

# Superbrands



AN INSIGHT INTO THE STRONGEST BRANDS OF THE ADRIATIC REGION

# Superbrands®

AN INSIGHT INTO SOME OF THE STRONGEST BRANDS IN THE ADRIATICS

## VOLUME I

Angola • Argentina • Australia • Austria • Azerbaijan • Bangladesh • Bolivia • Bosnia and Herzegovina • Brazil  
Bulgaria • Canada • Caribbean • China • Chile • Columbia • Costa Rica • Croatia • Cyprus • Denmark  
Dominican Republic • East Africa • Ecuador • El Salvador • Egypt • Estonia • Finland • France • Germany • Ghana  
Greece • Guatemala • Honduras • Hong Kong • Hungary • Iceland • India • Indonesia • Israel • Italy • Japan  
Kazakhstan • Kuwait • Latvia • Lebanon • Lithuania • Macedonia • Malaysia • Maldives • Malta • Mexico • Morocco  
New Zealand • Nicaragua • Nigeria • Norway • Pakistan • Panama • Peru • Philippines • Poland • Portugal  
Puerto Rico • Romania • Russia • Saudi Arabia • Serbia • Singapore • Slovakia • Slovenia • South Africa • South Korea  
Spain • Sri Lanka • Sweden • Switzerland • Taiwan • Thailand • The Netherlands • Turkey • Ukraine  
United Arab Emirates • United Kingdom • United States of America • Uruguay • Venezuela • Vietnam

**ADRIATIC REGION DIRECTOR**

Zoran Sazdovski

**COUNTRY MANAGER B&H**

Amela Mehić

**MANAGING EDITOR**

Amela Mehić

**TRANSLATION AND PROOFREADING**

Profis Professional Translation Services, Sarajevo  
Bronco Center for Language Education, Skopje

**DESIGN**

Dalibor Ilić  
IDEA Plus Communications, Skopje  
Dhar Media, Zagreb

**COVER DESIGN**

IDEA Plus Communications, Skopje

For more information or to order book call +389 2 3222 892  
or e-mail to [marketing@superbrands.mk](mailto:marketing@superbrands.mk)

**[www.superbrands.com](http://www.superbrands.com)**

**[www.superbrands.mk](http://www.superbrands.mk)**

© Superbrands Ltd.

Published by Superbrands Ltd.  
35, Ballards Lane  
London N3 1XW  
United Kingdom

All rights reserved.

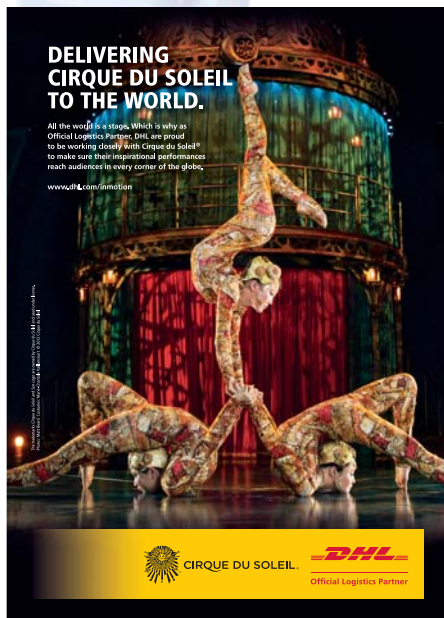
No part of this publication may be reproduced or transmitted in any form by any means, electronic, digital or mechanical, including scanning, photocopying, recording or any information storage and retrieval system relating to all or part of the text, photographs, logotypes, without first obtaining permission in writing from the publisher of the book together with the copyright owners as featured.

All of the companies who own the brands featured in this publication have given consent for the brand name, logotype and photographs to be shown. Any enquiry regarding a specific brand should be made to the relevant company as listed in the Directory at the end of this book.

Printed in Macedonia  
Propoint  
Skopje



ISBN: 978-1-905652-80-8



FOREWORD	4
ABC FRESH CREAM CHEESE	8-9
ADORA ENGINEERING	10-11
ACCENT	12-13
AVICENA LABORATORY	14-15
BACKSTAGE	16-17
BOSNA BANK INERNATIONAL	18-19
BH TELECOM	20-21
CINEMA CITY	22-23
DHL	24-25
DOMPROJEKT	26-27
DOMUS PLUS	28-29
ELENA LUKA	30-31
EURO-FARM	32-33
EUROIMPEX	34-35
EUROLINK	36-37
FLORAHUM	38-39
FLORIOL	40-41
GAZPROM	42-43
GRACIJA	44-45
GUSTO	46-47
HOTEL EUROPE	48-49
HOT-HOT	50-51
IDEA PLUS COMMUNICATIONS	52-53
IMUNOGLUKAN	54-55
INSIDE	56-57
INTERTEKSTIL STANIĆ	58-59
IVETA	60-61
KOUZON	62-63
KRISTAL	64-65
LIDL	66-67
LJEPOTA & ZDRAVLJE	68-69
MARODI	70-71
MOJ POSAO	72-73
MOJ SAN	74-75
MONTENEGRO	76-77
NOVALAC	78-79
ODEJA	80-81
ORYX	82-83
PLIVA	84-85
POLLEO SPORT	86-87
PORTANOVA	88-89
PROPOINT	90-91
REMEDIKA	92-93
RETRO	94-95
RSG	96-97
SARAJEVSKI KISELJAK	98-99
SECURICOM	100-101
SEMOS EDUCATION	102-103
SKOPJE FAIR	104-105
SOLETA	106-107
STANIĆ	108-109
STOBI FLIPS	110-111
TEA MODERNA	112-113
TEATAR KOMEDIJA	114-115
TECHNOSHOP	116-117
TELEKABEL	118-119
TRANSMET	120-121
TUZLANSKA SO	122-123
UNIVERSITY OF TOURISM AND MANAGEMENT IN SKOPJE	124-125
VLATKO STEFANOVSKI	126-127
ZDRAVJE RADOVO	128-129
ZITO LUKS	130-131
AGENCIES	132
PARTNERS	136





**ZORAN SAZDOVSKI**  
Adriatic Region Director

Welcome to the first edition of SUPERBRANDS Adriatic book! As with all the Superbrands books published worldwide, this unique book brings together and pays tribute to a selection of some of the strongest brands in Adriatic region. Superbrands books are published all over the world, but what really makes this book special is that it is the first Superbrands book that gathered both national and international brands all together in one regional book. Each case study reveals how all of the brands featured here have taken the long and difficult journey from ordinary brand to Superbrand.

