



**LEADER  
IN CHANGE**

AMCHAM SERBIA ANNUAL AWARD

# Candidates for AmCham Leader in Change 2016 Awards

February 2016

# AMCHAM ANNUAL AWARDS

## RULES, CRITERIA, PROCEDURE, TIMELINE

AmCham Serbia introduced the annual awards “Leader in Change” in 2014 as part of the effort to recognize the values that American Chamber of Commerce stands for and wishes to position and promote as role models in Serbia. Eligible candidates for the award are **individuals and businesses**, mainly AmCham members who have demonstrated extraordinary leadership and determination in executing their vision into reality.

### CATEGORIES

Designed for AmCham members, shortlisted by Special Jury and voted by AmCham members

1. **The Leader in Change**, business, local or foreign
2. **Business Ambassador Leader in Change**, individual, foreigner
3. **Woman Leader in Change**, individual, local or foreign
4. **Young and Innovative Leader in Change**, individual, local or foreign
5. **CSR Leader in Change**, business, local or foreign

Awarded to an AmChamps program participant, shortlisted by AmChamps team leaders and voted by AmChamps participants

6. **AmChamps Leader in Change**, individuals, local

Award aimed at all individuals, organizations and businesses regardless of being an AmCham member or not and solemnly voted by Special Jury

7. **AmCham Hero 2016** – Special Honor, individuals, organizations or businesses

### GENERAL CRITERIA

All nominees (individual or business) for Leader in Change Awards and Special Honor must have:

- Demonstrated **extraordinary leadership** and **determination in executing their vision** into reality.
- Proven track record in **innovativeness, creativity and determination in achieving objectives** related to **overcoming business or social challenges** while pursuing high ethical values.

Rules and eligibility:

- Competition is open to AmCham member companies, professionals in leadership positions at member companies of AmCham
- AmCham Hero is aimed at exceptional individuals, organizations, businesses that are not necessarily members of the AmCham
- Special award AmChamps Leader in Change is aimed for AmChamps program participants, proposed and elected by AmChamps participants of the particular year
- Only AmCham members have the right to submit nominations for awards aimed for AmCham members (first five categories)
- AmCham member companies have the right to nominate its company or employee
- All AmCham member companies can send an unlimited number of applications
- Special Jury members and AmCham Executive Office employees are not eligible to apply for the Award; Board members that are not members of Special Jury are eligible to apply and Special Jury members can abstain from voting in a particular category if there's a conflict of interest
- Eligibility check is done by AmCham Executive Office
- Special Jury shortlists the nominations (up to five per category) through discussion/consensus
- The voting process for the first five categories is done by member companies electronically (voting gadgets, one

per member company to the registered representative of the member company) on the spot at the General Assembly/ Awards Ceremony event. The Special Jury's representative will monitor the voting process and in case voting results in two or more candidates with the same number of votes, Special Jury's representative decides on the winner, on the spot.

### APPLICATION PROCESS

- Application process has been organized online
- Fully completed nomination forms had to be submitted online on AmCham website ([www.amcham.rs](http://www.amcham.rs)) by 17 February 2016
- The AmCham Executive office reserves the right, after consultation with the nominee, to remove or move submissions to a more appropriate category
- Each nomination had to be accepted by the nominated individual, company or organization
- The term leadership refers not only to the top management positions in companies, such as GMs, CEOs but also to the middle level management.

### SHORTLISTING PHASE

- Special Jury conducted a selection of received nominations, based on criteria for each category to up to five nominations per category at the meeting on 19 February 2016
- **Special Jury consists of 9 members:**
  - **Jelena Pavlović**, Philip Morris International
  - **Vladan Živanović**, NCR
  - **Boris Vujičić**, Trizma
  - **Jasmina Vignjević**, Telenor
  - **Aleksandar Vratonjić Gligorjević**, TeleGroup
  - **Tanja Mišcević**, Head of Serbia's negotiation team for EU accession
  - **Milan Ćulibrk**, Editor-in-Chief of NIN Weekly
  - **Biljana Dakić Đorđević**, Executive Director of Trag Foundation
  - **Zorica Mihajlović**, Senior Commercial Specialist, U.S. Embassy Belgrade
- Special Jury shortlisted applications to up to five nom-

inations per each category upon all received, eligible nominations through discussion and ultimately through voting.

### VOTING PROCESS

- Member companies cast votes for shortlisted nominees electronically (voting gadgets) on the spot at the General Assembly/ Awards Ceremony on 25 February 2016.
- Member companies will cast one vote per member per category

### VOTING PROCESS – SPECIAL PROCESS

- **AmChamps Leader in Change 2016** nominees and winners are elected by the AmChamps participants in 2015. AmChamps' Team Leaders shortlisted the nominations to up to five.
- **AmCham Hero 2016** – nominations by Executive Office and/or Special Jury and winner elected solemnly by the Special Jury.



