRASTRUCTURE BET: WHAT EUROPE SHOULD BUILD NEXT — AND WHO WILL PAY FOR IT?**

Slađana Ćosić
Head of the European Investment Bank Group Office in Croatia

Boris Miljavac
CEO, Siemens Energy

Luka Mijatović
Co-Founder, CTO & CFO, Farseer

Host: Tin Šarić
CEO, BITx

14:25 – 14:40 **COFFEE BREAK**

DēLonghi

14:40 – 15:15 **PANEL: CYBERSECURITY AFTER AI**

Matija Zubak
Head of the Digital Transformation Department, Croatian Chamber of Economy

Marina Dimić Vugec
Cyber Security Education and Project Senior Specialist, Span

Domagoj Ćosić
ICT Solution Coordinator, A1 Hrvatska

Host: Tin Šarić
CEO, BITx

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14.10.2026. /
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DVORANA 3: INFRASTRUCTURE & TRUST

Host dvorane:
Tin Šarić
CEO, BITx

15:15 – 15:35

LIVE CASE STUDY: THE INVISIBLE INFRASTRUCTURE OF EXECUTION

Momir Dragišić
Entrepreneur, psychotherapist and AI systems architect

15:35 – 15:45

CLOSING REMARKS & WHAT'S NEXT

Tin Šarić
CEO, BITx

GAME CHANGER

14.10.2026. /
Z CENTAR, ZAGREB

DVORANA 5: E-COMMERCE / SMART COMMERCE / ADTECH

Host dvorane:
Roko Kalafatić
Business reporter, Nova TV

powered by VISA

09:30 – 09:45 — **INDUSTRY INTRO: THE CROATIAN SHOPPER 2027 - TBC**

Kristijan Gregorić
CEO, Valicon; Chief Growth Manager, Lexandro.ai

09:45 – 10:00 — **DATA TALK: HOW CROATIA ACTUALLY PAYS** — PBZ CARD član PBZ Grupe | nexi

Renata Devčić
Head of Merchant Solutions & Marketing, Nexi Croatia

10:00 – 10:40 — **PANEL: WHO OWNS THE MOMENT BEFORE THE BUY?**

Nikola Jovanović
Managing Director, Havas Adriatic

Ivana Prakiš
Country Director, Coob Ads

Živa Deu
Digital Strategy Manager, Atlantic Grupa

Host: Dunja Ivana Ballon
Director, HURA, IAB Croatia & DK Festival

10:40 – 11:10 — **KEYNOTE: THE MACHINES DON'T WANT ANYTHING**

Paul Thompson
CCO, Eskimi

11:10 – 11:25 — **COFFEE BREAK** — DēLonghi

11:25 – 11:45 — **KEYNOTE: THE NEXT CHECKOUT:** — VISA

Ionut Vlasceanu
CEE Digital Solutions Senior Manager, Visa

11:45 – 12:15 — **PANEL: WHEN AI STARTS TO BUY** — VISA

Niccolò Lania
Agentic Marketing Strategy Lead, Nexi

Ionut Vlasceanu
CEE Digital Solutions Senior Manager, Visa

Mislav Blažić
President of the Management Board at PBZ Card

Host: Roko Kalafatić
Business reporter, Nova TV

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DVORANA 5: E-COMMERCE / SMART COMMERCE / ADTECH

Host dvorane:
Roko Kalafatić
Business reporter, Nova TV

powered by VISA

iab croatia

12:15 – 13:00 **PANEL: FIRST-PARTY DATA VS. CUSTOMER TRUST**

Mario Frančešević
Founder & CEO, SeekandHit

Marko Jambrešić
Client Director, Dentsu SEE

Host: Saša Milinović
Cross Platform Business Development Director, OMD Hrvatska

13:00 – 13:30 **LUNCH BREAK**

Podravka

Aleph

13:30 – 14:00 **PANEL: FROM SCROLL TO SALE**

Filip Špiranec
Co-Founder, Hypefy

Marko Beljan
Client Service Director, 404 agency/MYTY Group

Host: Marko Mikeš
Client Partner Lead, Aleph / TikTok

14:00 – 14:30 **PANEL: THE HUMAN IN THE LOOP**

Teo Širola
CEO, Kompare

Aron Stanić
Customer Success Manager, Inchoo

Host: Roko Kalafatić
Business reporter, Nova TV

14:30 – 15:00 **FIRESIDE: BEHIND THE BUY BUTTON**

Hrvoje Kovačić
COO, Growsome

Host: Roko Kalafatić
Business reporter, Nova TV

15:00 – 15:15 **COFFEE BREAK**

DēLonghi

GAME CHANGER

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DVORANA 5: E-COMMERCE / SMART COMMERCE / ADTECH

Host dvorane:
Roko Kalafatić
Business reporter, Nova TV

powered by VISA

MARKER

15:15 – 15:55

PANEL: ARE WE OPTIMIZING THE WRONG THING?

