

## **"Business Resilience Through Strategic Development"**

### **Conference Dedicated To The Dobrogea Business Community**

"Business Resilience Through Strategic Development. The Black Sea and New Silk Road" was an event dedicated to the business environment of Dobrogea, organized by the Supreme Council of European Business (SCEB) in partnership with the British Romanian Chamber of Commerce (BRCC).

The conference aimed to create a debate, together with speakers and participants, about the most suitable strategies for a company's business resilience and multilateral development in this moment, in the context of the Black Sea and the new Silk Road. Internationally, the world is facing a degree of disruption and risk not seen in generations. Some companies disappear from the economic landscape, while others innovate, develop, and even thrive.

**Mehmet Sumeroglu**, SCEB Chairman: "Increasing the agility level of a business will bring with it multiple benefits, such as increased customer focus, faster speed to market, more engaged employees, and increased productivity. Today's highly competitive economic landscape, technological innovation, and a rising tide of challenges motivate leaders to apply the principles of resilience and agility with greater determination. This fact only causes traditional organizational models to transform, and managers and entrepreneurs to prepare for the next national or international growth stage."

**Mădălina Cîinaru** - Director of the British Romanian Chamber of Commerce: "In a competitive economic landscape, innovation and adaptability become the main pillars of success. It is important to highlight the importance of strategic development and resilience in the private sector, especially in the context of the Black Sea and the New Silk Road. Moreover, it is an essential step towards a future stage of business development, be they at the national and international level. The context has inspired us to explore and adopt new approaches to thrive during this time, but also to send a positive message to our members."

The conference panel included: Ruxandra SERESCU - Director General, Constanta Chamber of Commerce, Industry, Navigation and Agriculture, Diana COJOCARU-BELTEU - Public Relations Specialist, Constanta Chamber of Commerce, Industry, Navigation and Agriculture, Bogdan CAZAN - Eastern Romanian Business Support Network Coordinator (part of Enterprise Europe Network), Head of Office - Constanta Chamber of Commerce, Industry, Navigation and Agriculture, Adrian MANEA - ICT Business Development Manager, Orange and Daniel GEORGESCU - ACN Manager. As in the case of the other national conferences, the panel was moderated by Alexandru Debrezeni – President of the SCEB Grand Council of Romania.

Alongside the two organizations were, as partners: Cost Contab Group, Camele Cricova, Constanța Chamber of Commerce, Industry, Navigation and Agriculture, MBS Holding, Nomade Communication, MAPPS – Value Appraisers, Tzigaret Design. Media partners included: Ziarul Bursa, TheBizz, The Diplomat, eventsmax, and Business Mark.

**The Supreme Council of European Business** is an international organization that aims to create and develop business opportunities for the economic and educational progress of every citizen of the world. SCEB acts through sectoral councils from European and non-European countries and brings together business people, decision-makers, and experts from various industries. The entire community is working together to create an international business environment characterized by agility and better adapted to today's challenges.

**The British Romanian Chamber of Commerce**, a chamber of commerce with a presence in London and Bucharest, is the leading business-led organization promoting bilateral trade and investment between the United Kingdom and Romania since 1998. The Chamber of commerce is actively involved in creating and sustaining a dynamic business environment, where free trade and investment support companies in their development process.