Building a brand in any market is a daunting task. With an ever-increasing amount of competition, and an ever-informed customer, brand guardians and brand architects face challenges that their predecessors never dreamed of. Superbrands present these market leaders who have overcome the challenges in front of them. Indeed, many thrive on the competitive environment and would have it no other way. These brands know very well to survive, one has to not only build trust and then reinforce it, but move even that to creating a relationship sometimes beyond reasons. Once a brand has brought emotion into the purchasing decision, it has moved into a zone where many brands desire to be, but will never see other than from the outside, looking in.

The Superbrands Council in each country of the Adriatic region, formed by the leading experts in the different fields of media, marketing, communications and industry, selected a shortlist of the strongest brands in

each country. The council votes have been combined with more than 25,000 collected consumer voices.

The leading brands, which accepted the invitation to participate in this edition, are all highly respected and have established the finest reputation in their field. I hope that you will find this book fascinating and that you will gain some new perspectives of the ever changing world of brands and branding.

Furthermore, I want to thank all participating brands, council members, partners and individuals for their dedicated work in making this first edition of the Adriatic Region Superbrands book possible. And don't forget that all the brands presented in this regional book are just a part of the big Superbrands family spreading over more than 90 countries of the world.



**AMELA MEHIĆ**  
Country Manager B&H

Not too long ago, there were very few truly global brands and these were made up of only the biggest corporations such as Coca-Cola, IBM, Shell, etc. Then a sudden surge of newcomers, such as Apple, Microsoft, Amazon, came along and pushed their brand reputation further than their actual sales footprint. But now the barriers to international trade have come down and the Internet has helped even small companies to compete on the global stage. Building an international brand has become a feasible goal for more and more businesses throughout the world.

Today the world is shrinking, the pace of change is quickening, and brands are under constant pressure to achieve more and at the same time deliver improved quality. The great brands of today are distinct, yet consistent. Like a great actor who can take on many roles while maintaining the essence of his or her identity, a great brand is consistent, yet extendable; complex but still globally understandable. A brand that does all of these things – a Superbrand- is the ultimate business weapon in today's market.

The brands presented in this edition of Superbrands publication have managed to ensure their Superbrand status thanks to consumers who have chosen them because of their quality, reliability, years of devotion, and emotional appeal.