## OVERVIEW OF SHORTLISTED CANDIDATES PER CATEGORIES

### The Leader in Change

1. Coca-Cola HBC
2. Hemofarm
3. Hewlett Packard Enterprise Serbia
4. Medigroup SEE
5. NELT Co.

### Business Ambassador Leader in Change

1. Nikola Avram, MK Group
2. Ronald Seeliger, Hemofarm
3. Dejan Turk, Vip mobile

### Woman Leader in Change

1. Andrea Brbaklić, Erste bank
2. Elizabeth Korobchenko, AVON Cosmetics
3. Ingeborg Øfsthus, Telenor
4. Ivana Milić Stojičić, Microsoft
5. Jovana Žuržin Vukotić, Siemens

### Young and Innovative Leader in Change

1. Victoriya Boklag, SBB
2. Nemanja Knežević, Zlatiborac
3. Sonja Konakov Svirčev, Erste bank
4. Lea Stanković, Communis
5. Đorđe Vuksanović, Vip mobile

### CSR Leader in Change

1. Coca-Cola HBC
2. GlaxoSmithKline
3. Nelt Co.
4. Telenor
5. Vojvođanska banka a.d.

# YOUNG AND INNOVATIVE LEADER IN CHANGE

## SHORTLISTED CANDIDATES

1. Victoriya Boklag, SBB
2. Nemanja Knežević, Zlatiborac
3. Sonja Konakov Svirčev, Erste bank
4. Lea Stanković, Communis
5. Đorđe Vuksanović, Vip mobile

## DESCRIPTION

The award aims to recognize efforts and successes of **young business leaders** (up to the age of 40). The award celebrates boldness and creativity, innovative spirit and out-of-the box fashion of thinking and execution in business.

## CRITERIA

- Are between the ages of 25 to 40 at the time of application submission and have 5 - 15 years of outstanding professional work experience and results that are indicators of a true leader.
- Have a proven record of leadership and accomplishment in public service, business, entrepreneurship or civic engagement; demonstrated courage, persistence and innovative approach to achieving goals and commitment to serve society at large through exceptional contribution.
- Have invested significant efforts in employees' development and enhancement of sustainable business practices within its sector or company. He/she has a recognized record of extraordinary achievement and possesses great leadership potential.



**VICTORIYA BOKLAG**  
SBB

Vice President for Marketing and Sales of the United Group since May 2013 after holding CMO and Deputy CEO positions at SBB since its inception in March 2002.

Victoriya started her professional career working as a research analyst for Ladenburg Thalmann Societe Generale Ukraine Ltd. From July 1999 until January 2001 she worked for Western NIS Enterprise Fund as investment associate where she identified and negotiated potential investment opportunities for the Fund.

She is a business leader and top manager for 14 years with strong track record of fast growth and development of business from SBB to United Group, where she is responsible for marketing and business strategy of all telecommunications and media companies. Her decisions included investing in development of people and future business strategies, customer centricity orientation of telecommunications companies, media business growth and strategy, corporate social responsibility in all societies where United Group business is present. True inspiring leader and innovator.

Victoriya graduated from the International Christian University, Kiev - Vienna and has a Bachelor Degree in Business Administration. She is fluent in Russian, English, and Serbian.



**NEMANJA KNEŽEVIĆ**  
Zlatiborac

Nemanja Knežević, Marketing Director of Zlatiborac is a young leader who has successfully managed to foster and expand one of the most recognizable Serbian brands famous for its high quality durable dry meat products. His commitment to developing and sustaining market presence and high brand recognition was accomplished by cutting-edge marketing approach. The challenge was to integrate over a century old heritage of tradition with a new age consumers' needs and deliver integrated marketing communication that will be accordant and recognizable.

Nemanja has graduated from Faculty of Political Sciences in Belgrade as bachelor of Political Science, where he also got his Master's Degree. He continued his postgraduate studies on Faculty of Organizational Science, where he received his postgrad degree in Marketing. His career in Zlatiborac started in year 2007, when marketing department was initially formed and during the years has grown in functionally organized company sector. Dedicated to honest and fair approach to business and his associates, he managed to gather a young team motivated towards reaching challenging goals in the fast-pace market.



**SONJA KONAKOV SVIRČEV**  
Erste bank

Sonja Konakov Svirčev (35) is a Senior Expert for Corporate Social Responsibility at Erste Bank Serbia (EBS). For the past ten years Sonja initiated and lead number of socially responsible programs within EBS. Thanks to Sonja's vision, enthusiasm, advanced thinking and proactive influence CSR was strategically implemented into existence and the Bank's business since 2009. As a result EBS is recognized as one of the pioneers and leaders in this filed. Sonja's knowledge, commitment, willingness to break stereotypes and push boundaries resulted in the Bank's first CSR Report: "The Bank is the People!" in 2009. Each year's report was improved in accordance with UN Global Compact and Global Reporting Initiatives principles. Twenty awards for CSR projects and nonfinancial reporting that were given to EBS prove that effort and results are visible to the general and professional public.

Sonja is a very active member of almost all initiatives and associations which develop and promote CSR in Serbia such as the Forum for Responsible Business (FRB), UN Global Compact Serbia (UNGC), Working Group for CSR within Association of Serbian Banks (ASB and the, Serbian Society for Public Relation. She was a member of Steering Committee of UNGC Serbia in 2014 and a member of the Executive Committee of the Centre for Public Relations for Novi Sad in 2011 - 2012. With her knowledge and experience, Sonja contributed to working groups for developing a National CSR Strategy within UNGC, research. The contribution of the banking sector to the Serbian economy and society run by ASB, developing CSR Index in Serbia within FRB. She was a participant in a number of panel discussions, seminars and she lead many training sessions on CSR, nonfinancial reporting and philanthropy. We are proud that Sonja is a part of our team.



