

# Newsletter

Issue 1 | 2016



## CANSEE

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

**Canadian  
LEADER project  
business education  
first time in Serbia**



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# Introduction

## Dear Readers of CANSEE Newsletter,

With a great pleasure I am able to say that the first quarter of this year has been very productive and successful for CANSEE Canadian Serbian Business Association and its members.



Mirjana Dončić-Beaton,  
Executive Director

First of all, let me take this opportunity to congratulate to one of the CANSEE's founding companies, Reservoir Minerals, for winning the Thayer Lindsley Award for Cukaru Peki discover of gold and copper deposits in Serbia on March 7, 2016, during the PDAC2016 Awards Evening in Toronto. The presentation of the Award

was attended by H.E. Mihailo Papazoglu, Ambassador of the Republic of Serbia in Ottawa, Ms. Đurđevka Čeramilac, Trade Commissioner at the Embassy of Canada in Belgrade, as well as over 800 guests from all over the world, including myself.

During CANSEE business visit to Toronto in March, CANSEE Networking Cocktail was organized with great support from the Serbian Embassy in Ottawa and the Canadian Embassy in Belgrade. The event was a true success with the aim of introducing our organization and its services to

Canadian-Serbian business diaspora, networking expansion to Canadian market all in order to encourage business cooperation between our two friendly countries.

We are very proud of the effective cooperation with our active partner, Embassy of Canada in Serbia, extended through joint visits to Serbian municipalities. At the end of March, with His Excellency Philip Pinnington, CANSEE had the opportunity to visit the city of Kraljevo and meet the businessmen from this Serbian region who are interested in developing business cooperation between these two countries. In this regard city of Kraljevo became the first Serbian city that is awarded to be the honorary member of CANSEE Association.

Finally, CANSEE is proud to be a host of LEADER Project 2016, Canadian educational program free of charge secured via partnership with Ivey School of Business, University of Western Ontario and Serbian Chamber of Commerce and Industry, for the first time in Serbia, from May 9th to 20th. This year LEADER Project has 30 participants, attending this program and acquiring additional business knowledge and connections.

WE WELCOME THE IVEY INSTRUCTOR TEAM AND THIS YEAR PARTICIPANTS TO THIS OUTSTANDING PROGRAM!

As you can see, many important events are behind us, with so much more to come.

**Mirjana Dončić-Beaton**

## CANSEE Networking Bar Night

In March 2016 CANSEE has organized its first Networking Bar Night for its members– the first in a series of events which aim at bringing together various CANSEE members after a hard day at work. For our association this is an opportunity to hear what are the newest accomplishments of



our members, so together we could build on that success and add an extra value to them.

First bar night was sponsored by one of CANSEE's founding members, Avala Resources (now Dundee Precious



Metals) and was attended by H.E. Mr. Philip Pinnington, Canadian Ambassador to Belgrade, as well as other partners, associates and friends of the CANSEE association.

Ambassador Parc Dedinje (UCTAM) one of CANSEE's Platinum members was kindly sponsoring another in line networking bar night, held on the 27th of April at the "BEERVILLE" bar.

The After-Work Drinks allows our members to get to know each other better in an informal environment, to share experiences of operating in Serbia, and hopefully bring about some mutually beneficial business relationships.

**Until the next time! Cheers!**

## Short about CANSEE

The CANSEE Canadian-Serbian Business Association is a non-profit organization, currently representing more than 40 corporate members, founded to encourage cooperation between organizations active in both Canada and Serbia, in order to foster mutually beneficial business and trade connections.

The CANSEE was inaugurated at a formal reception at the Embassy of Canada in Belgrade on September 1st, 2014, and was honoured by the attendance of the then Minister of Foreign Affairs of Canada, the Honourable 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 the CANSEE business association originated from the Embassy of Canada in Serbia, who has been a supportive and active member 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



## Welcome to new CANSEE Members



And also: Amiga and Geioing Group.



