

Newsletter

Issue 6 | 2018



CANSEE

Kanadsko - Srpsko Poslovno Udruženje
L'association D'affaires Canado - Serbe
Canadian Serbian Business Association

FIRST PLACE WON BY CANSEE Leader Project team "CookUp Hub" and their business idea won at the Final Regional Business Pitching Competition

An exclusive interview with Mr. Chris Johnstone, Canadian social performance expert, Environmental Resources Management, Toronto Canada: Addressing the issues such as relations with local communities from the very beginning of the mining and exploration projects

REGIONAL BUSINESS PITCHING COMPETITION

Supported by:



Organized by:



MACEDONIA
2015
Helping Build a Stronger Tomorrow

CANSEE

Kanadsko - Srpsko Poslovno Udruženje
L'association D'affaires Canado - Serbe
Canadian Serbian Business Association

KREIRAMO | RAZVIJAMO
ekonomske veze između
SRBIJE | KANADE

CREATING and DEVELOPING
economic relationships between
SERBIA and CANADA

www.cansee.biz



LEADER PROJEKAT SRBIJA 2019

LEADING CANADIAN ENTREPRENURIAL EDUCATION COMING TO SERBIA

Belgrade

Belgrade from May 6-17, 2019



Introduction

Dear readers of CANSEE newsletter,



Welcome to our latest newsletter! We are delighted to inform you that CANSEE had a very successful and productive year which only helped us grow stronger and closer together.

Speaking about education, in May this year, for the third time, CANSEE organized the LEADER Project, the exceptional Canadian educational mini MBA style program that teaches our students using a case based study approach showing the best Canadian business practices. We are very proud to inform you that this year we went one step further. The three Leader Project winners from Serbia along with, Macedonia and Bosnia and Hercegovina went on regional competition tour – they pitched their business ideas in front of three different sets of regional and international jury with the aim to get constructive criticism and win a prize. First Regional Business Pitching competition was organized in Belgrade last June, second in Sarajevo last August and the Final Regional Business Pitching Competition was held this November in Skopje, as part of the Macedonia2025 Summit which CANSEE delegation once again attended. CANSEE Leader Project team "CookUp Hub" and their business idea won the first place at all three rounds and won the First Prize! We could not be prouder of our participants!

Besides Regional Business Pitching Competition, Macedonia2025 Summit covered topics such as "Ingredients of Leadership", some of the best start up business practices, the global economic trends and success factors for diversity and inclusion management in corporations.

Celebrating 151st anniversary of Canadian confederation, CANSEE and its members generously supported the reception held at the Canadian embassy's residence in Belgrade. The reception was attended by representatives of

the diplomatic corps, religious communities, guests from the political, business, cultural and public life.

When it comes to mining and exploration – CANSEE is happy to note at this year's 8th International Conference on Mineral Resources in Belgrade, that there was a strong commitment by the Serbian Government to this industry and an outstanding partnership, with Canada being recognized as the global leader in this industry. Together with the Canadian Embassy's Trade Section, CANSEE enabled presence of Canadian social performance expert Mr. Chris Johnstone, from Environmental Resources Management ERM Canada, Toronto office.

Mr. Johnston explained the need of addressing the issues such as relations with local communities from the very beginning of the projects in order to avoid misunderstanding to the detriment of either side.

When it comes to networking and exchanging ideas, CANSEE organized another successful Speed Business Meeting in October 2018. Aiming to link together foreign and domestic businessmen, 41 company had an extraordinary opportunity to share their business ideas and experience with the representatives of Canadian, Belgian, Japanese and Slovenian companies, at the event which CANSEE organized in partnership with Belgian-Serbian Business Association, Japanese Business Alliance in Serbia and Slovenian Business Club in Serbia.

In November 2018, CANSEE organized a friendship dinner for Canadian Serbian Parliamentary Friendship Group members as well as for other friends who cherish great relationship that Canada and Serbia enjoy. Besides the members of parliament, the dinner was also attended by the Ambassador of Canada to Serbia, other Embassy and Canada representatives as well as CANSEE board members. The attendees had the opportunity to exchange their experience and ideas in a warm and informal atmosphere.

At the end, we would like to use this opportunity to wish you all wonderful holidays, and a Happy New Year!

CANSEE Canadian Serbian Business Association
Address: Bulevar despota Stefana 64a, 11000 Belgrade, Serbia
Telephone: +381 2762 263, +381 2761 793
E-mail: office@cansee.biz

Design: Dizajn Studio Kliker
Print: Apollo Digitalna Štampa



Canseeserbia



@canseeserbia



CANSEE

www.cansee.biz

Short about CANSEE

CANSEE Canadian Serbian Business Association is a non-profit organization, currently representing more than 50 corporate members, founded to encourage cooperation between organizations active in both Canada and Serbia, in order to foster mutually beneficial business and trade connections.