**LEA STANKOVIĆ**  
Communis

Lea (born in 1985) demonstrates a strong leadership potential through her constant striving for education, sharing and giving back to the community. Being aware of the struggle to find young talent on one hand and the difficulty with which the young find jobs in Serbia, in 2015 Lea started the Commence@Communis project enabling young people to actively join the agency's team for a period in order to gain relevant experience in the communication field. She was awarded the IAA scholarship for an MBA in Creative Leadership at the Berlin School of Creative Leadership, thus becoming the programme's youngest participant. Lea shares her learning through lectures to students during the FONklame festival and colleagues at events such as Nova Energija, Digital 2014, IntegraclAA, and Sempler.

Lea has won many awards for her work in digital communication, but she holds as dearest to her heart the Dragan Sakan New Idea award for the campaign '1003', done as a response to the floods that hit Serbia in 2014, in cooperation with Knjaz Miloš and Bambi. This campaign cost nothing, but demonstrated through social media the solidarity of these brands with disaster relief. Her efforts are noticed by the wider advertising community: she is one of 55 Young Leaders for Tomorrow selected by the Media Marketing portal and a member of IAA's Young Professionals section in Serbia since its formation. Despite her dedication to her work Lea very early on recognized that the key to success is balance and wellbeing. She wrote articles on such topics for international portals such as Huffington Post and TheForbes.com. She showed her determination to 'walk the walk' by running the Belgrade half marathon as a fundraiser for BelHospice. In 2013 and 2014 she was named their most successful fundraiser.



**ĐORĐE VUKSANOVIĆ**  
Vip mobile

Đorđe joined Vip mobile in 2009 as Junior Product Manager in the Products & Services Department. During the past 7 years, he has significantly contributed to the company by building a strong customer base and increasing the Vip mobile market & revenue share. His particular out-of-the-box thinking has put him on a road where he has taken different roles in residential postpaid and business market segments. He has shown a very well understanding of the many challenges faced today in the fast changing mobile industry and showcased extraordinary performance and wide expertise while creating and implementing new products and services. As a result, he has quickly been promoted to the leading position of CRM manager for Serbia and Slovenia.

From the beginning of his career at Vip mobile, Đorđe took an active role as a mentor within the apprenticeship program “Be a Vip student”. Significant number of Vip students have joined the company after completing the internship, greatly thanks to Đorđe’s dedication, guidance, and enthusiasm.

He leads by example, demonstrating his values through his actions. He strongly believes in building relationships by inspiring and mentoring, therefore earning the loyalty of his team members. Đorđe is someone who proves that there is always a way, and that an innovative and different approach is always the best choice.

Major professional awards include Telekom Austria Group Innovation Challenge, winner of AmChamps 2015, member of Telekom Austria Group Top 50 program.

# WOMAN LEADER IN CHANGE

## SHORTLISTED CANDIDATES

1. Andrea Brbaklić, Erste bank
2. Elizabeth Korobchenko, AVON Cosmetics
3. Ingeborg Øfsthus, Telenor
4. Ivana Milić Stojičić, Microsoft
5. Jovana Žuržin Vukotić, Siemens

## DESCRIPTION

The Award recognizes achievements of talented, successful and brave **woman** in business. It is aimed at promotion of a businesswoman who succeeded regardless of the gender related prejudices, sometimes still present in Serbian society and business. In addition, this Award envisions recognizing the new role models for aspiring female leaders – shining a spotlight on inspirational women and encouraging other young female professionals to follow their dreams and ambitions by exploring diverse opportunities in the dynamic business sector.

## CRITERIA

- Significant impact on the company culture by promoting equal opportunity practice and motivating women to challenge the prejudices and division of male/female jobs.
- Demonstrated and recognized engagement by wider public for equal gender rights and equal opportunities both on work and in life
- Role model for other women through not only their achievements but also their high ethical values and standards.



**ANDREA BRBAKLIĆ**  
Erste Bank

Andrea Brbaklić is the head of Communications and HR at Erste Bank in Serbia. She is co-author of an educative book “Media Relations”, one of the founders and first president of the managing board of the Serbian Public Relations Association and coordinator of the European Association of Communication Directors for Serbia. Her team has gained several awards for corporate philanthropy: VIRTUS for support to the most innovative projects, national contribution and volunteering and also received many PRiznanje awards from the Serbian Public Relations Association.

Under her leadership Erste Bank became one of the first members of UNGC, where she was a member of the Managing Board for several mandates. Her impact extends through various additional engagements, she is /was a board member or board president of Places in the Heart by the Jefferson Institute, Trag Foundation, Junior Achievement, Youth Business Serbia and Smart Collective. After participating in a US government initiative “Women Leaders Mentoring Program”, she became lead initiator of the program “Share Your Knowledge - Become a Mentor” in Serbia. It aims to show the power that women have in the transformation of societies around the world. She is helping participants to enhance their skills and self-confidence within a highly supportive network. So far 140 women have participated. Thanks to her strategic steering oriented toward humane and socially responsible aspects of business, together with futuristic approach, under her leadership Erste Bank has advanced its well-known donation programs, creating a totally new approach which strongly included the community in decisions-making. Anyone who has worked with Andrea agrees that she is a true professional with a strong work ethic and orientation on true values.



