

July 2018

Swiss-Serbian Chamber of Commerce (SSCC)
Dalmatinska 19, 11000 Belgrade

Endorsement Letter for the SEE-IT Summit 2018

Dear SSCC members,

Dear colleagues,

The **SEE-IT SUMMIT 2018** (South East Europe IT Summit 2018) is a new inter-national IT trade fair and the largest and most significant event on IT, Telecommunication, Gaming, Internet Of Things and Innovations in the Southeast-Europe. The Summit will be held from November 07-09, 2018 in Novi Sad and will cover the following topics: - "The Next ICT Generation Serbia" - "Digitizing Economies" - "HR & JOB Fair" - "Cyber-Security", - "Gaming Security and Development", " ICT Innovations made in Serbia", among other topics.

We have recently observed that Swiss firms, and especially those from the IT sector, were showing growing interest in the Serbian market. Since Serbia is becoming an attractive destination for shared services investments, many Swiss firms have recognized this potential by developing their innovative products and services on the Serbian market. This trend clearly confirms that the IT sector and innovations play an increasingly significant role in the development of new business relations between companies from Switzerland and Serbia.

The Swiss-Serbian Chamber of Commerce is convinced that this innovatively conceived Summit has the potential to become an excellent platform for all those who are interested in the **Western Balkan IT market**. Furthermore, this event will provide valuable opportunities for acquiring new business contacts, networking, as well as for the presentation of IT products and services.

SSCC strongly supports the upcoming 'SEE-IT Summit 2018' in Novi Sad and we are grateful to our members as well as to other Swiss and Serbian companies for taking into consideration the participation to this event (www.see-it-summit.com). The event is supported by the Swiss Embassy in Belgrade and the platinum sponsor of the summit is SSCC member 'Sky Express d.o.o.' which can provide assistance to all companies interested in participating to this event.

Please feel free to extend this invitation to your team, business partners and other interested parties.

Yours sincerely,



Mr. Majo Micovic

President of Swiss-Serbian Chamber of Commerce