



Livestream
from
SERBIA

September 16th 2022
14:00 – 17:00 CET



THE NEW EAST MEETS WEST SERIES

Your EuroPride Power Session on Workplace Inclusion and LGBTIQ Business!

About the Event

Belgrade, the capital of Serbia, guests the 2022 **EuroPride** and will be the place to be for everybody who is engaged in the progress of the European LGBTIQ communities. East meets West is quite happy to support this international event by bringing the needed special attention to LGBTIQ Diversity & Inclusion in a Business Environment. In an afternoon session, we will discuss the 2 main topics: **Workplace Inclusion** and **LGBTIQ entrepreneurship**.

East meets West will do, what they are good at: bringing together a variety of specialists on the 2 subjects and offer this way a true picture of **Workplace Inclusion** and **LGBTIQ Business maturity in Serbia and the rest of the CEE countries**. But at the same time, we will inform, inspire and activate you with best practice examples, authentic testimonials and know how which has remained 'hidden' for many of you. After this afternoon session, you will be motivated to proceed to the next step and drive your successes locally. This East meets West session will **boost networking opportunities** and allow you to make new valuable contacts.

This 2022 EuroPride event takes place as **livestream from Serbian capital Belgrade**, and with this make the event available to audiences across the whole world. Us being in Belgrade in-person, and streaming the event to the whole world, we want to give a special attention to the Serbian LGBTIQ situation. By doing so, we also aim to create business opportunities for local LGBTIQ owned and operated businesses and their allies.

The Audience

The audience will include, next to the participants of the Euro Pride also **national or international companies (corporates)** with existing or planned operations in Serbia, who are looking for a fitting D/I strategy for their local **Serbian branches**. We invite their **D&I teams, LGBTIQ ERG** (Employee Resource Groups) or **HR professionals**. But the audience will also include LGBTIQ entrepreneurs, diplomats, NGO's and people interested and involved in the well being of their LGBTIQ Community!

The Program

The event language is **English** / The schedule is in **CET** (Central European Time Zone / Belgrade time)

14:00 START

Official Opening

Welcoming of the participants of the East meets West EuroPride Power Session on Workplace Inclusion and LGBTIQ Business

Meet the Co-Founders

Ludo Swinnen and Pavel Šubrt, Co-founders of East meets West, introduce the audience to the East meets West World. How did it start? The strategy they follow and their activities, past and future and why they are present on the EuroPride in Belgrade?

- *Pavel Šubrt and Ludo Swinnen, Co-founders of East meets West, Austria*

REALITY CHECK

14:15 – 14:45

An East meets West Reality Check on Serbia

With this event, East meets West is guest in Serbia, a country that made the world headlines in the last few weeks. But what about the real attitude of the country and its citizens towards their LGBTIQ community? East meets West wants to give a long-year ally the opportunity to offer you a unique reality check on the LGBTIQ status in her country, the existing situation and their big hopes for the future.

- *Jovanka Todorovic, Advocacy Program Coordinator at Geten, The Center for LGBTIQA People's Rights, Serbia*

TALK SHOW

14:45 – 15:45

Diversity and Inclusion, the bigger picture

East meets West invited the German Author and Economist, Jens Schadendorf, to draw the bigger picture, the overall perspective of the Diversity & Inclusion topic. He is the right person to do this, just look at his last published book 'GaYme Changer' where he offers a unique overview of the rise of LGBTIQ inclusion in global workplaces and beyond. This mix of a unique view on Diversity & Inclusion brought to you by a real professional will leave no one unaffected!

- *Jens Schadendorf, Author and Economist, Germany*

Energy Break

PANEL TALK

16:00 – 17:00

How to start? A practical guide for your business and for the people who should drive it

You decide to start your D&I strategy in your business or in the company you work for but how? You might be the trailblazer in your local environment, but you are not the first confronted with this challenge. EmW has invited a number of people who built up D&I in their business and who can share their experiences with you. It's an active learning session where you will get the building blocks that will allow you to compose your own the journey, the different steps you have to take to reach your goal. No high level one-size-fits-all, but your tailor made plan!

- *Nikita Baranov, Head of Global Diversity, Equity and Inclusion at MessageBird, Germany*
- *Martin Mesenhuber, Co-lead EMBRACE LGBTIQ ERG, Raiffeisen Bank International, Austria*
- *Richard Fekete, ERG ERSTE COLOURS, Slovenská sporiteľňa, ERSTE GROUP BANK, Slovakia*

CLOSING

17:00

Closing Words

East meets West says Thank you and Goodbye.



The Registration

Registration to join our event **is required** and East meets West reserves the right to request from the applicants additional information in order to validate the eligibility to participate at the event.

FREE

[Register here](#)

Our Supporting Partners









Organising the special East meets West event in Belgrade during the 2022 EuroPride would not be possible without the kind help of many contacts in our network.

About East meets West

Founded in 2013 in Vienna, Austria, East meets West is a network of LGBTIQ professionals from Western & (primarily) Eastern Europe. East meets West facilitates the exchange of ideas, the sharing of best practices and generates mutual inspiration to improve the social acceptance of LGBTIQ people in the different countries. The East meets West brand has two pillars. East meets West Social has a catalyst function in the LGBTIQ organizational ecosystem by connecting NGOs, diplomatic representatives, officials, corporate players, entrepreneurs and variety of other inspiring personalities. East meets West Business is the facilitator of awareness on LGBTIQ businesses and that LGBTIQ people can be successful entrepreneurs and become role models inside and outside the LGBTIQ community. East meets West is also the founding member of the EGLCC, The European LGBTIQ Chamber of Commerce.



Ludo Swinnen
Pavel Šubrt
Co-founders

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