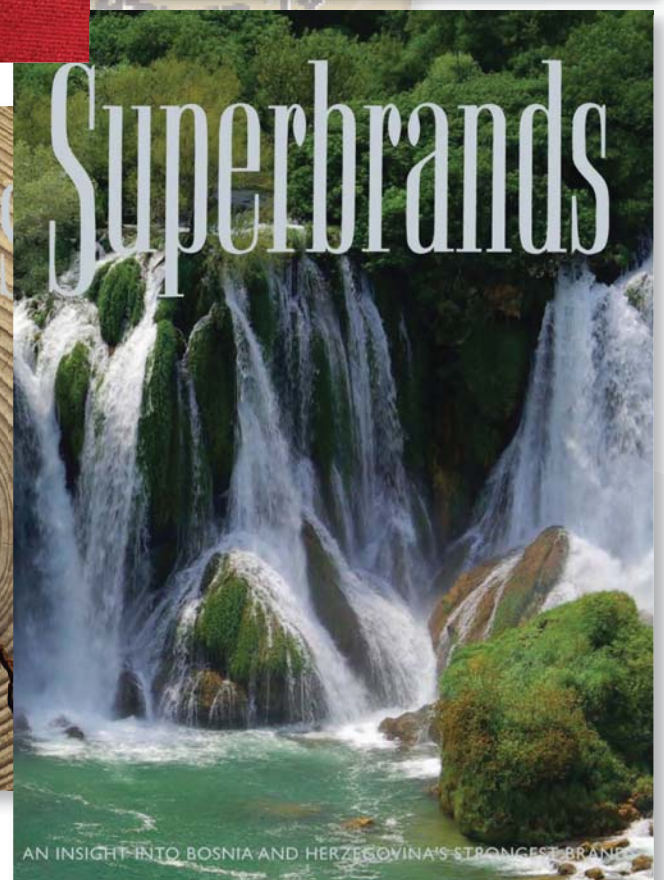
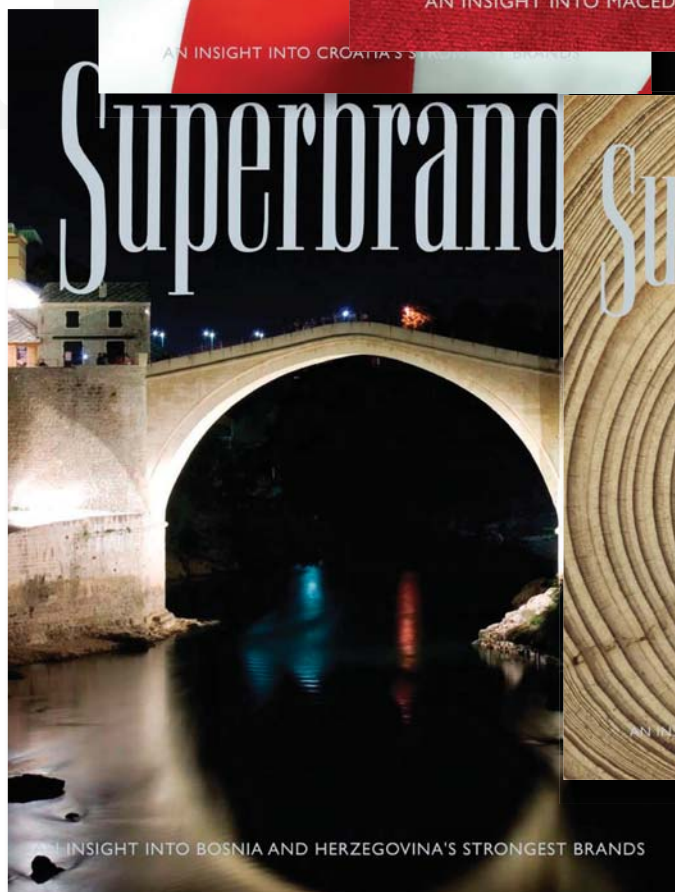
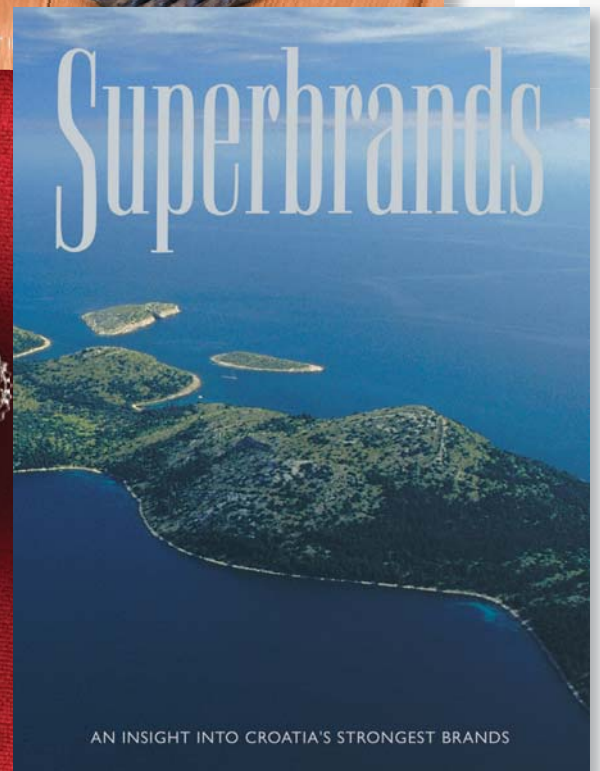
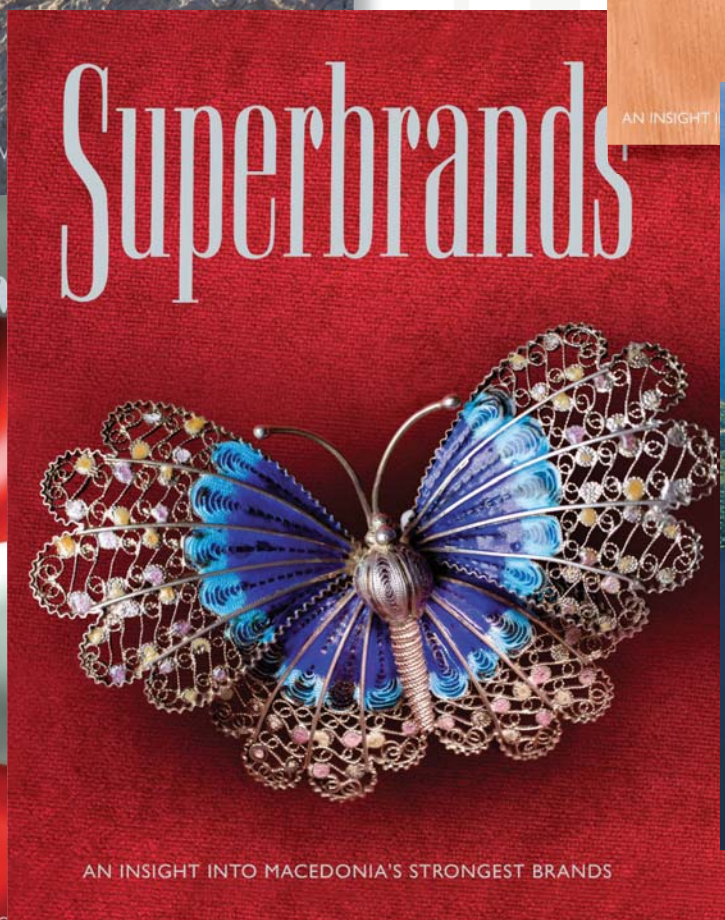
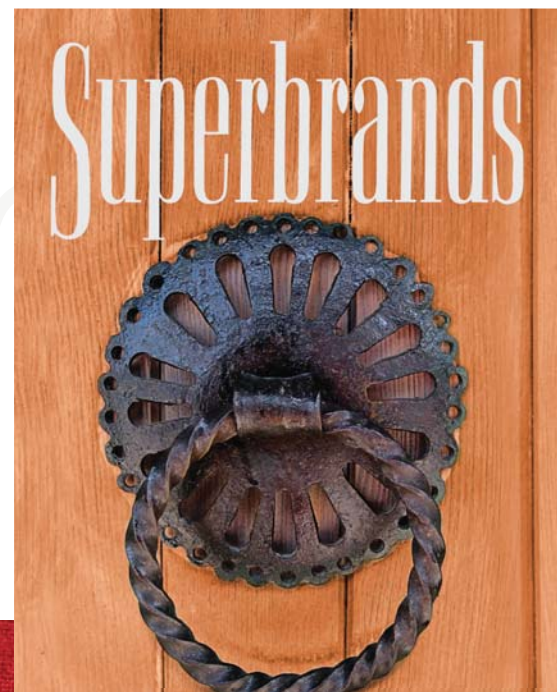
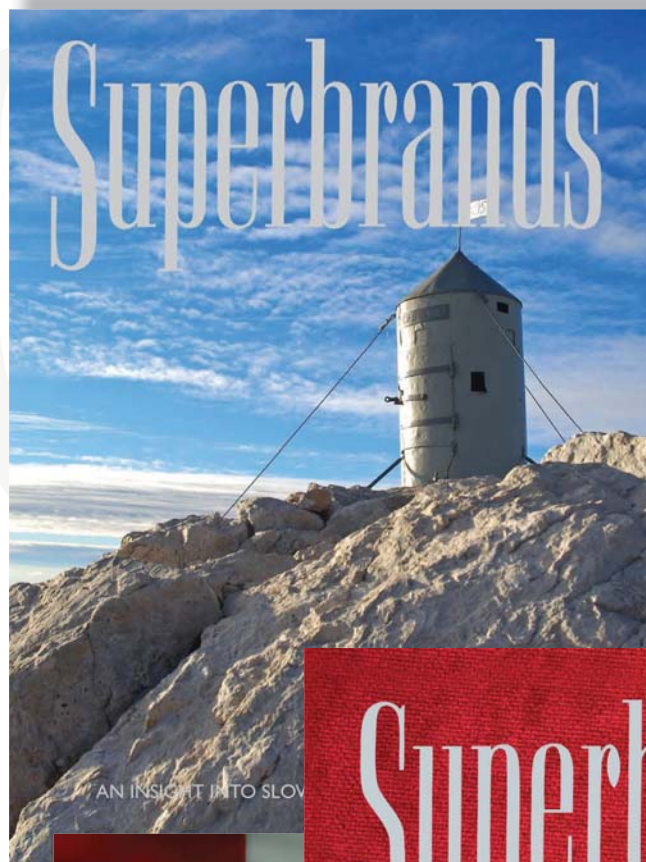
The Superbrands program has a goal of promoting distinguished products and services, as the Superbrands status strengthens brand's position, adds prestige and

sets the brand apart from its competitors. The Superbrands also tries to encourage producers to create new brands in line with new market trends and ever more demanding customers.

