



# **Executive Training**

## **Building the Common Regional Market**

**02 – 05 December 2024 | Tirana**  
**Venue: Tirana International Hotel**

### **EXECUTIVE TRAINING PROGRAMME**

**02 December 2024**  
**Consortium Room**

- 14:30-15:15 Opening session  
Ms. Majlinda Bregu, Secretary General of RCC  
Mr. Endrit Yzeiraj, Deputy Minister, Ministry of Foreign Affairs of Albania  
Ms Maja Handjiska Trendafilova, ReSPA Director
- 15:15-16:15 Experts' discussion panel on the European and regional integration of the Western Balkans: Focus on the fundamentals and related regional exchange.  
Ms. Elda Kalaja, RCC, Head of Office of the Secretary General  
Ms. Milica Uvalić, Professor at European University Institute, Florence  
Mr. Will Bartlett, Professor at London School of Economics  
Mr. Klodjan Seferaj, Open Society Foundations - Western Balkans  
Ms. Odeta Barbullushi Professor at College of Europe, Tirana
- 16:15-16:30 Coffee break
- 16:30-17:00 Closed session:  
Organised discussion and networking among participants
- Moderator of panels: Ms. Blerjana Bino, Director of SciDev

## 03 December 2024

### Blue Room

- 09:30-11:15 The CRM1 phase: Achievements, challenges and lessons learnt  
Ms. Pranvera Kastrati, Head of Programme Department, RCC  
Ms. Zdravko Ilic, Senior Technical Expert, CEFTA
- 11:15-11:30 Coffee break
- 11:30-13:00 The EU Internal Market: Its main components and implications for the  
Western Balkans in their European integration agenda  
Mr. Bernard Brunet, Senior expert, former Head of Unit at DGNEAR
- 13:00-14:15 Lunch break
- 14:15-15:30 Free movement of goods under the CRM: Components and implications for  
policy makers  
Mr. Bernard Brunet, Senior expert, former Head of Unit at DGNEAR
- 15:30-15:45 Coffee break
- 15:45-17:00 Horizontal trade measures under the CRM  
Mr. Bernard Brunet, Senior expert, former Head of Unit at DGNEAR
- 17:00 Closing of the second day of the training

## 04 December 2024

### Blue Room

- 09:30-10:30 Regional cooperation, experiences and lessons learnt: the Berlin process  
Ms. Valeska Esch, Senior Advisor to the German Federal Government  
Special Representative for the Western Balkans
- 10:30-11:30 Free movement of services under the CRM: Components and  
implications for policy makers  
Mr. Adam Lazowski, Professor at Westminster University
- 11:30-11:45 Coffee break
- 11:45-13:15 Business environment and competitiveness under the CRM: Main  
approach and measures for policy makers  
Mr. Vancho Uzunov, Professor at University Sts. "Kiril and Metodij"
- 13:15-14:15 Lunch break
- 14:15-15:30 Free movement of people under the CRM: Steps and measures  
Ms. Odeta Barbullushi, Professor at College of Europe, Tirana
- 15:30-15:45 Coffee break
- 15:45-17:00 Human capital development under the CRM: Migration, brain drain and  
other components and implications for policy makers  
Ms. Odeta Barbullushi, Professor at College of Europe, Tirana
- 17:00 Closing of the third day of the training



Funded by  
the European Union



**05 December 2024**  
**Bogdani Room**

- 09:30-10:30 Digital transformation agenda under the CRM  
Mr. Erjon Curraj, Senior Digital Transformation Expert, Albanian E-Commerce Association
- 10:30-11:30 Effective Communication for Regional Collaboration: Tools for Leaders and Policymakers  
Mr. Jakov Bojovic, European University Institute, Florence
- 11:30-11:45 Coffee break
- 11:45-12:45 Group Exercise: Communication Challenges and Solutions in Regional Integration  
Mr. Jakov Bojovic, European University Institute, Florence
- 13:00-14:00 Lunch
- 14:00 Closing of the executive training and departure of participants