Ivica Kruhek
CEO, Marker & Presidio

Karol Cagan
CEO, Aegics

Alan Babin
Digital Business Manager, A1 Croatia

Host: Roko Kalafatić
Business reporter, Nova TV

15:55 – 16:15

LIVE CASE STUDY: FROM ATTENTION TO TRUST

Sven Hamzić
Co-Founder / CEO @ NoCapp Studio

16:15 – 16:25

CLOSING REMARKS & WHAT'S NEXT

Roko Kalafatić
Business reporter, Nova TV

GAME CHANGER

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DVORANA 6: GAMIFY & HYPERPERSONALISATION

Host dvorane:
Valentina Miletić
TV host & Sports journalist

09:30 – 09:45 **INTRO: WHO IS DESIGNING US?**

Damir Firšt
ex-founder, narrative designer, storyteller, behaviour designer and gamification expert

09:45 – 10:15 **BOLD TALK: THE PERSONALIZATION TRAP**

Damjan Rudež
Senior Advisor, Global Partnerships, Sofascore | Director, Sunset Sports Festival Croatia

Host: Valentina Miletić
TV host & Sports journalist

10:15 – 10:45 **PANEL: GROWING UP ALGORITHMIC**

European Parliament Office in Croatia

Biljana Borzan
Member of the European Parliament

Ivan Ćaleta
Head of Safer Internet Centre, CSI

Maja Ljubić Kutnjak
European Parliament Office in Croatia, Head of Office

Host: Valentina Miletić
TV host & Sports journalist

10:45 – 11:15 **PANEL: ESPORTS: FROM ADRIA TO EUROPE**

Valentina Leventić
Senior Marketing Communications Specialist, A1 Hrvatska

Jan Mikuličić
founder and Vice President, Croatian Esports Federation

Goran Kuzmić
President of the European Esports Federation

Host: Valentina Miletić
TV host & Sports journalist

11:15 – 11:30 **COFFEE BREAK**

DēLonghi

11:30 – 12:00 **PANEL: CAN A STREAK MAKE US HEALTHIER?**

Matija Kovačec
Managing Director, Vell Centar

Sandra Paović
Olympian, Paralympic Champion & Motivational Speaker

Host: Blanka Kovačec
General Mamager, Mamager Media

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DVORANA 6: GAMIFY & HYPERPERSONALISATION

Host dvorane:
Valentina Miletić
TV host & Sports journalist

12:00 – 12:30 **FIRESIDE: WHEN WORK STARTS KEEPING SCORE**

Anjan Sethi
Productivity Director, Emerging Growth Markets EMEA, Salesforce

Host: Vedran Zrilić
Director, Deloitte Digital | CE South Deloitte Digital Leader

12:30 – 13:00 **PANEL: WHEN RETAIL BECOMES A GAME**

INA

Josip Hrvoje Sučić
Retail Director, Ledo plus d.o.o., Nomad Foods

Aleksandra Tolić
Director of Retail Marketing and Loyalty Programme, INA

Ivan Širanović
Head of Marketing at Kaufland Hrvatska k.d.

Host: Damir Firšt

13:00 – 13:30 **LUNCH BREAK**

Podravka

13:30 – 14:00 **PANEL: THE FUTURE OF ENTERTAINMENT**

Ivan Gojić
Chief Strategy Officer, Entain CEE

Gabriel Makki
General Manager, FEG / PSK

Host: Valentina Miletić
TV host & Sports journalist

14:00 – 14:35 **PANEL: THE AUDIENCE IS NOW PART OF THE STORY**

VOYO

Vasile Alboiu
CME & Pro TV Group AI Creative Engineering, Innovation and Community Lead

Filip Filković Philatz
Film and Advertising Director / Producer

Tony Buzolić Beretini
Chief Product Officer, BurAI

Host: Matej Lončarić
CDO, CME Adria

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DVORANA 6: GAMIFY & HYPERPERSONALISATION

Host dvorane:
Valentina Miletić
TV host & Sports journalist

14:35 – 15:00

FIRESIDE: WHY PEOPLE STAY

David Kosir
Founder, Friendly Fire

Host: Sanda Mamić
Head of Marketing, Friendly Fire

15:00 – 15:15

COFFEE BREAK

DēLonghi

15:15 – 15:45

LIVE CASE STUDY: WHEN THE CITY BECOMES THE SCREEN

GO 2 DIGITAL

Ivana Mudrovčić
Marketing Director, Mazda

Danijel Štih
Chief Strategist, WPP Media Croatia

Moderator: Dean Udatny
Director of Special Projects & Programmatic Operations, Go2Digital

15:45 – 16:05

LIVE CASE STUDY: OOH JUST WENT LIVE

FLASTER

Luka Glavaš
Co-Founder, Flaster

16:05 – 16:35

LIVE PODCAST PILOT: ARE WE LOYAL — OR JUST PLAYING FOR REWARDS?