CANSEE was inaugurated at a formal reception at the Embassy of Canada in Belgrade on September 1st, 2014, and was honored by the attendance of the then Minister of Foreign Affairs of Canada, the Honorable John Baird, as well as the President of the Chamber of Commerce of Serbia, Mr. Željko Sertić and the Ambassador of Canada in Belgrade, H.E. Roman Waschuk.

The concept of establishing CANSEE business association originated from the Embassy of Canada in Serbia, who has been a supportive and active partner of the organization since its inception.

CANSEE's mission is:

- To create platforms through which member companies can work together to enhance their business activities.
- To facilitate bi-lateral trade and investments through active participation between governmental bodies and CANSEE members.

The Association wishes to thank our founding members for their support, and for their active involvement as the association's current board of directors. Together with our executive team, they have supported and driven the direction of activities that we have been able to run to date.

CANSEE Founders



Bryan Beaton

Welcome to new CANSEE Members





CANSEE Timeline 2014-2018



CANSEE Announcements

January – Empowering Women Event in Partnership with the Embassy of Canada
 February – General Assembly & Canadian Wine Event
 March – PDAC & Visit to Dundee Chelapech Mine
 May – 4th LEADER Project Serbia
 April – CANSEE Easter Egg Hunt
 July – Canada Day

Best Canadian mining CSR practices

Exclusive interview with Mr. Chris Johnstone, Canadian social performance expert, Environmental Resources Management, Toronto Canada



Since you are a Canadian expert on social performance for over two decades, could you please tell a little bit about Canadian evolution of such strong emphasis of social performance of their companies or business all over the world?

As it has been stated clear often at the conference by the Ambassador herself yesterday morning and by some other speakers, Canada is at the forefront of the mining industry. Canada was built on the back of mining. There has a lot of investment in mining in Canada and exploration investment around the world. We are at the forefront of the industry and at the forefront of the corporate social responsibility or responsible mining. That's the result of both industry initiatives, self-directive industry initiatives one of which is the Canadian Association of Mining toward sustainable mining initiative. They hold all the members of the Association which includes most of the major mining companies in the country, working in and out of Canada. They are committed to meeting certain standards and there is accountability and credibility to the process and there is also reporting on an annual basis. Their efforts are monitored and managed. Canadian Government is at the front of this, too. The Government provides a lot of support and a lot of guidance on how responsible Canadian enterprise should be undertaken in Canada and more importantly in all jurisdictions in which Canadian companies work.

Could you please share one of the success stories when it comes to your social performance?

My favorite one is probably the conflict resolution. It was a resettlement. It is the one in which a Canadian company in Latin America inherited a very conflictual relationship with their local community. They acquired a project with legacy problems, legacy social risks, community conflict, and they were able, with our, ERM support to build bridges

to the community. It is always harder to repair a broken relationship than it is to start and build a new one. So in this case it was a slow process, building trust with key interlocutors and key members of the community and then formalizing a dialogue process with the community and relevant stakeholders. Having the mine there, having the community there, having the representatives there, having technical advisors from our group there to help steer the conversation and answer questions related to the resettlement, having a chair, a referee, someone who can assure that the discussions are being continued in a formal way. There was a table of rules and having civil society there also played a role as observers and as interested parties. As I mentioned in the discussion earlier this morning, it is not perfect yet, the relations are yet not absolutely without conflict but there is a huge improvement and now there is at least a venue, a place in which these issues can be discussed and resolved. It took many months before we sat down at a table. They did not need to trust us they needed to trust the opponent of the project. And then the dialogue is an ongoing process, the table, I mean it is still going.

Can you tell us something about your experience where



you did not end up with a successful result even though you put a lot of effort in it?

Most of my work is resettlement. Resettlement is when communities are displaced by a project, when a mine being developed is displacing communities. That is a huge risk. Nobody chooses to be displaced and that has to be very carefully managed. A large number of resettlements are not successful because their challenges are so big. If you ask me can you give me an example of a really successful resettlement, I can think of only a handful, and many that were pretty good. I mean, they did not achieve everything that they hoped but again they were good. And then, I can



think of a many that failed. And you learn lessons from all of those. They exist everywhere. It is learning from those challenges that is the best practice of all.

What would be your message for companies investing in new countries? What is something they should pay attention to the most?

