

**Ellis, Alex**

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**From:** Ellis, Alex  
**Sent:** Wednesday, September 18, 2024 2:19 PM  
**To:** Ellis, Alex  
**Subject:** Reception with Serbian President Aleksandar Vučić and Foreign Minister Marko Djuric

**MEDIA ADVISORY**

**For Immediate Release**

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**Serbia Hosts “Serbia Beyond Future” Reception During UNGA September 26**

**WHAT:**

Join Serbia President Aleksandar Vučić and Minister of Foreign Affairs Marko Djuric at a special reception titled *Serbia Beyond Future*. The event will explore Serbia’s vision, including its path to innovation, sustainability, and global cooperation as it prepares to host Expo 2027.

**WHO:**

- H.E. Mr. Aleksandar Vučić, President of the Republic of Serbia  
H.E. Mr. Marko Djuric, Minister of Foreign Affairs of the Republic of Serbia

**WHEN:**

- Thursday, September 26, 2024  
6:00 p.m. – 8:00 p.m.

**WHERE:**

- Delegates Dining Room  
United Nations Headquarters  
New York, NY

**RSVP:**

- Please RSVP to [Aellis@BGRPR.com](mailto:Aellis@BGRPR.com)

**BACKGROUND:**

**Event Overview: Serbia Beyond Future**

On the occasion of the 79th Session of the United Nations General Assembly, H.E. Mr. Marko Đurić, Minister of Foreign Affairs of the Republic of Serbia, invites you to a reception titled “**Serbia Beyond Future**,” held in the presence of H.E. Mr. Aleksandar Vučić, President of the Republic of Serbia. The event, set for Thursday, 26 September 2024, from 6:00 p.m. to 8:00 p.m. at the Delegates Dining Room, United Nations Headquarters in New York, will explore Serbia’s vision and its role in shaping the future. As Serbia prepares to host Expo 2027 in Belgrade, the reception will offer a glimpse into the nation’s commitment to innovation, sustainability, and global cooperation.

**Serbia Beyond Future: Embracing Innovation and Sustainable Progress**

Serbia is on a transformative journey, positioning itself as a global leader in innovation, science, and technology. With a commitment to harnessing the Fourth Industrial Revolution, Serbia has evolved into a vibrant hub for entrepreneurship and digital advancement. As the world looks ahead to the UN Summit of the Future.

**Expo 2027 Belgrade: A Vision for Global Innovation**

In 2027, Belgrade will host the Specialized Expo under the theme "Play for Humanity," marking a pivotal moment for Serbia and the Western Balkans. From 15 May to 15 August 2027, the international event will draw over 120 delegations and millions of visitors, making it the largest event ever organized in Serbia. The Expo aims to reimagine how play, as a method of exploration and innovation, can drive solutions to global challenges, such as climate change, public health, and sustainable development.

### **Serbia's Innovation Ecosystem: Pioneering Science and Technology**

Serbia has emerged as a leader in scientific research and innovation, playing a pivotal role in the adoption of the UN General Assembly's Resolution on the International Decade of Science for Sustainable Development. This commitment underscores Serbia's dedication to leveraging science and technology to address global challenges. As the upcoming chair of the Global Partnership on Artificial Intelligence (GPAI) in 2025, Serbia is set to shape global AI governance, promoting responsible and ethical innovation through its robust National AI Strategy. The country's dynamic innovation ecosystem includes over 600 startups, a strong IT export sector, and a growing network of Science and Technology Parks, alongside the forthcoming BIO4 Campus dedicated to life sciences. Additionally, initiatives like Ložionica, Serbia's first international-standard Creative Centre, reflect the nation's focus on the knowledge economy and its vision of harmonizing technology with human creativity and sustainability, driving progress into the 5th Industrial Revolution.

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