



Ambasciata d'Italia  
Belgrado



Republic of Serbia

Ministry of Science, Technological  
Development and Innovation

# BIRČANINOVA Lab

LJUDI • AKTUELNOSTI • BUDUĆNOST

March 21<sup>st</sup> 2025, h. 18.00

Embassy of Italy in Belgrade  
Birčaninova Ulica, 9a Beograd

## “ARTIFICIAL INTELLIGENCE: A TOOL FOR PROGRESS OR A CHALLENGE FOR SOCIETY?”

*The first event of BIRČANINOVALAB series focuses on the development and impact of Artificial Intelligence. Experts from Italy and Serbia will discuss where AI stands today, how it is shaping the economy and society, and the future of AI cooperation between Italy and Serbia.*

### 18:00 - Open

- **Luca GORI**, Ambassador of Italy in Belgrade
- **Representative** of Ministry of Science, Technological Development and Innovation

### 18:10 - Keynote Address

- **Alessandro ARESU**: **Geopolitics of Artificial Intelligence**

### 18:30 - A conversation on AI between Italy and Serbia

- **Alessandro ARESU**, **book writer, policy Adviser and strategic thinker. Former counsellor to the Italian Prime Minister.**
- **Stefan BADŽA**, **Adviser to the President of the National Assembly of the Republic of Serbia.**
- **Vlado DELIĆ**, **Faculty of Technical Sciences, University of Novi Sad.**
- **Branka RAKIĆ**, **Artificial Intelligence Institute of Serbia.**

### 19:10 - Networking cocktail