The social risks. The technical risks as I also mentioned in my discussion; technical risks are also important, but the

social risks are often as our data show, the leading cause of a project delay. You can mess up technically, but you cannot mess up on social risks. You can repair damage relations but it is much easier to start and build a strong foundation from the outset. The first people out on the ground have to already be thinking about their engagement. They have to be careful in their message of what are they doing. The company has to prepare all of its people because they are the ambassadors, they are at the front of the project.

Grand finale of the 3rd LEADER project Serbia 2018

On Friday, May 18, the third edition of the educational program "LEADER Project Serbia", from the Ivey Business School, University of Western Ontario, was successfully completed. At the end of an intensive two-week course, 36 attendees presented their business plans to an eight-member jury who selected the three best business ideas.

Following the consultation of the jury, formed by the five Canadian LEADER instructors, Filip Petrović, Trade Commissioner at Embassy of Canada in Belgrade, Mihailo Vesović, Special Advisor to the President of the Chamber of Commerce and Industry of Serbia and Bryan Beaton, a member of the Board of Directors of the CANSEE association the three winners of the LEADER project were announced.

The first place won a team comprised of Valentina Čolić, Vladimir Jovanović and Milan Stojanović who presented Cookup hub, a unique solution for food entrepreneurs. Cookup hub allows entrepreneurs to work together, motivate each other, learn from each other, exchange valuable contacts, and get the advisory support they need.

Jovana Stanković's project Flow won the second place. Flow is a smart device packed in modern jewelry design,



which provides users with insight into highly reliable and up-to-date data of various parameters about the state of their body (level of body hydration, stress, oxygen, activities and others) in order for the users to make healthier everyday decisions.

The third place took Tamara Jevtović with the project Minimum Demidž, a place where you can drink Serbian drinks and enjoy the delicious vegetarian specialties of Serbian cuisine. Minimum Demidž is based on the principles of local procurement of all foods used for food and drink preparation, as well as zero-waste principles, making it unique in



the regional market. CANSEE Canadian Serbian Business Association thank the partners of the project, Ivey Business School of the University of Western Ontario, Chamber of Commerce and Industry of Serbia, Embassy of Canada to Serbia, Macedonia and Montenegro, the general spon-

sor of the event – Rakita company and other companies that supported the event - Metalfer Group, Delta Holding, Holiday Inn Express Belgrade City, Vip Mobile, Division Visual Solutions, Apollo, and Ravel.



Valentina Čolić, winner of the LEADER Project Serbia 2018

"I needed leadership and business management skills that I did not have the opportunity to acquire during my work experience," she said, adding that during the two-week course she had the opportunity to learn everything needed for running a successful business.



Mihailo Vesović, Special Advisor to the President of the Chamber of Commerce and Industry of Serbia

"We had the opportunity to hear more than 20 great business ideas of young people who presented their projects according to all the principles of modern business, not only the idea itself and technical dimension of the project, but also how to sell it, do marketing, find financiers", said Vesović.

CANSEE and 10 other bilateral chambers of commerce organized International Networking Cocktail

On Thursday, May 24, the first International Networking Cocktail was held in Vizantia Restaurant in Belgrade. The event was organized by 11 bilateral chambers of commerce: CANSEE Canadian Serbian Business Association, AHK German Serbian Chamber of Commerce, Swiss Serbian Chamber of Commerce, Croatian Business Club, Nordic Business Alliance, Japanese Business Alliance, Belgian Serbian Business Association, Italian Serbian Chamber

of Commerce, French Serbian Chamber of Commerce and Slovenian Business Club. Around 200 guests had an opportunity to network and expand their list of business contacts, share ideas and experiences, and set ground for future cooperation. The purpose of this event was to enhance business cooperation between chambers' member companies and strengthen the synergy between them.



Nordic Business Alliance and their four Ambassadors guests of honor at 2nd CANSEE Salmon Dinner

On June 4, 2nd Traditional CANSEE Salmon Dinner was held at Moj Prostor restaurant. Around 80 people attended the event, including our guests of honor H. E. Kati Csaba, Ambassador of Canada to Serbia, H. E. Pertti Ikonen, Ambassador of Finland to Serbia, H. E. Jan Lundin, Ambassador of Sweden to Serbia, H. E. Anders Christian Hougård, Ambassador of Denmark to Serbia, Nordic Business Alliance members and CANSEE members and business partners. Mirjana Dončić Beaton, CANSEE Managing director, thanked the guests for coming and pointed out the significance of business networking and cooperation between CANSEE and Nordic Business Alliance.