It is a great pleasure to notice that every year we have more and more domestic brands which are starting to keep pace with global trends and global brands and are becoming great ambassadors of their country in the world markets.

I would like to congratulate all of the Superbrands, and to express my gratitude to all those who contributed to the realization of this project. I am looking forward to further promotion of discipline branding in the Adriatic region and the world.













## Market

ABC fresh cream cheese is an important export product of the company Belje, present in the entire region and holding a leading position in the category of cheese spreads in Croatia and Bosnia and Herzegovina. The easily spreadable and rich creamy tastes have made it a supreme product which is popular among consumers of all generations. Following global trends, the line of ABC fresh cream cheeses offers different flavours, enriched with chunks of ham, chives, vegetables, olives and delicious pickles.

## Achievements

The quality of ABC fresh cream cheese has been confirmed by numerous awards and recognition from foreign and domestic quality evaluation.

In 2014 ABC fresh cream cheese repeated the success of 2011 and received elite recognition in the international evaluation "Superior Taste Award" of the International Taste & Quality Institute (ITQI) in Brussels, where it was awarded the maximum three-star rating and thus classified in the class of products of exceptional quality which won more than 90 percent of points in the evaluation.

At the international evaluation of milk and milk products, which was part of AGRA Radgona 2014



in Slovenia, ABC fresh cream cheese won gold. ABC fresh cream cheese has also gained the status of "Superbrands" in the Adriatic region. ABC fresh cream cheese has been labelled "Croatian Quality", "Kosher Certified" and "Milk from Croatian Dairy Farms".

cream and salt. Superior quality fresh milk is produced daily on Belje's farms and then used for production of ABC cream cheese, during which only a very small amount of sea salt is added.

The exceptional quality and durability of ABC fresh cream cheese are the result of a carefully run production process, improved over the past thirty years, due to which the fresh cream cheese contains no preservatives or additives.

## Recent Developments

In addition to the already available products, a new flavour of ABC fresh cream cheese was introduced in October 2014 - ABC Baranja Kulen. This new flavour is enriched with pieces of Kulen and represents a perfect combination of this high-quality traditional cured meat product from Baranja and the well-known taste of ABC cheese, which is made from fresh milk, homemade cream and a little sea salt.

## Promotion

**Only ABC!** – only milk, cream and a little sea salt.

## Cooking with ABC cream cheese

Creamy texture and a rich and fresh aroma make ABC fresh cream cheese a perfect addition to pasta sauces, meat and fish sauces, cream soups, casseroles, pastry or pancakes. Sweets and cakes, like the popular cheesecake made of fresh cheese, will be even creamier. There are many ways to enjoy ABC fresh cream cheese and that is what makes it one of the most popular family products. A rich collection of recipes and ideas for ABC cream cheese can be found at [www.abcsir.hr](http://www.abcsir.hr).

## Brand Values

Due to its valuable ingredients, proteins, calcium and vitamins, ABC fresh cream cheese suitable for all generations and even the youngest happily enjoy it from their early days.

One of the most beneficial, healthy habits a child can adopt is to have breakfast every day. Good breakfast will provide energy for the child's daily activities and provide nutrients necessary for their proper growth and development. Having in mind

## History

The story of ABC cheese began in November 1980. The recipe for ABC cheese was created by the experts of Belje and it was a real hit among the consumers from the very start.

In the first years ABC cheese was produced only in its basic flavour, as fresh cream cheese. With time, the basic flavour was enriched with horseradish and there was also a sweet version with banana flavour.

In 2006, after the purchase of a new production line and investments in the Dairy Factory, ABC cheese got a new design. The old ABC cheese got a new, more practical packaging, which still stands today. It is currently available in containers of 20g, 50g, 100g and 200g, and the range of flavours to meet different tastes and needs of consumers.

## Product

A unique technological process and carefully selected and controlled milk from the farms of Belje yield a completely natural product – ABC Fresh Cream Cheese, which comprises only three natural ingredients: milk,





## Punjene rajčice sa Abc sirom

### Sastojci

- Rajčice 4 veće ili 8 manjih
- riža 100 g
- maslinovo ulje 0,5 dcl
- abc sir 200 g
- 1 češanj češnjaka
- peršinov list 20 g
- sol 14 g

### Postupak

Opranim rajčicama odstranite vrh i izdubite ih pomoću žličice. Izdubljeni mesni dio nasijecite i dodajte rižu. Rižu skuhati na uobičajen način. U ohlađenu rižu dodati sjeckani peršin, sol, maslinovo ulje, nasjeckani češnjak, sjeckanu sredinu rajčice i abc sir. Izdubljene rajčice puniti smjesom od riže i sira i pecite u pećnici 20 ak minuta na 180 °C.

## Calzone sa Abc sirom i špinatom

### Sastojci

- brašno 500 g
- 1 suhi kvasac
- abc sir 200 g
- špinat 450 g
- jaja 2 kom
- maslinovo ulje 0,5 dcl
- pasirana rajčica 1 dcl
- bosiljak ili origano 0,1 dag
- sol 2 dag

### Postupak

Od brašna, kvasca, soli, maslinovog ulja i tople vode (0,5 l) umijesiti tijesto. Ostaviti na toplom da naraste. Usitnjeni špinat pomiješati sa sirom, jajima i solju. Tijesto podijeliti u 4 loptice, razvaljati svaku u krug i do pola puniti nadjevom od špinata i sira. Preklopiti drugom polovicom kruga, premazati kistom s pasiranom rajčicom, posuti bosiljkom ili origanom i staviti peći u pećnicu 20 min na 180-200 °C.

[www.abcsir.com](http://www.abcsir.com)

the specific nutritional needs of children, ABC fresh cream cheese is a good choice that will provide the child with high-value proteins necessary for proper growth and development of tissue, and calcium for strong, and healthy bones. In addition to that, ABC fresh cream cheese contains important iron minerals, magnesium, vitamins A, D, and B2.

ABC fresh cheese combined with wholegrain bread will make a well-balanced breakfast or snack, rich in nutrients and able to provide the body with energy and high-value proteins. It is easily spread and in a matter of seconds you can enjoy a bun with fresh cheese, especially on those occasions when time is luxury.

ABC fresh cream cheese is an excellent choice when meeting the needs of the elderly is concerned. It provides high-value proteins with all essential amino acids and significant amount of calcium, a mineral important in prevention of osteoporosis. The soft structure of ABC fresh cream cheese does not require chewing, making it suitable for the elderly.