# CANSEE Timeline 2014-2016

## 2014



## 2016



### CANSEE

Kanadsko - Srpsko Poslovno Udruženje  
L'association D'affaires Canada - Serbe  
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# Enabling stronger business connections with Canada

## CANSEE Cocktail in Toronto - Successful Networking

CANSEE organized CANSEE Networking Cocktail at the Consulate General of the Republic of Serbia in Toronto on March 10, with the aim of gathering Canadian-Serbian business diaspora to contacts and network expansion in Canada, and to encourage business cooperation between our two friendly countries with great support from the Serbian Embassy in Ottawa and the Canadian Embassy in Belgrade.



CANSEE Cocktail in Toronto was very successful and was attended by four members of the CANSEE Board of Directors: Justin van der Toorn, Director, Avala Resources, Christopher MacIntyre, Vice President Cor-



porate Development, Reservoir Minerals Inc., Michael Starogiannis, Sorporate Development, Mundoro Capital Inc., Mike Maric, Director and Owner Tulcos Tech & Die., and by Ms. Đurđa Ćeramilac, Trade Commissioner at the Embassy of Canada in Belgrade, Mr. Spasoje Milićević, Acting Serbian Consul in Toronto, and over forty business people, Serbian and Canadian origin who are engaged in a very successful business in Canada and who have an interest to develop business cooperation and investment in Serbia.

## CANSEE visit to "Sobotec" manufacturing factory in Hamilton, Canada

CANSEE organized a visit to our PLATINUM Member "SO-BOTEC" that has operations in Hamilton, Canada, as well as in Belgrade, Serbia.



Sobotec owner – Mr. Vlad Sobot

Sobotec Ltd. is a leader in the design, fabrication and installation of architectural wall systems, specializing in Metal Composite, Aluminium Plate and Phenolic Composite panel systems, founded in 1988, with the vision to produce a modern wall panel system like no other.

Company owner, Mr. Vlad Sobot, organized detailed tour of their manufacturing premises and emphasized that their company is a leader in this industry due to continuation of capital investments in order to keep up with European trends.

During the visit we met with the other co-owner, Mr. Chedo Sobot. We learned that SOBOTEC office in Belgrade is having 100% expansion this spring.

## CANSEE visited the world's largest mining and exploration conference PDAC in Toronto

Managing Director of CANSEE, Ms. Mirjana Dončić Beaton, along with four CANSEE Board of Directors: Justin van der Toorn, Director, Avala Resources, Christopher MacIntyre, Vice President Corporate Development, Reservoir Minerals Inc., Teo Dechev, CEO and President of Mundoro Capital Inc., Mike Maric, Director and Owner Tulcos Tech & Die., and the representative of the Canadian Embassy in Belgrade, Mrs. Đurđa Ćeramilac, Trade Commissioner at the Embassy of Canada in Belgrade, attended the Prospectors and Developers Association of Canada (PDAC) 2016 conference, in Toronto, from 4 to 9 March.

The Prospectors & Developers Association of Canada (PDAC) represents the interests of the Canadian mineral



exploration and development industry. The association was established in 1932 in response to a proposed government regulation that threatened the livelihood of Ontario prospectors. Today, 84 years after its founding, the association is a national organization with more than 7,000 individual and more than 1,000 corporate members.

CANSEE had an exceptional honour to attend, together



Winning team just before the PDAC Thayer Lindsley Award



At the Reservoir Minerals booth - PDAC 2016 conference

with H.E. Mihailo Papazoglu, Serbian Ambassador to Canada, and with Ms. Đurđevka Čeramilac, Trade Commissioner at the Embassy of Canada in Belgrade, as well as over 800 guests from all over the world, the Awards Ceremony at PDAC 2016 on March 7, when one of the CANSEE founders, Canadian company, Reservoir Minerals received the most prestigious award in the field of mining and exploration - The Thayer Lindsley Award for their discovery of deposits of gold and copper in Serbia.

CANSEE representatives also visited company booths of: Reservoir Minerals, Mundoro, Dundee Precious Metals, ALS, MEDGOLD at PDAC 2016. Companies Reservoir Minerals and Mundoro are CANSEE founders and members. MEDGOLD is a new Canadian company that has just entered Serbian market, targeting gold mineralization in Central and South Serbia. CANSEE had a successful meeting with MEDGOLD representatives, Dan James, President, Mario Szotlender, Director, Fortuna Silver Mines Inc. and Ralph Rushton, VP of Corp Development & Director, Focus Ventures Ltd. MEDGOLD is a European-focused TSX-V listed exploration and development company targeting gold properties in northwest Iberia and the under-explored gold provinces of southern Europe.