Andrej Levenski
Co-Founder & Business Development Director, Gamepires

Host: Igor Belan
Founder and Editor-in-Chief, HCL.hr

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DVORANA 2: FOUNDRY CLUB

Host dvorane:
Nina Šindija
IT Project Manager | former Microsoft CEE Startup Program Manager

09:30 – 09:45

INTRO: WHERE TECH GROWTH MEETS REAL TALK

Marijana Šarolić Robić
Vice President, CroStartup

09:45 – 10:20

PANEL: YOU BUILT IT. WOULD YOU SELL IT?

Georg Bauser
Advisor, Entrepreneur, Airbnb Alumni Investor

Ben Wong
Managing Director, Corporate Advisory, Moelis

Marko Mišulić
CEO & Founder, Rentlio

Host: Nina Šindija
IT Project Manager | former Microsoft CEE Startup Program Manager

10:20 – 10:55

PANEL: THE RED FLAGS INVESTORS NOTICE BEFORE FOUNDERS DO

HAMAG BICRO

Dražen Oreščanin
Founder, Solvership / Legit Software

Mate Kovač
Director of International Cooperation, HAMAG-BICRO

Host: Božidar Pavlović
Partner, Aymo Ventures

10:55 – 11:10

COFFEE BREAK

De'Longhi

11:10 – 11:40

BOLD TALK: THE XPRIZE BET: A SMALL TEAM, A GLOBAL AMBITION

Nika Pintar
Co-Founder, ANI.AI

Host: Ana Marija Kostanić
Editor-in-Chief, The Recursive

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DVORANA 2: FOUNDRY CLUB

Host dvorane:
Nina Šindija
IT Project Manager | former Microsoft CEE Startup Program Manager

11:40 – 12:15 — **PANEL: PICK YOUR MONEY: NOT ALL CAPITAL IS CREATED EQUAL**

Jurica Jednačak
Member of the Board, HANFA

Stevica Kuharski
Partner, Fil Rouge Capital

Host: Dajana Barbić
Associate Professor, Faculty of Economics & Business Zagreb

12:15 – 13:00 — **KEYNOTE: FROM AI HYPE TO REAL IMPACT**

Eva Orszaghova,
Senior Software & SaaS Account Manager, Amazon Web Services, London

13:00 – 13:30 — **LUNCH BREAK**

Podravka

13:30 – 14:00 — **BOLD TALK: CAN YOUR STARTUP SURVIVE THE NEXT 12 MONTHS?**

aestus

Ivan Roje
Founder & CEO, Aestus / Parra

Host: Nina Šindija
IT Project Manager | former Microsoft CEE Startup Program Manager

14:00 – 14:30 — **KEYNOTE: THE FOUNDER AS A DECISION SYSTEM**

Joseph Tenzin Oliver
CEO Vision Plan

14:30 – 15:15 — **FLAGSHIP PANEL: WHAT WOULD IT TAKE TO 10× CROATIA'S STARTUP ECOSYSTEM?**

Nikola Livaković
Partner, Aymo Ventures

Marko Pavlović
Founder & CEO, Seyn

Vedran Blagus
VC, LaunchHub

John Mcilwaine
Senior Regional Representative for Italy, Croatia, and Malta, European Investment Fund (EIF)

Host: Ivan Pelivanović
Tech journalist & podcast co-host at Netokracija

15:15 – 15:30 — **COFFEE BREAK**

DēLonghi

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DVORANA 2: FOUNDRY CLUB

Host dvorane:
Nina Šindija
IT Project Manager | former Microsoft CEE Startup Program Manager

15:30 – 16:00

FIRESIDE: WHY BUILD IN EUROPE, NOT IN SILICON VALLEY?

Josip Stuhli
CTO, Sofascore

Host: Nina Šindija
IT Project Manager | former Microsoft CEE Startup Program Manager

16:00 – 16:10

CLOSING REMARKS & WHAT'S NEXT

Nina Šindija
IT Project Manager | former Microsoft CEE Startup Program Manager