**ELIZABETH KOROBCHENKO**  
AVON Cosmetics

Avon Cosmetic is honored to nominate Elizabeth Korobchenko as the Woman Leader in Change. She is a General Manager with a clear vision and a result-oriented professional with over 15 years of cross-cultural management experience in 10 markets. Her vision is based on three main principles: strategic business thinking, leading by developing others and team management. She has been General Manager of Avon Cosmetics in 5 Markets (Serbia, Bulgaria, FYR Macedonia, Albania and Montenegro) since 2012 and during this period she succeeded in delivering the constant growth of all markets in the Balkans, both in beauty and non-beauty categories and particularly in Fragrance and Color categories. During her tenure in Avon Ukraine and the Baltic region, she won several awards confirming her and her team’s work.

She was Head of Sales Global Incentive Winner between 11 medium size markets, CEE Monte Carlo Sales Race Competition won for large markets from CEE in 2008, Global awards for sales plan over-achievement and active Reps growth “Now Is The Time” and “Now Is The Time To Grow”, “Reshape Non-Beauty” CEE Award for leading EE project on professional sales tools and accessories catalog development to support Avon Representatives’ professional image. At Avon Company, she is focused not only on business results but on CSR projects that are of great importance for the women in this region. Elizabeth is great spokesperson for the empowerment of women, and she always emphasizes the importance of a regular check-ups for all women so they can be not only beautiful and empowered but healthy. Also, throughout her career, Elizabeth has been a strong supporter of developing other young and talented co-workers through a constant mentoring and development process.



**INGEBORG ØFSTHUS**  
Telenor

Ingeborg Øfsthus first heard of Belgrade as a nine year old, when her professor posed the question “Belgrade is the capital of which country?” Now she has been appointed as CEO of Telenor Serbia, a leading telecommunications company in Serbia with over 1000 employees. She starts this exciting new journey on March 1. Ingeborg has been with Telenor Serbia since September 2012, holding the position of Chief Technology Officer (CTO).

She has been leading the Technical Division, which consists of about 100 people, and a team of seven directors and managers in an area which is traditionally dominated by men. One of the reasons she chose to accept the CTO position in Serbia was that she has always perceived it as “engineering heaven”. She has been passionate about building the best network in both Montenegro and Serbia and dedicated to continuously enhancing the satisfaction of more than 3.5 million customers. She was the head of the team that brought fast internet to the entire population of Serbia and introduced the 4G network, paving the way to digitalization of society.

Ingeborg is an inspiring professional with positive energy, always looking for key talents in experts she works with, enabling people to achieve their full potential. Telco is an ever changing industry, and giving employees freedom to develop is the way to be a frontrunner in this competitive industry. Ingeborg strongly believes that cooperation, respect and open communication are the right way to lead a successful team. She has been with Telenor since 1998, and held technology management positions in Germany, Thailand, and Norway as well as various Telenor Group positions. After three years, Ingeborg not only knows Belgrade, but she has become a true ambassador, promoting the professional opportunities Serbia has offer.



**IVANA MILIĆ STOJČIĆ**  
Microsoft

There are a several impactful females in the Serbian market and one of them is Ivana Milić Stojičić. Ivana is one of the leaders in Microsoft’s regional picture, driving business finance in 24 countries in Small and Medium size business. Prior to that she has shown excellent business and leadership skills being Finance Lead for Serbia & Montenegro. At the same time, Ivana is one of the leaders in CEE Microsoft Diversity and Inclusive Council with a high priority to promote women in the ITC industry.

Lead by her desire to increase women’s impact and in support of young talents in business, she participates in various business community projects. Holding a certified trainer degree, Ivana is one of the keynote speaker for Wired for Success-Career Strategies training to help, support and build an inclusive and diverse organization. Her goal is to help the community to progress with their development and business success.

Prior to joining Microsoft, Ivana has held a leadership role as Commercial Finance Manager in The Coca-Cola Company and several finance positions in Delta Holding. Ivana holds an EMBA from Cotrugli Business School. In April 2015 Ivana became president of the Cotrugli Alumni Klub, an NGO established to support E/MBA students through continued education, expanding the networks that enhance strengths and contributions to the community. Ivana is known for executing excellence as a high standard professional, willing to take risks, stepping out of her daily job, being a role model for others and helping them to reach their full potential.



**JOVANA ŽURŽIN VUKOTIĆ**  
Siemens

Jovana performs her duties diligently and with dedication, adjusts to changes due to the great willingness to learn. Her naturalness and openness towards people and new ideas inspires people around her both at work and her private life (from my own experience)!

She works with believe that it can always be better and more can be achieved, and this is the way she sets up new standards in her work and in communication in general.

Actual example is a competition “Siemens press award” aimed to promote science and technology in the everyday life, and send this information to media. After successful implementation of this project in Serbia, colleagues from Adriatic region (ex-JU) have taken over her concept and implemented it in their countries. As a project leader, she was awarded by Siemens AG Board of Directors. Amongst 141 applications from all over the world, her project was in the top 3 in the category “Efficiency”!