During this prestigious PDAC Conference, CANSEE founder MUNDORO signed a joint venture agreement with JOGMEC, Japan Oil, Gas and Metals National Corporation, for exploration of Serbian Timok.

## Canadian LEADER project business education first time in Serbia

For the first time in Serbia, and in cooperation with the Serbian Chamber of Commerce and the Canadian Embassy in Belgrade, CANSEE is organizing LEADER Project, an educational programme from Ivey Business School, which ranks as one of top Canadian business schools. The event is scheduled for May 9 – 20 2016.

The Canadian LEADER Project is an international educational programme, continuously implemented since 1991 and it is currently taking place in eight countries: Russia, Moldova, Ethiopia, Haiti, Ghana, India, China and neighbouring Macedonia. The programme primarily aims at the provision of a contemporary business education in developing countries and countries in transition.



**LEADING CANADIAN  
ENTREPRENURIAL  
EDUCATION COMING  
TO SERBIA**

**Belgrade**  
from 9-20 of May 2016

The LEADER Project is implemented in a series of MBA – style workshops, which are tailor-made to suit its participant's profile and it is aimed at enabling them to successfully develop their business ideas and entrepreneurship. During the ten-day course, four Canadian LEADER instructors will teach business course material, support with case studies and offer individual consultations. This will help the participants reach a more profound understanding of the course materials as well as assisting them in the optimal implementation of the acquired knowledge

geared towards their specific business plans or working positions.

The CANSEE Executive Director, Mirjana Dončić-Beaton, stresses that the main idea behind LEADER project in Serbia is to gradually bring together a considerable number of leaders and entrepreneurs who will eventually boost our economy's competition by implementing their acquired skills and through the established business connections.

## Young entrepreneurial leaders are the key to launching a successful Serbian economy

On April 11, 2016, CANSEE, Canadian-Serbian Business Association, participated at the conference „Economic Youth Forum 2016: Do not await for the opportunities, let us create them together by TELENOR” organized by the Chamber of Commerce and Industry of Serbia (CCIS), the Economic Youth Forum, in cooperation with the Students Conference of Serbian Universities (SCSU) and with the support of the Ministry of Economy of the Republic of Serbia.

At the „Economic Youth Forum 2016”, a member of CANSEE Board of Directors, Bryan Beaton, emphasized that it was with great pleasure that the Association joined this initiative since one of CANSEE mandates was to encourage entrepreneurship through business-related education.

„Young entrepreneurial leaders are one of the key drivers to launching a successful Serbian economy, so we strongly believe in developing the relationship among CANSEE, Chamber of Commerce and Industry of Serbia and the Government of Serbia” emphasized Bryan Beaton, member of CANSEE Board of Directors.

In March this year, CANSEE Association, signed the Memorandum on Cooperation in the educational program LEADER project with the Chamber of Commerce and Industry of Serbia, which will be held from 9th till 20th May, 2016, and for the first time in Serbia.

Within the business cooperation with CCIS, CANSEE Association donated three scholarships for the three most prominent entrepreneurial candidates from the „Caravan of Youth Entrepreneurship” Project to attend the „LEADER Project Serbia 2016”. The candidates will officially be awarded the grants on April 16th, after the winners of the Caravan have been announced.

Marko Cadez, President of Chamber of Commerce and Industry of Serbia pointed out to the great CCIS support to the Caravan of Youth Entrepreneurship, which in the past two months, with the participation of about 1,500 young



people, visited the larger centres in Serbia with an aim to make them familiar with the possibilities of and motivate them to start-up their own business.

From the School of Electrical Engineering in Belgrade, Prof. dr. Branko Kovačević, believes that it would be rather important and beneficial that entrepreneurship programs be introduced at the faculties, and the UN Resident Coordinator and UNDP Representative for the Republic of Serbia, Irena Vojackova Solorano, believes that young people have good ideas and positive energy to do something.





