

Global  
Digital  
City

2024  
Kosovo



**ACCELERATING GROWTH:  
THE CRITICAL ROLE  
OF BPO, TECH AND  
INNOVATION IN BUSINESS**

13-14 December 2024

Innovation & Training Park  
Prizren, Kosovo

[globaldigitalcity.com](https://globaldigitalcity.com)





## ABOUT THE EVENT

**Global Digital City 2024** is a two-day event dedicated to fostering digital transformation in cities across the region. By bringing together leaders in technology, business, and government, we aim to showcase the potential of digital innovation in promoting economic growth and empowering young entrepreneurs. This event will feature high-profile speakers, interactive sessions, and hands-on workshops designed to address the key challenges and opportunities in the digital age



## KEY FOCUS AREAS

### **1 Digital Skills Development**

Learn how digital competencies can shape the future workforce, empowering youth and professionals to adapt to rapidly changing job markets.

### **2 Startup Ecosystem & Innovation**

Explore opportunities for entrepreneurial growth, and discover the tools needed to create startups that thrive in digital economies.

### **3 Policy and Governance in the Digital Age**

Engage in discussions on how municipalities and governments can implement smart policies that promote digital economies, enhance urban infrastructure, and attract investment.

### **4 Networking & Collaboration**

Expand your professional network by connecting with like-minded innovators, government officials, investors, and business leaders from across the region

## WHY ATTEND?

- **Insightful Keynotes from digital economy pioneers**
- **In-depth Workshops led by leading tech experts to help you gain hands-on experience in the latest digital tools.**
- **Networking Opportunities with CEOs, entrepreneurs, and policymakers.**
- **Investment Opportunities and exposure to global investors looking for the next big digital breakthrough in Kosovo and the region.**



# AGENDA OVERVIEW

## DAY 1

### PR, Communication, and Connection

- **Morning Session:** Keynote speakers and panel discussions on **digital transformation** and how it impacts cities globally.
- **Afternoon Session:** Workshops on **building a digital economy** in urban areas, and practical steps for scaling digital projects.
- **Final Session:** Certificates and awards for participants and the most innovative projects.

## DAY 2

### Training and Entrepreneurship

- **Morning Session:** Skills development workshops for young entrepreneurs, focused on startup growth and innovation.
- **Afternoon Session:** Discussions on **regional cooperation** and how to leverage **digital tools** to access global markets.

## WHO SHOULD ATTEND?

- **Tech professionals** and digital innovators looking to stay at the forefront of their industries.
- **Government officials** interested in smart policies that promote digital economy growth.
- **Investors seeking** the next big opportunities in the Western Balkans.
- **Startups eager** to learn from successful entrepreneurs and expand their networks.
- **Academics and researchers** focused on the impact of digital transformation on society and the economy.

## EVENT BENEFITS

### ■ Brand Visibility

Showcase your company or startup to a global audience

### ■ Market Access

Learn how digital skills and technologies can help you *expand your business* into new markets.

### ■ Collaboration Opportunities

Meet and collaborate with *leaders* from across the digital and innovation ecosystem

### ■ Job Creation

Discover how to build and scale a digital workforce that can contribute to your city's and country's development

# PARTNERSHIP OPPORTUNITIES

**Support Global Digital City by becoming a partner or sponsor. Partnership packages include**

## ☐ **Diamond Partnership**

Full brand visibility across event materials, digital platforms, and media outreach, insights, data, or technical assistance.

## ☐ **Platinum Partnership**

Logo placement, speaking opportunities, and exclusive VIP access to events.

## ☐ **Gold Partnership**

Marketing promotions, logo placement, and participation in select workshops.



## JOIN US

**Municipalities, NGOs, corporations, and individuals are invited to contribute to the success of Global Digital City by:**

Be part of this transformative event! Help shape the future of the digital economy in Kosovo and beyond. Whether you're a startup founder, an investor, or a **policy maker**, **Global Digital City** is the platform for you to **connect, innovate, and lead**.

**Register today** and secure your spot for an unforgettable experience that will empower you and your city for the digital future.





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