During her award trip to Denmark, she managed to connect journalists from Serbia, Slovenia, Croatia and Bosnia, and to get their opinion on how this completion encouraged them to do topics different from the day-to-day ones.

In her case, readiness to share knowledge and ideas with younger colleagues and other members of the team, in both directions, is one more feature that makes the leader, for as Jovana says: “Experience brings us one perspective, while its absence brings us the other one. It’s important for a person to be open to hear, able to accept different views, ready to develop and to do all that in a team.”

# CSR LEADER IN CHANGE

## SHORTLISTED CANDIDATES

1. Coca-Cola HBC
2. GlaxoSmithKline
3. Nelt Co.
4. Telenor
5. Vojvođanska banka a.d.

## DESCRIPTION

The Award grants the Leader whose thoughtfully designed and implemented CSR initiative resulted in major value for the targeted beneficiaries. The focus of the Award is on the **impact**, not the value of support or number of initiatives.

## CRITERIA

- Significant, measurable and long-term impact for the community, demonstrated by proactive outreach aiming to identify, prevent and help solving problems.
- Demonstrated commitment to transparency in business operations, and appliance of high ethical values and standards.
- Established long-term relationship of trust between business and local community and demonstrated commitment to continuous dialogue with various segments of the society.
- Companies or non-profit organizations whose core operations are related to social activism/philanthropy are not eligible for the award.



Coca-Cola Hellenic has been an integral part of Serbian society for almost half of a century. Within its DNA, the company has integrated a mission to create value for all its stakeholders. 2015 has been a great year in social responsibility for the company. A record high year not only in number of partnerships (with more than 400 organizations), but also in launching new programs (such as youth employability “Career from a bottle”) and opening stakeholders dialogues on new areas (first ever Sustainability week with 50 stakeholders actively participating). But existing partners were not forgotten – the company maintained its support for the Belgrade Marathon, the Coca-Cola Bicycle Race, What’s Your Sport and many others, involving 90,000 people. More than 3,000 people were directly educated on balanced dieting in partnership with Medical Faculty and Delhaize Serbia. Many thousands more were reached via Internet. Driven by aspiration to leave a memorable legacy, Coca-Cola Hellenic has created unique eco-parks in Obrenovac and Sombor and certified both its plants for responsible water management. More than 6,000 students have been directly engaged through several educational platforms the company runs, working with company’s top management in an effort to create future business leaders. What makes all our employees proudest is that care for communities hit by floods did not end. 80,000 children were provided with sports equipment in schools during seasonal holidays, volunteers collected 30,000 books for children in orphanages spreading happiness as part of company’s mission.



GSK’s unique approach in CSR resulted in 10 CSR awards in the past 4 years. GSK’s major CSR initiatives in Serbia in 2015: Through PULSE- innovative skills-based volunteering, GSK employees (from GSK offices in Spain & Oman) are matched to BEL hospice for 6-month full-time volunteering, contributing their skills to help solve challenges in providing palliative care for oncology patients. The major result is strategy development for establishing the first hospice in Serbia. PULSE was recognized with VIRTUS and CSR Forum’s awards. Mother and Baby corner was established in Belgrade and Dimitrovgrad in partnership with Save the Children (STC), as GSK’s emergency response to the refugee crisis. The goal of GSK’s support (£150,000) is to provide access to basic protective services and referrals to 3,700 children and 1,000 mothers. Partnership with STC, established 4 years ago, includes other initiatives, such as employees’ fundraising in 2015 providing a healthcare worker’s salary so he can give life-saving treatments to sick children. In 2015, Orange Day (OD), GSK’s volunteering program, was conducted for the 12th time in the past 6 years and was dedicated to psychiatry and respiratory patients. GSK launched OD to give all its employees one paid day off each year to volunteer for a good cause. OD won 2 CSR awards for employee development. GSK has changed the operational model to establish higher ethical standards, e.g.: GSK was the first pharmaceutical company that abandoned the practice of making payments to doctors to speak on the company’s behalf. In 2015, GSK’s campaign for raising awareness on chronic obstructive pulmonary disease was recognized with the UEPS Gold Award for the best humanitarian event in Serbia.



Nelt's CSR is based on our commitment to helping create a better environment for employees, partners and the community. All business facilities are built to ensure energy consumption reduction and environment protection in line with the highest safety standards. Nelt CSR strategy is focused on support to the most talented students. So far Nelt has signed strategic agreements with the Faculty of Economics, Faculty of Electrical Engineering, Faculty of Transport and Traffic Engineering, Faculty of Organizational science and Faculty of Finance and Administration in Belgrade. In October 2015 the first cycle of the year-long Nelt Educational Program, organized in collaboration with the Gallery 12 Hub and 6 faculties of Belgrade University was successfully completed. The program was mentioned in The New York Times, as a benchmark for private and cultural NGO cooperation.