ABC fresh cream cheese is an excellent choice for athletes, providing them with high-value proteins and all essential amino acids. Combined with a slice of wholegrain bread and fruit juice, ABC fresh cream cheese provides all elements necessary for success in sports.

ABC fresh cream cheese is a completely natural product and, as such, it is the natural and easy choice for all generations.

[www.abcsir.hr](http://www.abcsir.hr)



#### THINGS YOU DIDN'T KNOW ABOUT...

#### ABC fresh cream cheese

- The production of ABC fresh cream cheese started in 1980.
- ABC fresh cream cheese contains only three ingredients: milk, cream and a bit of salt.
- ABC fresh cream cheese does not contain preservatives or additives.





## Market

Adora Engineering, Skopje is a leader in building construction in Macedonia that built the first energy efficient homes and first and only company in Macedonia which confirms the seismic stability of the buildings with artificial earthquake. With 30 elite buildings and 1.500 apartments built in Macedonia, the company is a synonym for safe and cost-efficient 100 % Macedonian quality construction which offers the citizens housing with European standards.

The main activity of Adora Engineering Skopje is design, investment, construction and sale of elite residential and commercial buildings. Besides the

2013 organized an artificial earthquake of a residential building in the municipality of Aerodrom, Skopje, where together with the Institute of Earthquake Engineering and Engineering Seismology (IZIIS) proved the strength and aseismic stability of buildings built by Adora Engineering by stimulating earthquake of 5.5 degrees on the European Macroseismic Scale.

As pioneer in the constructions of eco homes in Macedonia, in 2014 the company received the first "energy passport class A" in Macedonia.

Construction records: in 2013, 14 reinforced concrete slabs with 14,000 m<sup>2</sup> reinforced concrete constructions were raised on a building in the heart

fountain in Kisela Voda – Skopje, the Orthodox Church of St. John the Baptist in the Municipality of Aerodrom – Skopje and the Epiphany Monument in Ohrid. It organizes humanitarian events, awards scholarships to students, supports the sport, culture, science, professional forums and other manifestations.

In 2010 and 2011, on the International Real-Estate Fair RaelExpo in Skopje, Adora Engineering was awarded Investor of the Year, while the executive director Dragana Damjanovikj – Chifliganec PhD was awarded Lady in the Construction.

## History

In 1992 Adora commenced its operation in the field of pharmacy. After ten years of successful operation, the company focused on construction and on August 28, 2002, on the holiday Assumption of the Blessed Virgin Mary and the Day of the Macedonian Miners, Prof. Vancho Chifliganec PhD established the private construction company Adora Engineering.

Adora Engineering is a specialized company, licensed and certified for designing, construction and sale of all categories of buildings. From micro-small company with only few employees in 2002, in 12 years it grew into macro – large company with 270 employees, highly professional staff of PhDs, M.Sc.s., postgraduates, highly educated in different spheres and affirmed builders.

Adora Engineering was also rebranded by changing the activities and following the trends.

## Product

ALL IN ONE PLACE AND TURN-KEY is the company's motto under which it builds elite residential buildings, luxury business premises and modern parking lots. Adora Engineering, Skopje applies ISO 9001 International Quality Standard, ISO 14001 Environment Management Standard and the latest world construction trends.

By simulating earthquakes, which did not cause any damages to the residential buildings, their strength and safety was proven practically and scientifically, which according to Prof. Mihail Garevski PhD, director of the IZIIS and president of the Macedonian and European Association of Earthquake Engineering, is a confirmation for the top-of-the-line aseismics of Adora Engineering's buildings and a guarantee for safety and peaceful sleep of the residents. According to the company's general manager Prof. Vancho Chifliganec PhD, the high geomechanical stability of the buildings is a result of the use of high quality building materials and installation of more iron and MB50 high-performance concrete.

According to the feasibility study of Petar Nikolovski PhD, the eco homes of the construction brand Adora Engineering use six times less heating energy than before, so instead of 7,200 denars electricity bill for a 50 m<sup>2</sup> apartment, now the residents pay 1,250 denars.

With continuous innovations, Adora Engineering offers apartments on attractive locations with distinctive architecture and design, functional and modern, in horticultural enriched environment for quality and relaxed housing.



First elite building Skopje-Karposh



Europe award for quality, Paris, 2014



Best enterprise, Vienna, 2012

attractive locations in the Macedonian metropolis Skopje, in municipalities of Centar, Karposh, Gjorche Petrov, Aerodrom, Kisela Voda and Novo Lisiche, Strumica and in the famous location of Biljanini Izvori in the tourist pearl and Balkan Jerusalem – Ohrid.

"Only the deeds are reality" is the recognizable motto by which Prof. Vancho Chifliganec PhD established and raised the company to the leading position – building construction leader in Macedonia. The creation of valuable deeds that will witness our presence in future is the essence of the Adora Engineering's mission and vision, which as socially responsible company cares about the community, for better and higher quality life of the citizens and the welfare of the municipalities and state.

## Achievements

In 12 years Adora Engineering grew into the most successful building construction company in Macedonia, with total investments of 63 million euros which confirms its significant participation in the construction sector.

In 2013, the company was the 17th most successful company, in 2012 it was the 11th most successful, and among the five fastest growing companies in Macedonia.

In 2014, in Paris, France, the Global Trade Leaders' Club awarded the company the International Europe award for quality.

In 2014, in Madrid, Spain, the Global Trade Leaders' Club awarded the company the International Construction Award.

In 2012, in Vienna, Austria, the European Business Assembly awarded the company the International Awards of Most Successful Company and Most Successful Manager.

It is the first company in Macedonia which for the 50th anniversary of the Skopje earthquake, in

of the Municipality of Aerodrom – Skopje in 50 business days, and in 2012, 11 reinforced concrete slabs with 7,600 m<sup>2</sup> reinforced concrete constructions were raised on a building in Novo Lisiche, Municipality of Aerodrom, Skopje in 31 days.

Since 2012, Adora Engineering is a member of the UN Global Compact, thus taking more structured approach towards following and implementation of the principles and global trends in this area.

City of Skopje presented Adora Engineering with The Most Ecological Company Award for the year 2013.

It also received the award for corporate philanthropy for 2012 by the Centre for Institutional Development – CIRa as well as seven national recognitions from the Ministry of Economy for the best socially responsible company in 2009, 2010, 2011 and 2012 and the jubilee award in 2012 for highest number of projects and received awards. The company built and donated two clock towers in Gjorche Petrov – Skopje and Strumica,



## Recent Developments

In 2013 Adora Engineering finished the five elite buildings in the Adora Complex, Municipality of Aerodrom, Novo Lisiche, Skopje, whereas in 2014 two more buildings are currently in construction, thus completing the complex with nine residential and commercial buildings and modern trade centre. The Adora Complex is located on the main crossroads for entry and exit from Skopje, from and to Veles, Kumanovo and Belgrade.