HE Kati Csaba stressed the importance of networking, not only among the companies, but the countries as well. She congratulated CANSEE on a job well done and added that it's not a small thing to gather four ambassadors in one room.

This year CANSEE has established an annual award "Person of the Year" for outstanding contribution to CANSEE association. The award's first laureate is Goran Obradović, Vice President & General Manager Europe at Dominion Voting Systems and former CANSEE BoD president. Goran's continuous support and dedication to further devel-



opment of CANSEE association was and still is a big part of CANSEE's success story.

The aim of these networking events is to allow our guests to get to know each other better in an informal and pleasant environment and share experiences and business ideas that would hopefully bring about some mutually beneficial business relationships. The event was supported by the Embassy of Canada to Serbia and supported by cargo-partner and Holiday Inn Express Belgrade – city .



MK2025 Business Forum in Belgrade in Partnership with CANSEE



Macedonian non-governmental organization Macedonia2025, in partnership with CANSEE Canadian Serbian Business Association, organized a business forum in Belgrade, on June 22, with the idea of promoting better business cooperation among companies in the region. The event was a true success and has gathered around 100 distinguished guests from renowned companies, institutions and organizations from Macedonia, Serbia, North America and SEE with the idea of promoting better business cooperation among companies in the region. Mr. John I. Bitove, MK2025 Board member, Ms. Mirjana Dončić Beaton, CANSEE managing director, H.E. Kati Csaba, Ambassador of Canada to Serbia, Macedonia and Montenegro and Mr. Svetozar Janevski, Renowned regional business leader gave the opening addresses. The Forum participants agreed that it is necessary to create a better regulatory framework, in order to enable even better business conditions in the market, and attract more investors.

First round of Regional Business Pitching Competition supported by the Western Balkan Funds, was also held as a part of this event. Between participants from Serbia, Macedonia and Bosnia and Herzegovina, CANSEE team Serbia won the first place with its business idea the "CookUp Hub".

Highlights of MK2025 Business Forum in Belgrade in Partnership with CANSEE

"We are in South-Eastern Europe together and we need to take this opportunity to build something together. If we don't work together then we all lose" said John Bitove, MK2025 Board Member, and Svetozar Janevski, leading regional businessman.

"We are brave enough to think we can succeed in Europe and this bravery drives our strategy and vision". Rados Vukicevic, CEO at Tikves Winery.

"There are problems but with a single vision and persistence there are no barriers". Mihail Mateski, CEO and Partner at Greentech.

"To achieve innovation, we cannot do the same thing with the same people. We need to change education at the youngest level." said Svetozar Janevski, President of Tikveš Winery Board Members

The government can also ensure cross-border logistics work smoothly. Goods should not be spoiling on the border. Mitko Andonov, Business Development at Kolid International

"For foreign direct investment companies, investment in a company is an extension of their home country's international relations. The company is not just representing itself", said Todd Romaine, Vice President of CSR at Nevsun Resources

"Good corporate social responsibility is not just about the company and its products. Companies have opportunities to change their societies for the better by increasing social responsibility awareness in the community. It is about both companies and individual looking around to see where they can make a difference." Tanja Dusanic, Legal and CA Director Serbia and Montenegro, Apatinska Brewery



Canada Day Celebration

Ambassador of Canada to Serbia Kati Csaba hosted a reception at the Canadian embassy's residence in Belgrade on the occasion of Canada Day and marking the 151st anniversary of the country's existence.

Canada Day is the national day of Canada. A federal statutory holiday, it celebrates the anniversary of July 1, 1867, the effective date of the Constitution Act, 1867 (then called the British North America Act, 1867), which united the three separate colonies of the Province of Canada, Nova Scotia, and New Brunswick into a single Dominion within the British Empire called Canada. Originally called Dominion Day, the holiday was renamed in 1982, the year the Canada Act

was passed. Canada Day celebrations take place throughout the country, as well as in various locations around the world, attended by Canadians living abroad.

H.E. Kati Csaba said she is grateful for the friendship and support she has received from so many people during the past year, which marked the first year of her term in Belgrade. The reception was attended by representatives of the diplomatic corps, religious communities, guests from the political, business, cultural and public life. We would like to kindly thank all CANSEE members who generously supported the event!



CANSEE LEADER PROJECT TEAM "COOKUP HUB" WINS THE FIRST PLACE AT THE REGIONAL BUSINESS PITCHING COMPETITION!