Our three-year long collaboration with the Faculty of Music Arts and the Center of Fine Arts Guarnerius, continued in 2016, providing talented and most- promising FMU students with a chance to showcase their talent in public. Nelt sponsored "Pupin - From Physical to Spiritual Reality", the most visited museum exhibition in recent Serbian history, using augmented reality to present the life and work of one of our most significant scientists. To comply with international standards, Nelt joined the UN Global Compact, the world's largest corporate citizenship initiative, aimed at advancing social, business and market responsibility. In 2015 Nelt was among the first companies to support migrants from the Middle East in Serbia with donations to the Asylum Protection Center. By accepting individual initiatives of its employees, Nelt joined "Čep za hendikep" humanitarian action, aimed at providing wheelchairs for persons with disabilities.



For 8 years in Serbia, Telenor has been an active participant in the digitalization of society with an ambition to bring the internet to all. That position brought us and our partners the privilege to engage and create internet as a better and safer place for children. In order to reach out to our target group, raise awareness and provide education, in 2012, we initiated a "Stop digital Bullying" project in partnership with the Ministry of Education and UNICEF. The innovative concept of this project includes peer education and use of digital communication channels which are familiar to young people. This way we ensure a constant growth of the number of young people who have the necessary knowledge about safe internet usage. In order to promote values and positive models of digital communication and encourage youth to adopt them, we created a "Choose your words, stop hate speech" Facebook page with more than 14000 likes. Around 15,000 students, as well as more than 4,000 teachers and parents took part in diverse activities: a study entitled "Children's safety on the Internet", numerous training sessions and workshops, 2 Facebook competitions and the Belgrade Marathon. At the same time, national Ambassadors of UNICEF, Ana Ivanović, Novak Djoković and many other celebrities supported the project. In 2015 we have created Facebook app - SOS platform for digital bullying victims. This is unique channel that enables victims and witnesses of bullying to report it and get the necessary expert help online. Telenor has been engaged in other fields related to this topic: availability parental controls for customers, filters for illegal websites with elements of sexual abuse of children in cooperation with the Ministry of Interior (as of 2012) and the launch of the website [www.netpatrola.rs](http://www.netpatrola.rs) as an online reporting mechanism.



Support to the social inclusion of youths without parental care, Project Generation Next, managed by Dale Carnegie Training Serbia, under the auspice of the Serbian Assembly, represents long-term cooperation aiming to improve position of this social group in high-quality and measurable way. The Bank's support was initiated in August 2013, and after two years, measurable results can be shown. In 2015 we had over 150 training sessions in 27 cities across Serbia with over 450 children. Five studentships, three practices and four jobs were provided for the project attendees. Cooperation has been established with more than 30 Institutions for Children and Youth Care. Dialogue in the Serbian Assembly was initiated aiming to improve legislation referring to the position of this social group.

The improvement of the position of deaf and hearing impaired persons has been a guiding idea for focusing a part of our activities with the Project of voluntary Serbian sign language courses for the Bank's employees. The training program, in addition to everyday language, contains a banking glossary and terminology, which enables deaf and hearing impaired persons to communicate independently with Bank employees, without engaging an interpreter. Our current results are: over 70 employees voluntarily finished the course; 17 branches in 12 cities are labeled with a specially designed sticker indicating that communication is adjusted to aid deaf and hearing impaired persons. Our goal is to have at least one branch adjusted to serve deaf and hearing impaired persons in every city where the Bank is present. During Project implementation, cooperation was established with the Association of Deaf and Hearing Impaired Persons as well as with 12 city organizations which aid deaf and hearing impaired persons.

# BUSINESS AMBASSADOR LEADER IN CHANGE

## SHORTLISTED CANDIDATES

1. Nikola Avram, MK Group
2. Ronald Seeliger, Hemofarm
3. Dejan Turk, Vip mobile

## DESCRIPTION

The Award is granted to the **foreign business leader** for the extraordinary contribution in promoting Serbia, abroad and locally, as an investment destination and for his/her overall impact on improving the image of Serbia. The Award should not evaluate the results in the terms of amounts/number of investments but to appreciate efforts that help betterment of the image of Serbia.

## CRITERIA

- Significant contribution in improving the image of Serbia by taking initiatives that helped positioning Serbia as attractive business and investment destination
- Proven track-record of accomplished wider public/media attention received for their clearly articulated belief and confidence in the potential of Serbia, both abroad and in Serbia.
- Excellent record of responsible business practice in Serbia, demonstrated by a commitment to transparency, adherence to the legal requirements and ethical conduct in business operations.



**NIKOLA AVRAM**  
MK Group

Nikola Avram has built his successful business career in the most prestigious hotels in the region. Upon a decision of the management of MK Group, Nikola Avram was appointed General Manager of MK Mountain Resort in 2010. Owing to his vision, initiatives and exceptional managerial skills, he has turned it into the company that Serbia and this part of Europe is proud of. He has built outstanding know-how, creativity and innovation into constant improvements of MK Mountain Resort's offer and positioned it as the most desirable mountain destination, as well as the only Serbian company rewarded in the golden category of tourism and hotel business.

Under the helm of Mr Avram, MK Mountain Resort, which includes three accommodation facilities at Mt. Kopaonik, Grand Hotel & Spa, Angella Hotel and Konaci Apartments, ended 2015 with impressive results, with a record-high number of overnight stays.

