

# STRATEGIC *b-solutions* CONFERENCE

## CROSS-BORDER LABOUR MOBILITY AND EUROPEAN INTEGRATION IN THE WESTERN BALKANS

**07 October 2025**

Venue: University of Osijek Campus, Faculty of Agrobiotechnical Sciences Osijek,  
Address: Vladimira Preloga 1, **Osijek, Croatia**

### DRAFT AGENDA

**09:00–09:30** Registration

**09:30–10:15** **OPENING AND INTRODUCTION**

Event Moderator: **Caitriona Mullan**, AEBR *b-solutions* Adviser, EU Cross  
Border Policy & Governance Specialist

**Welcome:**

**Nataša Tramišak**, President, Osijek-Baranja County (tbc)

**Prof. Dr. Drago Šubarić**, Rector of Josip Juraj Strossmayer University of  
Osijek

**Dr. László Őri**, President, Pannon EGTC and Baranya County, member of  
the National Delegation of the Committee of the Regions of the  
European Union

**Overview of AEBR, the Case of Border Regions, and *b-solutions***

**Martín Guillermo Ramírez**, Secretary General, Association of European  
Border Regions – AEBR

**10.15-11.15** **EUROPE'S BORDERLANDS: FROM PROBLEMS TO  
SOLUTIONS – LESSONS FROM *b-solutions***

Moderator: **Caitriona Mullan**, AEBR *b-solutions* Adviser, EU Cross  
Border Policy & Governance Specialist

**The Border Effect: Cross-Border Territorial Cooperation for Releasing  
EU Potential and Inclusive Competitiveness**

**Ricardo Ferreira**, Border Focal Point Coordinator, European  
Commission's DG REGIO

**Introducing *b-solutions*: Practical Answers to Border Challenges**  
*Mariane Bloudeau, Leonie Wunsch, AEBR b-solutions Project Team*

**Bridging Borders: The Pannon EGTC's Croatian–Hungarian Cross-Border Employment Case and Solution**  
*Dr. Péter Merza, Director, Pannon EGTC*

**Working Beyond Border Obstacles- Markets, Skills and Strategic Cooperation- The Case of the Benelux Union**  
*Jan Molema, Director of Strategy, Benelux Union.*

Q&A

**11:15–11:45 Coffee break**

**11:45–13:00 FACILITATING CROSS-BORDER EMPLOYMENT WITH EU FRAMEWORKS**

*Moderator: Dr. Péter Merza, Director, Pannon EGTC.*

**Overview of the European Labour Mobility and Social Protection Agenda**

*Prof. Dr. Mario Vinković, Full Professor of the Faculty of Law, J.J.Strossmayer University of Osijek, Associate Professor Anton Petričević, PhD, J.J.Strossmayer University of Osijek*

**European Labour Authority in Action: The EURES Model, its Impact and Potential for the Western Balkans**

*Robert Komaromi, EURES, European Labour Authority*

**Bridge for EU and Its Potential Importance for Cross-Border Labour Markets**

*Nikoletta Horváth, Head of Department, Department of Cross-Border Interreg Programs, Ministry of Foreign Affairs and Trade*

**Legal Harmonisation Challenges in the Western Balkans**

*Naida Nišić, Minister, Ministry of Labour, Employment and Social Dialogue of Montenegro*

**ESAP: Employment and Social Affairs Platform**

*Ratka Babić, Team Leader, Regional Cooperation Council*

Q&A

**13:00–14:00 Buffet Lunch**

**14:00-15:00 CROSS-BORDER LABOUR MOBILITY IN ACTION**

*Moderator: Ricardo Ferreira, Border Focal Point Coordinator, European Commission's DG REGIO*

**From Movement to Management: Labour Migration Between Bosnia and Croatia – the Need for Cross-Border Labour Markets**

*Prof. Dr. Adnan Efendić, Professor, Head of the Department of*

*Economic Theory and Policy, School of Economics and Business,  
University of Sarajevo*

**Cross-Border Labour Mobility in Western Romania/Hungary/Serbia-  
Visioning a Three-State Region of Growth**

*Adrian Luput, Public Manager, Timis County Council*

**Developing Healthcare Access for Cross-Border Labour Markets- the  
Case of DKMT Health Insurance Card (*b-solutions* case)**

*Eszter Csókási, Director, DKMT Euroregion*

**Importance of Transport Infrastructure for the Development of the  
Herzegovina Region**

*Ivica Sivrić, Executive Director of the Regional Development Agency for  
Herzegovina*

**Cross-Border Deployment – Interreg Volunteer Youth in Action**

*Milena Pallotta, AEHR IVY Project Team*

Q&A

**15:00–16:00 STRATEGIC COOPERATION AND GOVERNANCE FOR  
INTEGRATION AND GROWTH IN THE WESTERN BALKANS**

*Moderator: Ana Nikolov, AEHR Balkans Director*

**Plenary discussion:** *Western Balkan Borderlands: building cross-  
border capacities for territorial growth and development – opportunities,  
experiences, perspectives, and journeys in European Integration*

**Sanda Šimić, Regional Cooperation Advisor, National Alliance for Local  
Economic Development - NALED**

**Nikoletta Horváth, Head of Department, Department of Cross-Border  
Interreg Programs, Ministry of Foreign Affairs and Trade**

**Martín Guillermo Ramírez, Secretary General, Association of European  
Border Regions – AEHR**

**Katalin Fekete, b-solutions Expert, Senior Legal Advisor, CESCO**

**Dubravka Lacković Smole, b-solutions Expert, Partner, CROWE**

Q&A

**16:00–16:15 Summary, Next Steps and Closing**

*Moderator: Caitriona Mullan, AEHR b-solutions Adviser,  
EU Cross Border Policy & Governance Specialist*

**16.15 -17.30 Reception**