CANSEE Canadian Serbian Business Association, Macedonia2025 and Restart (Bosnia and Herzegovina) hosted the first leg of an international start-up pitching competition for their national winners, with the financial support of the Western Balkans Fund. All three NGOs hosted an annual business development program - the LEADER Project. This new initiative will give the LEADER winning participants the priceless opportunity to present their startup idea in front of potential investors from Bosnia, Macedonia, Serbia and from around the world. Further, and if not more importantly, the initiative will help foster new links and networks between the young participants, as well as between investors and business people from the three countries.

First round of the first LEADER Regional Business Pitching Competition presentations were held in Hilton Hotel, as a part of MK2025 Business Forum in Belgrade in partnership with CANSEE. "We are so happy to announce the LEADER project winners from the three regional sites. Our nine winners - Valentina Čolić, Jovana Stanković and Tamara Jevtović from Serbia; Olga Rajchik, Todor Panev and Bojana Zavkova from Macedonia; as well as Emina Zahirović-Pintarić, Ali Sayyed and Srđan Majkić from Bosnia

and Herzegovina are so eager to present their business ideas, after receiving continuous mentoring and support and learning everything needed for running a successful business." – informed representatives from the three sites CANSEE Canadian Serbian Business Association, Macedonia2025 and Restart respectively. The first place of the first round was won by the CANSEE LEADER Project team comprised of Valentina Čolić, Vladimir Jovanović and Milan Stojanović who presented "CookUp Hub", a unique solution for food entrepreneurs. "CookUp Hub" allows entrepreneurs to work together, motivate each other, learn from each other, exchange valuable contacts, and get the advisory support they need. The event was attended by numerous representatives of the relevant Bosnian institutions in charge of economic diplomacy, foreign trade, foreign investment promotion, local and regional development, taxation.

The second round of the LEADER Regional Business Pitching Competition took place on 9th of August in Vijećnica in Sarajevo, as a part of the RECONNECT2018 event. Eight winners of the LEADER project from Macedonia, Serbia and Bosnia and Herzegovina again presented their busi-





ness ideas, this time in front of a three-member BiH jury. The first place was again won by the "CookUp Hub" team.

The final regional business pitching competition, was held on 7th November in Skopje, as part of the Macedonia2025 Summit. CANSEE is very proud to inform you that our LEADER Project 2018 winners from Serbia, won first prize



again and took home the overall first prize after three convincing first place wins in all three countries! Congratulations to "CookUp Hub" team Valentina Čolić, Vladimir Jovanović and Milan Stojanović! Also, thank you to the other participants that spent valuable time developing their great ideas.

CANSEE BUSINESS EVENT 41 companies participated at Another Speed Business Meeting in Belgrade

On October 9, 2018 at the Hyatt Regency Hotel Belgrade, CANSEE held another Speed Business Meeting event. Aiming to link together foreign and domestic businessmen, 41 companies had an extraordinary opportunity to share their business ideas and experience with the representatives of Canadian, Belgian, Japanese and Slovenian companies, at the event which CANSEE organized in partnership with Belgian-Serbian Business Association, Japanese Business Alliance in Serbia and Slovenian Business Club in Serbia.

Twelve individual 10-minute meetings were available to each participating company. Having business development as a goal, present companies from different busi-



ness areas had the chance to interrelate and expand their contacts database at the same time presenting their companies, products and services.

CANSEE Canadian Serbian Business Association would like to express kind gratitude to all the companies that rec-

ognized the importance of this networking event and took participation at the event, as well as to our amazing business partners: Belgian-Serbian Business Association, Japanese Business Alliance in Serbia, Slovenian Business Club in Serbia and Hyatt Regency Hotel Belgrade.

Another successful MACEDONIA 2025 Summit



CANSEE congratulates our partner organization Macedonia2025 for another successfully event 'Macedonia2025 Business Summit' as well as the exceptional fundraising gala dinner, celebrating a decade of making an impact in Macedonia. Macedonia2025 Summit, a premier regional gathering, took place from 7-10 November in Skopje, Macedonia.

This year, with "Celebrating Success" was the Summit's main theme. Macedonia2025 highlighted leaders from around the world who implement the very best business practices and achieved great success. As always, global economic trends were discussed, this year showcasing leading examples in the fields of renewables, natural resources, energy, etc. As throughout the years, discussions on high-tech and IT were present, in addition to a new panel topic, healthcare...



8TH INTERNATIONAL CONFERENCE ON MINERAL RESOURCES HELD IN BELGRADE: CANADA, A GLOBAL LEADER IN THE MINING INDUSTRY



8th International Conference on Mineral Resources held in Belgrade on Nov 13-14 gathered representatives of government, local municipalities, diplomacy, private sector and NGOs. The exchange of information and knowledge on current situation with mining projects in Serbia and the region, as well as future progress of mining industry created general impression that mining is becoming strong source of economic growth of Serbia. For the eighth year in a row, Canada as a global leader in this industry has effectively contributed to the International Conference on Mineral Resources in the Republic of Serbia.