# CANSEE Presents Grants to the Winners of Youth Entrepreneurship Caravan Project

In cooperation with Serbian Chamber of Commerce and within Serbia LEADER Project 2016, CANSEE presented one-time grants to the winners of Youth Entrepreneurship Caravan Project on April 15 2016. The grants have been awarded for the purposes of the LEADER business educational programme from Canada which is implemented for the first time in Belgrade this year and is scheduled for May 9 – 20 2016.

Youth Entrepreneurship Caravan – Youth Economic Forum 2016 event is organized by Serbian Chamber of Commerce in cooperation with Youth Economic Forum, Student Conference of Serbian Universities and supported by the Ministry of Economy of RS to mark the Year of Entrepreneurship 2016 in Serbia.

CANSEE Executive Director, Mirjana Dončić-Beaton, awarded the Caravan winners with the grants to attend the international LEADER educational programme. Thus, the most prominent young Serbian entrepreneurs have an opportunity to receive further qualifications based on the educational programme of one of the top-ranked business schools in Canada - Ivey Business School, West Ontario University.

CANSEE congratulates the young Caravan winners, Ms Tamara Luković, Ms Ivana Tevdenić, Mr. Miloš Stanojević and Mr. Miodrag Lazić on their accomplished results.

**We wish you the same success at the LEADER Project!**



## Buliding bridges with the local businesses – Canada day in Kraljevo

CANSEE (Canadian-Serbian Business Association) representatives and His Excellency Philip Pinnington, the Ambassador of Canada to Serbia, visited the city of Kraljevo



on March 29, 2016, on which they discussed with the businessmen from Kraljevo region about the improvement of business cooperation between the two countries which was given the name "Canada Day in Kraljevo"

Mr. Goran Obradović, CANSEE President, gave a brief overview of the Canadian-Serbian economic relations and data and, among other, explained that during 2014, the bi-lateral trade between Canada and Serbia amounted to about 100 million dollars, whereas the investments from Canada in Serbia exceeded the figure of 1 billion dollars.

His Excellency, Philip Pinnington emphasized that the gathering in Kraljevo, it demonstrated „a solid foundation for investment“. In his address, he also stressed the





significance of CANSEE Association visit, which, according to him, had the opportunity to convey "what the business environment in Canada was and what the scope of assistance regarding cooperation with Canada involved".

Ms. Đurđevka Čeramilac, the Trade Commissioner at the Embassy of Canada, said that investments represented one of the most compelling initiators of these economic relations, and added that more significant Canadian investments managed to find their way in the sectors such as mining and geological explorations, automotive industry, agriculture and food industry, pharmaceutical industry, information and telecommunication technologies and building industry.

Having in view the scope of the given exchange, it is not surprising that it was with a great interest that the Kraljevo businessmen followed the presentation of CANSEE Canadian-Serbian Business Association, which currently numbers over 40 members Serbian and Canadian companies, and the mandate of which comprises gathering together

the companies from the South-East European region.

CANSEE Association was inceptioned in November 2014, in Belgrade, with an aim to encourage the cooperation between the member companies and countries, in order to foster mutually beneficial business and trade connections. Ms. Mirjana Dončić-Beaton, CANSEE Executive Director, conveyed that Serbia took the 94th place in the world according to certain economic indicators presented at the World Economic Forum in 2015, whereas Canada, at the same list, ranked the 13th in the world.

Talking about the market demands and characteristics of the two counties, she conveyed the conclusions that the greatest number of products in Canada – clothing, cars, household appliances and similar, were less expensive than those in Serbia, however, on the other hand, foodstuff, services and lodging, were more expensive in Canada.

Ms. Dončić-Beaton, during her visit to Kraljevo, stated that CANSEE Association received the concrete inquiries from the Kraljevo businessmen in respect to export of goods and services to Canada, whereby she emphasized that „CANSEE possesses assets and contacts required for achieving successful business cooperation with Canada“.

„The city of Kraljevo is the first Serbian city to become the honorary member of CANSEE Association, which for the city means that in future, all businessmen from the city of Kraljevo will be able to become the members of our Business Association at favourable conditions“, said Ms. Mirjana Dončić-Beaton, CANSEE Executive Director.

