PRESS RELEASE OF THE CONFERENCE

“Small and mid-sized enterprises – business development and regional cooperation”

Under the authority of Central European Initiative conference “Small and mid-sized enterprises – business development and regional cooperation” was organized by Business Info Group on March, 3rd, 2017 at Hotel Park in Belgrade.

The event consisted of two panels and two workshops.

On first panel titled “Experience of successful” owners of companies: Nives Lovrić, Director of company Grbić Ltd from Croatia, Miloš Milošević, Director of Fleka studio for interactive design from Montenegro, Nikola Radojčić, Founder of brand Dechko Tzar from Serbia presented their valuable experience.

On second panel “How to build successful business” two keynote speakers from Serbia Milivoje Čalija, Founder of brand Angels and Ivan Bjelajac, Founder of Devana technologies shared their opinion about managing business, solving main issues, and also gave some useful advices for beginners.

Nives Lovrić, stated that in business you have to maintain high quality of work because reputation is built for years and it can be lost for a day.

In 1990. she established family company that deals with agriculture production and organic cattle breeding. Also it produces premium pumpkin oil.

"Even it is tough situation under these high quality criteria you can’t operate.” pointed Nives.

In her view, every entrepreneur needs to turn to itself.

"All who have participated in resources from European funds are quite advanced," she said.

Milos Milosevic, who was educated and worked in Milan as a special designer for Prada, in 2008. decided to return to Montenegro and start a business.
He proved that you can operate from anywhere for the world market with high quality and creative people.

"The company has existed for eight years and has 15 employees. Almost all are from Montenegro. We work for major clients from abroad," he said.

He pointed out that there is no person who knows everything.

"Anyone can learn something from someone else," said Milosevic.

Talking about the experience of working on domestic market and abroad, he said that the education system here is inefficient and does not encourage teamwork while abroad there is no individuality and the most important is teamwork.

Nikola Radojčić, founder of the brand Dechko Tzar from Serbia said that you should not be afraid to start a business. You can have 100 reasons not to start something and one great idea is enough to try it but you have to be persistent and brave.

"Everything I learned was by doing. We produced t-shirts, sold them, did marketing campaign. It can't be learnt in schools," said Nikola

At the first workshop entitled *Innovation and change as drivers of own business*, the lecturer was Edin Veljovic, Manager at PricewaterhouseCoopers Ltd. Serbia. The second workshop on topic *Digital marketing for SMEs*, was held by Buldioski Darko, Founder of agency for digital marketing and communications NewMediaMK, from Macedonia.

Lecturers provided useful insights on new economy trends, programs of support to entrepreneurs, presented a lots of examples and shared their experience. Participants were involved from beginning.

Based on speakers’ and participants’ impressions conference was very successful and provided added value in aspect of networking, new connections and new insights they shared.