Ambassador of Canada to Serbia H. E. Kati Csaba underlined the importance of continuous communication between all stakeholders throughout mining project development and common understanding of the direct impact every decision has. Ambassador Csaba also emphasized

the importance of solid legislation and business environment for mining projects development.

Canadian social performance expert Mr. Chris Johnstone, from Environmental Resources Management ERM Canada, Toronto office explained the need of addressing the issues such as relations with local communities from the very beginning of the projects in order to avoid misunderstanding to detriment of either side. Mr. Johnstone showcased some examples of good practice in solving social relations issues in mining projects around the world supported by ERM Toronto.

President of CANSEE Mr. Aleksandar Obrenovic held a remarkable presentation on successful business operation by all Canadian CANSEE mining and exploration industry group members. Mr. Obrenović emphasized a very



active approach by Canadian Ambassador in Serbia. Mr. Obrenovic also mentioned an interesting fact that Government of Canada intends to support its Borden Project as the recipient of a \$5 million investment designed to spur innovation in cleaner, more sustainable mining. The Borden Project located in Chapleau, Ontario, will be the first underground mine in Canada to replace all diesel mobile equipment with battery electric vehicles.

This year, a new panel on the importance of engaging the local communities was introduced – Mining Contributions to Regional Development – Benefits to Local Societies. Mayors of the cities in which important mining projects are being implemented had the opportunity to express their opinion and explain their views. Canadian companies presented Canada's leadership in mining industry and high



standards in developing mining projects around the globe, with strong respect for human rights, environment and health and safety standards.

Keeping track of our members

METALFER CELEBRATED 10 YEARS OF SUCCESSFUL PRODUCTION OF CONCRETE STEEL



Our dear member Metalfer Steel Mill marked a significant jubilee-10 years of successful production of concrete steel. This jubilee was attended by business partners who have played a significant role in the development and expansion of the company over the past 10 years: buyers and suppliers, representatives of ministries and local governments, banking sector officials and business associates.

The participants were addressed by Mr. Branko Zecevic, who, among other things, pointed out that business plans were aimed at building a new rolling mill capacity of 500,000 tons a year, whose commissioning is expected at the end of 2019.

DELTA HOLDING - THE MOST GENDER-SENSITIVE COMPANY IN SERBIA



Delta Holding was awarded a first prize for the most gender-sensitive company by the Association of Business Women of Serbia. For the first time this year the Association of Business Women, which exists for two decades, rewarded companies that especially emphasized in respecting gender equality. According to the Association's explanation award is given to a large business systems who are applying the Fifth United Nations Principles for the Empowerment of Women and providing the best model of involving women in supplier chains. Delta Holding is known as a company that strictly respects the prohibition of discrimination of any kind. Gender equality is best illustrated by the fact that traditionally women are more than half of the top management of the company.

WHEN I DRINK, I DON'T DRIVE – APATIN BREWERY CAMPAIGN

Apatin Brewery, as a part of the Molson Coors Group, in partnership with the Traffic police directorate of the Ministry of Interior of the Republic of Serbia promotes the importance of responsible consumption and draws attention of the public to the risks of driving under influence of alcohol through a very well-established campaign "When I drink I don't drive". In 2017 the campaign marked its 10th year and on this occasion Apatin Brewery donated 10 new alcometers to the Traf-



fic police directorate in order to assist in more efficient traffic control. So far, more than a hundred alcometers of the latest generation were donated. Besides that the company is trying to show, in interesting ways, how does alcohol affect on motoring skills, it also reminds people not to sit behind their wheel if they have consumed alcohol, but rather to get home using alternative ways of transport – to call a taxi or a friend, walk home or wait for the ride.

Any opportunity to discuss balance between enjoying alcohol and responsible consumption is welcome, no matter what part of the day. This message was sent by Ambassador Csaba when the Association of Serbian Brewers organized

"Soberly and Carefully, Choose Responsibly" – an event focused on responsible alcohol consumption. Ambassador Csaba emphasized that alcohol has become an integral part of many social activities, but that consumers have a responsibility towards not only themselves, but also to others. The Embassy of Canada is pleased to support activities aimed at increasing social awareness of a responsible and healthy life, a commitment strongly shared by Canadian companies, such as Molson Coors / Apatinska Pivara.