## CANSEE News

### CANSEE General Assembly Held in January 2016

January 28, 2016. – The Regular annual General Assembly of CANSEE members was held at the Embassy of Canada in Serbia, with more than 75% of members attending. At the GA, CANSEE presented the financial report for 2015,



the highlights of 2015 events, and the list of tentative activities for 2016.



The event was officially opened by the Canadian Ambassador to Serbia, H.E. Philip Pinnington, emphasizing his pleasure at the fact that the Embassy was in the position

to support CANSEE activities. "I believe that a lot was done during last year, and we are quite happy about the strength of the membership. In the next year the Embassy will, in every possible way, continue to support CANSEE," said the Ambassador.

### Workshop with the European Bank for Reconstruction and Development (EBRD)

On January 28, 2016 at CANSEE General Meeting, "EBRD Workshop" was held, where the EBRD Director in Serbia,



EBRD workshop at the Canadian Embassy in Serbia

Mr. Daniel Berg, explained to CANSEE members which criteria a company should meet to obtain a loan from this prestigious Bank.

As explained by Mr. Berg in his presentation, the European Bank for Reconstruction and Development in Serbia has an active portfolio, which currently consists of 122 projects in the total amount of 2.5 billion euros, which places the Serbian representative office, compared to the others, at the sixth position in the world.



Mr. Daniel Berg, EBRD director in Serbia

EBRD Projects in Serbia include various sectors, being mostly within the areas of infrastructure (37%), financial institutions (30%), trade and agro-business (17%), and energy and natural resources (16%).

In regards to the cooperation with Canada, the total value of EBRD projects with Canada amounts to 4.67 billion euros, out of which 3.31 billion euros is provided by the EBRD and 1.36 billion euros by Canada, however, so far, the countries

that have benefited from this cooperation currently are only Bulgaria, Romania, Mongolia and Ukraine.

### Growth Hacking Workshop held at ICT Hub in cooperation with CANSEE

The Embassy of Canada, ICT Hub and the Canadian-Serbian Business Association (CANSEE) organized an event titled "Networking start-up - Growth Hacking Workshop" which was aimed at assisting start-ups in the ICT sector from all over Serbia.

Participants had the opportunity to meet with H.E. Philip Pinnington and Mr. Goran Obradovic, President of CANSEE Canadian-Serbian Business Association and General Director of Dominion Voting, who has more than 15 years of experience in software industry.

"CANSEE intends to help start-ups develop into stable companies, support them in responding to current issues and point out future obstacles. I also believe that establishing funds for early investments are necessary, because start-ups that have even a small investment can quickly assess whether their concept can be realized in the right way," said Goran Obradovic, the President of CANSEE. "It is a great honour that we have had the opportunity to host the Embassy of Canada and the Canadian-Serbian Business Association, and to show them to what extent the IT start-up industry in Serbia has developed. We hope that this cooperation will continue in the future and that progressively more of our start-ups will have the opportunity to connect with Canada," stated Kosta Andric, the ICT Hub CEO.



Goran Obradović, CANSEE president

ness Association, and to show them to what extent the IT start-up industry in Serbia has developed. We hope that this cooperation will continue in the future and that progressively more of our start-ups will have the opportunity to connect with Canada," stated Kosta Andric, the ICT Hub CEO.



## DIVISION Visual Solutions at the Conference and Fair for New Technologies in Education

DIVISION Visual Solutions company, a member of CANS-EE, is once again one of the participants of the third Conference and Fair for New Technologies in Education, which is committed to the use of information-communication technologies (ICT) in education. The conference was held in Belgrade on February 26 and February 27 2016 and it has been organized by the British Council in Belgrade.