In 2014 the construction of the first two elite residential and commercial buildings – A energy class was finished in the heart of the Municipality of Aerodrom, near the international bus and rail station and Skopje city centre.

In June, 2014 the Orthodox Church St. John the Baptist located in the Airplane Park on the bank of the river Vardar in the Municipality of Aerodrom, Skopje, was sanctified which is a donation for municipality Aerodrom, Skopje, Macedonia and the entire world from the donor Prof. Vancho Chifliganec PhD and Adora Engineering.

The Epiphany Monument on the city port in Ohrid was raised and sanctified in July, 2014 on initiative of the godfather of Epiphany in Ohrid – 2012, Prof. Vancho Chifliganec PhD, which represents a symbol of the celebration of largest scale—Jesus baptism in the Balkan Jerusalem.

## Promotion

The satisfied, happy and loyal customers are Adora Engineering's best promoters, who enjoy the benefits of a purchased apartment from this construction brand and recommend it to their close relatives, friends and associates. The company is committed to direct communication with its customers and detailed presentation of its offer, through educational information in terms of the quality offered and the long-term benefits of the permanent investment in the Adora Engineering's real-estate. The public announcements and interviews are transparently presented on the company's webpage and social media, the printed media, local and national televisions, radios and internet portals, and also competitions and attractive promotions are being organized. Adora



Complex "Adora"-Skopje-Aerodrom-Novo Lisiche

Engineering is the first construction company in Macedonia which organized ceremonial openings of the elite residential buildings in Ohrid – Biljanini Izvori and Skopje – Pod Vodno, with promotional, cultural and humanitarian performances, as a manner of giving the donations to the community. The manifestations in the fields of culture, sport,

science and education are supported by the company with well-thought-of promotional event. Traditionally, Adora Engineering organizes gala ceremony at the end of the year where it presents its business results and announces its future plans in front of a number of guests.

Adora Engineering has published large number of information catalogues, brochures, the monograph "Only deeds are reality", the books "St. John the Baptist Church" and "The Epiphany Monument", published in Macedonian and English language.



Epiphany monument-Ohrid-city of UNESCO

## Brand Values

The founder and visionary Prof. Vancho Chifliganec PhD, the executive director Dragana D. Chifliganec PhD and the company's team of experts invested 12 years of tradition, knowledge, perseverance, professionalism and innovation in creating the construction brand Adora Engineering. The value of the brand is that it provides the citizens quality, modern and cost-efficient housing with proved aseismic and energy-efficiency attested by the customers' trust and loyalty. The continuous

investment in flawless quality, new modern technologies and standards, education of the employees as the greatest treasure of the company, respect towards the business partners and customers, but mostly the commitment to the work, are the principles on which the current and future development of the company is based.

[www.adora.com.mk](http://www.adora.com.mk)

## THINGS YOU DIDN'T KNOW ABOUT...

### Adora Engineering

- The name comes from the French work adorer and the Latin adoration and means worship and admiration of valuable deeds.
- "Only the deeds are reality" is the life and professional motto of Prof. Vancho Chifliganec PhD.
- Three European business recognitions:
  - International Europe award for quality, France, 2014.
  - International Construction Award, Spain 2014.
  - International Awards of Most Successful Company and Most Successful Manager, Vienna, Austria 2012.
- Adora Engineering has won ten national social responsibility awards in Republic of Macedonia.
- First and only company in independent Macedonia that tested the buildings' aseismic stability with artificial earthquake.
- The first company to introduce eco homes in Macedonia and build the first A class energy efficient buildings.
- Company that introduced the photovoltaics by using solar energy in Macedonia for joint lightening without separate electricity bills.
- Company with construction records in Macedonia and the region.
- In 2013 it sold 274 apartments, 32% more than in 2012. In 2014 the company accomplished a record, selling 7 apartments in one day.
- Adora Engineering leaves deeds for the future generations in each municipality where it builds:

It built the unique monument "Cross Catcher" on Epiphany in Ohrid in orthodox Balkan.

The Orthodox Church of St. John the Baptist in the Municipality of Aerodrom – Skopje, the Clock Tower in Gjorche Petrov and Strumica, the fountain Macedonia in Kisela Voda and a number of magnificent green belts.



Luxury building-Skopje-Centar



First energy efficient building in Ohrid



First energy complex class A-Skopje-Aerodrom



Church St. John the Baptist-Skopje





## Market

The target market of Akcent Kompjuteri stretches between the following maxims from “think globally, act locally” to “think big,” since it follows and imports the top global applications and products on the Macedonian market such as: SAP® (partner since 2008), Hewlett Packard® (partner since 1995), Epson® (authorized dealers since 1995), Haier® (partner since 2006), Microsoft® (authorized dealers since 1996), NCOMPUTING® (partner since 2008), but simultaneously is developing its own, authentic solutions for custom made programs and for our users’ needs. Collab Box® are software solutions intended for small and middle sized companies, as well as easyPOS® - software intended for retail sales, which can be easily adapted to any legislative and it can be applied outside of Macedonia. Synergy® fiscal cash registers are the devices that proved to be an optimal compound of hardware and software, but most important is their functionality which is indisputable. With the implementation of the fiscal process in Macedonia, it proved to be a precise and accurate sales tool. Vertico® solutions intended for petrol stations are also products that are meeting the technological demands of the domestic market. Accent and Synergy has very intense collaborations with companies from Serbia, Kosovo, Bulgaria, China and Great Britain. With all of the available technology at disposal in our day-to-day lives, Accent and Synergy approach the market like conquering a small global village i.e. a market that knows no limits, religions and nations.

## Achievements

The greatest achievements for every service



provider are satisfied customers and service beneficiaries. Through its big share on the fiscal cash register market, Accent Computers became a company that is at the center of servicing the retail sales network, the Revenue House and the customers as well. Everyone is included in this process and its implementation represents the greatest achievement for Accent, which denotes successful, expedient and efficient processing of fiscal data. Apart from this, the achievements of Accent are placed within the company's growth, which is reflected in the number of employees, the departments' development, various certificates given by Hewlett Packard® and Microsoft®.

## History

Accent Computers was founded 20 years ago, as a small private company with only two employees, which initial goal was software development for small enterprises. As time went on, the growth of the company and the conditions dictated by the market, directed the company towards offering complete computer solutions designed and manufactured for different segments of the market, starting from domestic users to providing solutions for bigger companies. Today, Accent Computers' team consists of 94 employees.