RAKITA AMONG THE SOCIALLY MOST RESPONSIBLE COMPANIES



Company Rakita Exploration has become a member of the Responsible Business Forum. This decision was made after the approval of all members of the Forum, including Telenor, Deloitte, Coca Cola, Bambi, B92, Banca Intesa, VIP Mobile, Unicredit and others.



Responsible Business Forum is a network of leading companies in Serbia that contribute to community development, encouraging the development of socially responsible business and the establishment of permanent and stable socially responsible practices in the business sector.

The Forum represents a platform that links business leaders with representatives of other parts of society, encouraging inter-sectoral dialogue, cooperation and exchange of good experiences. The association currently has 28 companies as members. CSR Coordinator in Rakita, Ksenija Nečemer, pointed out that the mission of the Forum is in line with the company's strategy within the contribution to local communities and that this is an excellent connection of knowledge, experience and energy.

SCHNEIDER ELECTRIC PRESENTED THE INNOVATIVE ECOSTRUXURE SOLUTION FOR THE WATER SEGMENT

Schneider Electric, the leader in the digital transformation of energy management and automation, presented the innovative EcoStruxure solution for the water segment, the frequency controller Altivar Process and the controller of the automation process M580 as a part of the solution, at the 10th International Water Fair. An IoT-based EcoStruxure platform that serves as a basis for managing, guiding, automating and optimizing of the system both locally and in the cloud. The EcoStruxure Water and Wastewater solution provides a comprehensive approach to addressing competitiveness issue and helps the clients that operate in this segment to reduce energy consumption by up to 30 percent. It also helps them to increase operational efficiency by up to 25 percent and to reduce total business costs by up to 20 percent. EcoStruxure provides complete IT security and complete analytics and reporting at all levels.



DIVISION VISUAL SOLUTIONS SUPPORTED REOPENING OF NATIONAL MUSEUM IN BELGRADE

In order to maintain the number of museum visitors and make the museum settings more dynamic and following the demands of the modern audience, which requires more than one-way information giving, it is necessary to constantly introduce new, creative and dynamic solutions. With digital imaging equipment, it is possible to change projections in real time and instantly create new content. To complete new permanent and temporary museum settings and provide additional information about the exhibits to visitors, during the reconstruction of the National Museum in Belgrade the DVS team has installed a number of modern Digital Signage solutions. At 20 locations in the museum, a number of professional monitors from the Japanese manufacturer NEC in the range of 24" to 65" diagonals has been implemented. The current projections present the redesigned logo of the National Museum, photographs of the exhibits from new permanent museum setting, as well as a three-dimensional view of the reconstructed museum building.



Business News

18TH SERBIAN ECONOMIC SUMMIT

TGI Group International, (under the auspices of the Union of Employers of Serbia, the Association of Business Women of Serbia, the Foreign Investors Council and the Confindustria Association) organized the 18th Economic Summit of Serbia held on October 22nd and 23rd, 2018, in Belgrade.

Among the eminent participants in the program of this year's Summit was Minister of Foreign Affairs Republic of Serbia Ivica Dačić and other representatives of Government, H.E. Kati Csaba Ambassador of Canada to Serbia, H.E. Kyle Scott Ambassador of United States to Serbia.

The theme of this year's Summit was 'Challenge of Inclusive Growth' opened a series of related and current issues

that are reflected in current developments in the field of politics and economy of the Republic of Serbia, among which are the issues of the accession of the Republic of Serbia to the EU.





H.E. Kati Csaba Ambassador of Canada to Serbia participated in the panel discussion 'Global Power Shifts and Challenges for the region'. Ambassador Csaba pointed out that answer to the regional challenge is not to move to different system, but to bring people along and ensure that they are feeling as members of society and that they are respected by their leaders as well.

EMPOWERING WOMEN AFA LEADERSHIP SUMMIT HELD IN BELGRADE

Another AFA Women's Leadership Summit was held on Oc-



tober 31 and November 1 in Belgrade. This year's theme of the summit was "Innovative leadership in unpredictable fast changing world" and also dealt with gender equality due to technological advancement and economic empowerment of women. The Summit brought together leading experts from various fields, representatives of the state summit, diplomatic missions and the non-governmental sector. The AFA summit was open with a round table discussion



on the topic of empowering women through innovation and technology. Moderator was Rina Bar-Tal, former president of the Israeli Women's Network and members of the International AFA Advisory Board.

During the second day, the most influential representatives of the leading technology companies participated in panel discussions dedicated to the topics such as IT sector's contribution to increasing gender equality in the work environment and education, corporate leaders managing change and using their businesses to address important social issues, including gender equality.