As of January 2014, Mr Avram has been a co-owner of the Belgrade-based 88 Rooms Hotel, which also operates within renowned hotel company MK Mountain Resort. The hotel quickly won the title of the most popular hotel in Serbia according to TripAdvisor, and in the same year it was ranked among the best hotels according to tourists at the biggest global travel website.

Nikola Avram has confirmed that he is a true business ambassador and leader in change by numerous awards in the tourism sector.



**RONALD SEELIGER**  
Hemofarm

Dr. Ronald Seeliger contributed to the promotion of Serbia as a good destination for foreign investors especially across Europe.

Upon a decision of the management of STADA Group, that largest German investor in Serbia, Dr. Ronald Seeliger was appointed General Manager of Hemofarm AD in July 2012. Owing to responsible management over the company, Dr. Seeliger has continued the tradition of Hemofarm's successful business operations towards a synergy of vast local experience and the best German practice.

Under Dr. Seeliger's leadership, Hemofarm entered the anniversary 56th year with impressive results and record-high, historic production in all plants, both in the number of packs and the number of produced units. With more than 216 million packs, Hemofarm achieved the production of one million pills per hour, with 70% of the output marketed abroad. Hemofarm is the first company to receive the status of the authorized economic operator in Serbia. Dr. Ronald Seeliger has confirmed that he is a genuine business ambassador and leader in change by announcing Hemofarm's verified Report on Sustainable Development, which, as the only pharmaceutical company in Serbia, Hemofarm has been producing for three years in a row, and which has been graded with A+, the highest standard achieved, according to the international GRI standards. Based on the evaluation of the World Bank, Hemofarm is among the 10% of global pharmaceutical companies when it comes to energy efficiency.

As of March 2013, Dr. Ronald Seeliger has also been the President of the German-Serbian Business Association (DSW).



**DEJAN TURK**  
Vip mobile

Since his arrival from Slovenia almost two years ago, Dejan Turk, CEO of Vip mobile, has been promoting Serbia as a business environment with great potential through his engagement in business associations, media appearances, and by opening possibilities for local companies to cooperate with Vip mobile. As an active member of AmCham, Serbian Manager's association, FIC and many other associations, Mr. Turk is very much dedicated to the improvement of Serbian legislation and its development in line with EU standards with a special focus on transparency, fair competition and ethical business practice. He is one of the creators of the "Vip Business Forum – Family Companies – Serbian Economy Development Pillar", a project aiming to educate and exchange experiences between owners of family companies and government representatives through a number of educational workshops. This is particularly important due to the recommendations of leading financial institutions to develop the SME sector in order to improve the country's economy and decrease the unemployment rate.

Furthermore, in 2015 Dejan was elected President of the Responsible Business Forum, a network of leading companies in Serbia that are dedicated to the development of corporate social responsibility in the business sector. In 2015 the company went through a big structural change, leading to the development of "Serbia and Slovenia", a cluster comprising of Telekom Austria Group's member companies Vip mobile and Si.mobil, with headquarters in Belgrade. The cluster stimulates economic cooperation between two countries through the exchange of resources, experts and new opportunities for companies that cooperate with Vip in order to expand their business on the market of the EU



# THE LEADER IN CHANGE

## SHORTLISTED CANDIDATES

1. Coca-Cola HBC
2. Hemofarm
3. Hewlett Packard Enterprise Serbia
4. Medigroup SEE
5. NELT Co.

## DESCRIPTION

The Award is aimed at the **company** whose overall practice and contribution, including the achieved results, qualifies it as a demonstrable and achievable role model for all other companies doing business in Serbia.

## CRITERIA

- Significant positive impact on the economy demonstrated by the business results, annual growth and/or investment, number of jobs created (with respect to company size), innovation and adherence to the ethical conduct in business practice and giving back to the society.
- An excellent record of responsible business practice, demonstrated by a commitment to transparency in business operations, good corporate practice and investment in hiring and training of local talent.
- An ability and commitment to carry out and expand operations in Serbia justified by profitability, building long-term relationship with suppliers in Serbia and identifying potential for future growth.



In addition to striving to bring additional value to the society in which they operate, Coca-Cola Hellenic also makes great strides in their efforts to bring market innovation and improve the business environment, and this is why they are a true leader in change. As we are well aware, for the last three years Serbia has faced an increasing grey economy rate. Coca-Cola Hellenic led an alliance of 15 entities in curbing this burning issue by forming the Fair Competition Alliance within NALED.

Thanks in great part to the activities of the FCA, the National program against grey economy was adopted securing cross-sectorial engagement and collaboration. Also, despite operating in a challenging environment, the company did not stop investing into local operations, such as the regional Juice Excellence Center, an investment worth 7 million Euros and additional 80 employees, which was recently promoted enabling an increased number of export destinations. Finally, the company's efforts in CSR must also be mentioned. They are always sharing good practices and international standards – either through numerous students programs focused on growing their employability (over 6,000) or by an array of lectures and events on sustainability area. Dependent on water resources, Coca-Cola Hellenic has introduced EWS certificates and has managed to increase recyclability rate within its plants.

Acting as a true partner, throughout 2015, Coca-Cola Hellenic maintained high level of investments into areas hit by floods, confirming its dedication to local communities.