Synergy was founded in 2002, as a small privately owned company with 21 employees and it was specialized for software design and development for small and medium sized enterprises. It was founded as a sister company to Accent Computers. The company's team expanded with the market demands and now it has 39 employees.

The business positioning and the mission are based on offering qualitative software solutions for every area.

## Products

Collab ® presents web applicative ERP software intended for small, medium (Collab Box®) and big companies with simple or complicated business processes that include Document Management System, business communications and personnel evidence. It presents a platform for development and its application in all kinds of industries and activities: commercial, health (Collab Medicine® and Collab Laboratory®), production and service, by monitoring their constant demands for faster growth and development. The possibility to operate on a multilingual platform, operational systems, integration with other types of software and web pages, makes it perfect for any company that wants a faster development and expansion of its activities and regional standing.

easyPOS® is a desktop applicative ERP software intended for small companies focused on one area and one physical location, appropriately dimensioned to be available to many, moneywise and to be simple and easy to operate. In addition to maximum cutting costs for use and implementation easyPOS® is a multi-platform software which can work without additional costs for licensing or maintenance with total independence on part of the user. The possibility for its quick implementation and optimization for the trading and HoReCa industry and activities, the possibility for operating on a multilingual platform, the migration towards more sophisticated types of ERP software, including the complete preparedness to respond to legal demands, make easyPOS® a great software tool for every developing company. Vertico® is a software intended for meeting the needs of petrol stations regarding fiscalisation of fuel sales and preparation of reports, in accordance to legal regulations. The platform is simple and is



connected to a fiscal printer on the central basis, where a sale of other products can also be inserted.

SYNERGY SY55® is a small compact electronic cash register with fiscal memory, intended for registration of sale at various locations such as: smaller stores, restaurants, service centers, dental studios and ambulances, stores and commercial buildings where the space is limited and there is no room for installing bigger cash registers.

SYNERGY SY46® presents a contemporary mobile electronic cash register specially designed for usage in open spaces.

SYNERGY PF550® is a fiscal printer based on one of the most robust printers Citizen CBM-262®. SYNERGY PF550® is a direct upgrade of the best-selling fiscal printer SYNERGY PF500® which was proclaimed an indestructible printer and has proven itself in the last 12 years.

SYNERGY SY250® is a compact cash register with 3 operative modes (fiscal printer, mobile cashier and fixed cashier) and together with the fiscal printer SYNERGY PF700® are the latest products that are built in accordance to the needs of the final beneficiaries.

All fiscal products feature a built-in GPRS modem for communication, in accordance to the latest legal requirements.

## Recent Developments

Accent and Synergy have responded to the challenge for setting a platform with a GPRS modem for communication to all existing fiscal products and it created new and upgraded ones which are dimensioned to be affordable to all. According to the market demands and through the monitoring of the constant demands for software solutions, upgrades are constantly made according to the needs of the users and these are made simple and easy to use with a unique aim for maximum cut of costs for use and implementation.

## Promotion

Accent and Synergy have demonstrated a different kind of promotion, where the brand did not flirt with the public and it aimed for achieving a sincere communication. This sincere kind of campaign, that the people have named it "The dr. House campaign," as an analogy to dr. House's cruel character, that his patients didn't mind, but where his expertise and competence mattered. The same has been happening with the choice of experts for services that we have to use and it doesn't matter if they sound nice, have nice cloths and have nice manners, but what really matters is how good they are in their respective areas for which we need their help for. That is why the different types of software Collab Box® a solution for small and medium sized enterprises, as well as easyPOS® a software solution for retail sales, immodestly, are

the best choices for the aim they have to fulfill: to help, to integrate and to provide correct data to its users.

The comic part of this campaign referred to the notion that these electronic engineers "aren't talkative that much," but they know the software's features to the tiniest details. The promotion that was present in the mass media and in direct contact with potential clients, was monitored with the possibility of using a loyalty program that is a purchase of other products services provided by Accent and Synergy, with lower prices. The goal of this communication was recognized by the users and it provided a great feedback. The slogan used for the campaign was "Perhaps they are not the most expensive, but they are certainly the best!"

## Brand Values

The ultimate goals of both Accent Computers and Synergy are the top expertise and understanding of the market demands, where the expertise stands for knowledge, quality standard and confidence. Our brand breathes relieved since we experience the trust from the beneficiaries of our products and services who are comfortable and satisfied, with no doubt and awkwardness in their choice. Our brand value is like building a long-term relationship with our customers, where we do not aim to charm them, so we can get a few dinners with them, we do not promise them miracles nor stars from the sky, but we will never forsake our customers and we will always be there for them, never letting them down. Stability is our strength, and customers' productivity is a real consequence created from this dignified mutual relationship.

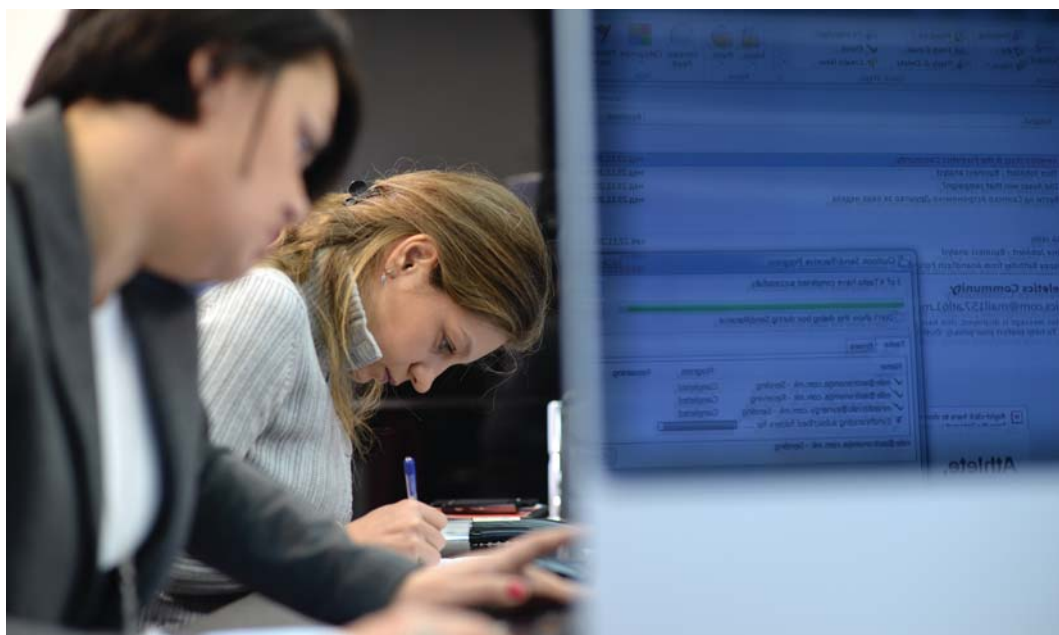
[www.synergy.com.mk](http://www.synergy.com.mk)



