



ICBUILD Boosting the internationalisation for circularity in the building environment

Invitation to clusters` and cluster members` managers and members of the boards training Doing business in Green building in UAE

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In the framework of the ICBUILD Work Package 2 ICBUILD MARKET INTELLIGENCE GATHERING & INTERNATIONALISATION UPSKILLING, an internationalization training program on circular construction and sustainable building for cluster managers & boards is prepared.

Time, location: 9.11.2022, 14.00-15.30 CET, online (link to Zoom will be provided at registration)

Aim: Circular and sustainable buildings market trends and customer needs in United Arab Emirates – Outline circular economy policies, applications and challenges/opportunities for European SMEs.

Agenda:

- **UAE – country overview, basic facts and figures**
- **Doing business in UAE – rules, practices and experience**
- **Green building, circular economy, energy efficiency, and advanced technologies and solutions – state of the play**
- **Policies and supporting strategies, networking and collaboration with other countries and businesses.**
- **Good to know before starting any action for UEA market**

Lecturer:

Dr Marko Selaković, Head of Representative office to the UAE - Chamber of Commerce and Industry of Serbia

A senior executive with strong Government, business, and academic networks across Europe, the Middle East, and Asia. Head of Chamber of Commerce and Industry of Serbia office to the UAE, with a pivotal role in establishing and developing economic relations and increasing international trade between the United Arab Emirates and the Republic of Serbia (setting up policy framework, establishing trade mission and office, increasing both inbound and outbound trade). Leadership in the creation and execution of history-making Expo 2020 Serbia Business Program.

Responsible for the international development of S P Jain School of Global Management, the youngest business school that has ever reached top global rankings in the category of 1-year MBAs.

Doctor of Business Administration, scholarly academic, and researcher with more than 10 research publications and more than 60 citations.

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