"Canada is proud to include feminism among the Canadian values that are promoted abroad. Empowerment of women and girls is an important priority for the Government of Canada. We pursue this goal not only to benefit women and girls, but because we believe it leads to a wider transformation in society which benefits the entire population." said Ambassador of Canada to Serbia, H. E. Kati Csaba in her speech at Women's Leadership Summit organized by AFA Network in Belgrade. The Ambassador also said: "A theme at the core of Canadian values is respect for diversity and inclusion. As a multicultural country, we see diversity as a source of strength. Our diversity includes cultural, ethnic, linguistic, sexual identity, and religious differences, and we strive for mutual respect and understanding, emphasizing what brings us together and not what sets us apart".

5th DIGITAL CONFERENCE HELD IN BELGRADE



For the fifth year in a row Color Media Communications organized "Digital", the regional conference on trends in telecommunications and media.

#Digital2018 – lasted two days – 6th and 7th September and brought together leading names in these fields from around the region as well as numerous guests from abroad. #Digital conference is a unique event that gathers regional leaders in Telecommunication Industry: MTS, VIP, Telenor, Deutsche Telekom, Orion, Mtl Bulgaria and all previous conferences were attended by CEOs of telecommunication companies from the region. Also, the owners and directors of the leading TV stations in the region and



world: CNN, BBC, RTS, Pink, Antena Grupa, RTL, Nova TV, TV News, Al Jazeera were speakers on the conferences.

How big is the influence of the ICT sector on Canada's economy and where is Canada positioned on the global map of digital economies were only a few of the answers of which Ambassador of Canada to Serbia H. E. Kati Csaba talked about. The Ambassador also mentioned how does Government of Canada support digitalization in cooperation with its citizens and private sector.

NEW FRONTIERS IN CREATIVE INDUSTRIES! CANADIAN 3D ANIMATION EXPERT STEVE KAHWATTI IN BELGRADE

Canadian 3D animation expert Steve Kahwatti gave two lectures in Belgrade, on November 16 at Računarski fakultet Beograd and on November 17 at CGA BELGRADE

2018 - COMPUTER GRAPHICS & ARTS CONFERENCE. In his lectures, Mr. Kahwatti covered the basics of setting up a mini production pipeline to use on small to medium size collaborative CG/VFX projects. A brief breakdown of a standard pipeline, minimum requirements both on production and client side, advantages of cloud service integration for global collaboration.



Culture News

REMEMBRANCE DAY COMMONWEALTH CEREMONY IN BELGRADE



Embassy of Canada hosted the Commonwealth Remembrance Day service in Belgrade on November 11, 2018, the hundredth anniversary of the World War I armistice. Serbia and Canada fought as allies in a war which caused tremendous losses, including one quarter of Serbia's population.

JENSEN SISTERS: CANADIAN JAZZ RETURNS TO BELGRADE!

"Infinite" presented Canadian contemporary jazz scene at its best Belgrade Jazz Festival and International JazzFest, Kragujevac. Kudos to Ingrid Jensen, Christine Jensen, Maggi Olin, Christopher Jennings and Carl Jannuska for an outstanding performance of the award-winning project Infinite. The combined years of experience, playing together in various permutations and combinations render the commu-



nication amongst Infinite's five players so fluid, so seemingly effortless and yet so intrinsically deep.

CANADA AT YOUR DOORSTEP 2018

Canada Day was also celebrated by presenting Canadian visual arts exhibitions in the region.



CANSEE Membership

CANSEE has opted to move to a tiered system of membership benefits in order to better serve our members. The three tiers of membership are Platinum, Gold & Silver levels.

Our Platinum Level Members receive the following benefits as part of their CANSEE package:

- Invitation to all CANSEE Networking events (maximum of 5 company representatives, or as space permits).
- Participation in Annual Business Forum and free attendance for company representatives.
- Free attendance for all CANSEE events.
- Open Invitation participation in regional business partner events through the CANSEE network.
- First choice for free participation in the Ivey LEADER Project (limited to 1 employee, based on seats available).
- Free Participation in CANSEE organized Promotional and Educational workshops.
- Invitation to special events with high profile business contacts.
- Membership of chosen CANSEE Industry Working Group and right to be elected as Industry Group President.
- Executive Office Services
- Free advertising within CANSEE media incl. website and promotional materials.
- Member logo on CANSEE website.
- Brief presentation at CANSEE events.
- Complimentary promotion of Member company events and news on CANSEE website.
- Connections to exclusive media coverage and discount with CANSEE rates.

CANSEE Members