For 56 years now, Hemofarm has been operating as a company which measures success not only by profit, but also by its contribution to the environment where it operates. In 1993, it established the Hemofarm Foundation, which monitors and identifies needs of the society, thus contributing to the improvement of the quality of life of all members of the community.

The Hemofarm Foundation is focused on the improvement of the healthcare system, socially vulnerable groups of the population, youth, culture, science and education, and in more than 1700 campaigns in the course of its history, it has donated more than EUR 10 million. In the midst of the migrant crisis, in summer 2015, Hemofarm was the first company in Serbia to donate the significant amount of medicines and medical equipment. A year earlier, during the devastating floods in May 2014, Hemofarm reacted promptly and donated medicines, funds and food to the victims in Serbia and Republika Srpska. Furthermore, the Foundation launched the national campaign titled WHOLEHEARTEDLY, initiating even closer cooperation between the public and private sectors in Serbia and the region, with the aim to continuously support those in need. The Hemofarm Foundation, in partnership with the Ministry of Health of the Republic of Serbia, supports the national campaign EXTEND LIFE, within which it raises the awareness about the significance of organ transplantation and donation.

After the last year's investment of EUR 4.37 million in the Ampoule Department in Vršac in 2015, this year the Waste Water Treatment Facility in the factory in Šabac, worth more than EUR 1.2 million was completed. Apart from the factories in Serbia (Vršac, Šabac, Dubovac), Hemofarm has the state-of-the-art facilities also in Podgorica (Hemomont) and in Banjaluka (Hemofarm d.o.o. Banja Luka).



## Hewlett Packard Enterprise

Hewlett Packard Enterprise Serbia was founded in 2002 and since then has been an industry leader in Serbia. Our strategy is to provide IT solutions for a new style of business. This means making IT environments more efficient, more flexible and more secure, helping our customers be more productive and agile. From some of the most eminent and powerful system integration projects in Serbia through SAP application management solution all the way to closing a unique banking outsourcing services deal, Hewlett Packard Enterprise Serbia grew tremendously not only in its size and scale, but also in its human capital by tripling the number of employees. Hewlett Packard Enterprise Serbia is investing in creating two leading worldwide competence centers in Serbia, one for SAP and the other one for Temenos T24 core banking software, as our people are recognized for their extraordinary knowledge and agility.

The Serbian SAP team received a prestigious award as the winner of a Central Eastern Europe Innovation contest. We are proud that, in two consecutive years, 2014 and 2015, Hewlett Packard Enterprise Serbia was the winner of the East and South Europe Country of the Year award among 23 countries. Also, Hewlett Packard Enterprise Serbia is widely recognized in the region for its social impact activities and undivided feeling of need and responsibility to help the society we live in.

We believe in the power of technology, but, most of all, we believe in the power of people. Our employees recognize that achieving extraordinary results doesn't take only knowledge, it takes heart and passion, too. We encourage our employees to learn, innovate, create and drive changes. We encourage them to dream and dare as the company of this extent and ability will help great things to happen as long as we all together make it matter!



MediGroup is the first and most advanced private health care system in Serbia, based in Belgrade, with aspiration to expand to other parts of Serbia. MediGroup is the first provider to offer a complete range of medical services in its Medical Health Centres on five locations in Belgrade, Jevremova –a Special Gynecology Hospital with a Maternity Unit, Miloš Clinic - a Special Ophthalmology Hospital, and MediGroup General Hospital. Annually, MediGroup services several thousand patients, with more than 450 procedures in 300 thousand visits, both inpatient and outpatient.

MediGroup is focused primarily on the modern, new way of delivering medical care - taking care of today's patient needs. MediGroup is constantly moving towards the highest quality medical service in the country, combined with extraordinary customer service.

The MediGroup team works with more than 250 members of permanent staff - full time employed doctors, especially taking care of young, talented graduates by giving them the opportunity to become members of the MediGroup team. All employees are experts in their specialty field and continuously work on their professional and scientific improvement.

MediGroup is committed to constant improvement of its medical team, through training and education in the country and abroad in order to acquire the best possible medical knowledge in their field of expertise. Many new medical methods have been introduced by MediGroup for the first time in Serbia.



Nelt Serbia was established in 1992 as a trade company, growing over the past two decades into the leading distribution and logistics services provider. In 2015 Nelt's turnover grew by 39% compared to 2014, while the number of employees grew by 220. The distribution contract with Philip Morris International marked our last business year, followed by forming an entirely new sales division in a less than a month. In the logistics division Nelt started collaboration with Actavis, one of the leading pharmaceutical companies. Nelt was the first in the region to implement Pick to Voice warehouse technology. The solution, based on the voice-directed order picking, enables the warehouse operator to focus full attention on the order selection process without interruptions to increase productivity and improve safety at work. Nelt actively participated in illicit trade-related programs, initiated by AmCham, the Serbian Chamber of Commerce, NALED, and the Government work group for combating the grey economy, and contributed to development of key laws, as well as to the National Strategy for the Grey Economy.

The company is committed to helping create a better environment for employees, partners and the wider community, with a special focus on support to the most talented students. Following global CSR standards, Nelt joined the UN Global Compact, aligning its operations with the 10 universal principles in human rights, labor, environment, and anti-corruption.