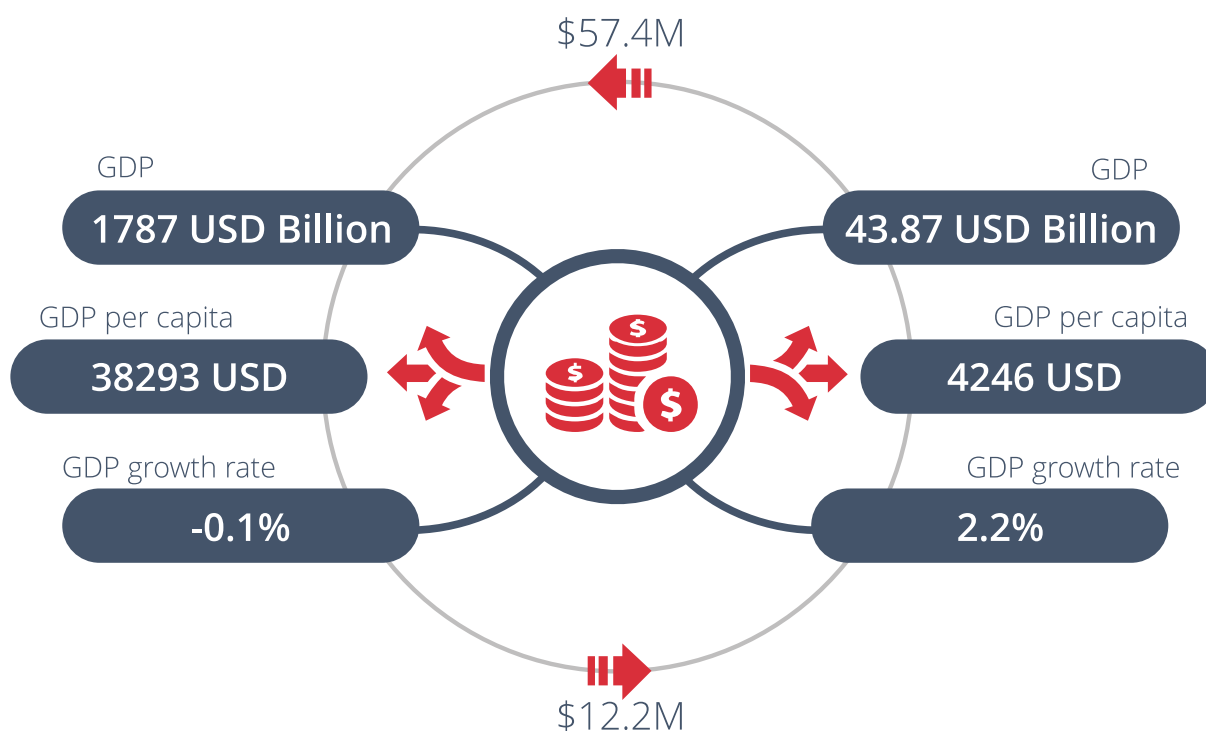
DIVISION Visual Solutions company specializes in the area of project-making and implementation of professional visual solutions by implementing the latest technology achievements in the area of audio and video industry. A special segment of their business is also development and

implementation of touch screen interactive solutions for educational purposes.

At the last fair, the company presented a product of one of the leading producers of modern didactic utilities, the Canadian SMART company, which is directed towards work in a modern classroom. Besides the interactive set, which is already a standard in this area, and an interactive monitor, the visitors have had an opportunity to get familiar with the new products, innovative SMART kapp board, as well as Display Note software, which should be used for collaboration work in the classroom. SMART interactive products are simple to use and it has been proven that they enable extraordinary results in achieving a level of education on all teaching levels.

Surveys showed that students are more active in the class and they have better results when they are not just passive listeners, but they have an opportunity and become more motivated when they are actively taking part in the lesson or work in groups, which also stimulates work in groups and sense of togetherness, while the units that are presented interactively become more interesting and acceptable for students.

## Canadian-Serbian economic relations facts





# 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.

Details of each tier's benefits can be found on our website or by contacting our Executive Office (office@cansee.biz / +381 11 404 3093).

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.

## ADDITIONAL EXECUTIVE OFFICE SERVICES

Our Executive Office is available for individual member assistance for the following matters:

- Visa application assistance.
- Individual facilitation for business matters with the Canadian Embassy in Serbia.
- Individual Trade Referrals and business-to-business meetings.

Please note that although every effort will be made to assist companies, some services may incur additional fees. For more information, please contact us directly.

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