## THINGS YOU DIDN'T KNOW ABOUT...

### Accent

- Accent and Synergy are the only companies that have a software solutions palette ranging from the smallest to the largest companies
- The first fiscal cashier in Macedonia was manufactured by Accent
- Accent offers IT "ready-to-use" solutions for company's hardware/software needs and requests for adjustable budgets
- Vertico® fiscal solution intended for petrol stations is "good as world class, but it is ours," since it matches world quality standards
- Accent installed 175.000 computers as part of the "Computer for every child" project
- This year, Accent has celebrated its 10.000th installation of the software solution in the retail HoReCa segment
- Accent has been operating for the last 20 years on the market and it began from a micro, grew into a small, then in medium sized and it aims for becoming a big company according to all criteria.





## Market

Avicena Laboratory is the first privately-owned registered specialist diagnostic laboratory in the Republic of Macedonia, which aims at improving human health, using the most modern clinical laboratory tests in various fields of medicine, such as clinical biochemistry, microbiology, endocrinology, immunology, hematology, etc.

In order to promote health, Avicena Laboratory strives to be a reliable partner for its patients, satisfying their needs in an easy and efficient manner; by continuously introducing new, modern, innovative tests and services that are entirely oriented to patients' needs.

Avicena Laboratory, with its experienced team possessing the highest professional and ethical values, offers full and comprehensive diagnostics and always keeps up with the latest global medical trends.

The continuous quality control is of fundamental importance and the work process is continuously in accordance with the highest technical-technological, administrative, as well as laboratorial –medical standards.

By maintaining the highest level of professionalism and quality, our vision is to continue being the leaders in clinical laboratory practice, as well as an active partner to all healthcare institutions in the Republic of Macedonia.

## Achievements

In order to provide the best care for their patients, Avicena Laboratory has established a system for maintaining quality that ensures the mandatory and globally accepted standards in laboratory medicine are being met.

The laboratory is part of the Program for regular monthly external quality control EQAS (External Quality Assurance Services) performed



throughout the year, for immunological as well as biochemical analysis. This represents another tool for objective assessment and additional control and certainty of the accuracy of the completed analysis and issued results.

Avicena Laboratory has a certificate of accreditation in accordance with the standard MKS EN ISO 17025: 2006, issued by the Institute for Accreditation of the Republic of Macedonia.

A laboratory accreditation is an internationally recognized instrument (mechanism) that ensures confidence in the competence of the laboratory based on international standards. More precisely, it

is a confirmation of the national accreditation body (in our country known as the Accreditation Institute of the Republic of Macedonia), that the laboratory meets the requirements stated in national, European and international standards, and any additional requirements needed to perform the specific laboratory work.

The Accreditation of Avicenna Laboratory emphasizes its present recognizability, acceptance and recognition of the quality of laboratory services in the country and beyond our borders. Avicena Laboratory has signed a contract with the Health Insurance Fund of Macedonia. The patients' laboratory analyses are covered through the Fund (laboratory analyses of the Laboratory Referral i.e. LU-I Form) exclusively by submitting a valid referral from a selected primary care physician and a valid "blue slip".

## History

Avicena Laboratory is created as a result of 15 years of successful work of "Avicenna Diagnostics", a company which is a leader in the field of in vitro diagnostics in the country.

Since it was established, Avicena Laboratory is considered the most innovative and modern in their work at every level; its cutting edge technology, most advanced methods, top brand products from most renowned manufacturers – world leaders in their field.

Over the years, Avicena Laboratory has seen steady growth and has become a partner with numerous public and private healthcare organizations.

Without neglecting quality at the expense of quantity, commitment and professional approach to work, as well as the team's expertise and dedication, Avicena Laboratory managed to earn the patients' trust and become a recognizable brand in the market.





## Product

Avicena Laboratory is the only laboratory accredited for more than 300 biochemical, immunological and microbiological analyses, in accordance with the standard MKC EN ISO / IEC 17025: 2006. Keeping up with the global trends, we offer comprehensive and complete diagnostics with the most modern and sophisticated equipment, performed by our highly specialized staff with superior professional and ethical values.

- Complete biochemistry
- Immunology
- Tumor Markers
- Thyroid hormones
- Reproductive Health
- Allergies
- Infectious Diseases
- Pregnancy screenings
- Drug abuse
- All types of microbiological analyses
- Molecular biology

The tests are processed in the shortest possible

timeframe and most analyses' results are ready the same day the test was taken.

Emergency patients and analyses always have priority. In order to meet the requirements of our patients, the results of the performed analyses in Avicena Laboratory can be downloaded directly from the website or to be received by email or fax.

Every day, several Avicena Laboratory vehicles circulate on the territory of the city of Skopje and its vicinity, receive and transport medical material from hospitals and doctors' offices to the laboratory.

Our facility has expert advice availability regarding the test result interpretation with a doctor-specialized in medical biochemistry and doctor-specialized in microbiology, as well as consultation about the technical aspect of the work.

Within Avicena Laboratory, there is a children's corner; a specifically assigned area for children and their parents. It is equipped accordingly for the children's age and their interests of various age groups. Thus, not only that the children are not in the same waiting room with other patients, but their time spent in our laboratory is filled with fun, games and laughter.

## Recent Developments

Avicena Laboratory is constantly devoted to a continuous improvement of modern laboratory medicine and to an implementation of new diagnostic tests and methods, and it invests in its business in order to expand, modernize and satisfy the patients' needs in every way.

The development of Avicena Laboratory has been continuous, but has been particularly emphasized in the last few years. Among other tests, Avicena Laboratory introduced the newest, most modern, exclusive tests for quantitative allergy and food intolerance testing with one single blood draw, prenatal diagnostics of fetal anomalies, detection and typization of Herpes Simplex Virus (type 1 and 2) through smear; determining the Anti Mullerian

hormone and Vitamin D in blood; all of which emphasize our current recognizability, acceptance and acknowledgement for the quality of laboratory services in the country and beyond our borders. The expansion and opening of a new modern laboratory in 2013 has changed the patients' perception regarding the stay in the laboratory, which became more comfortable and safe. Hence, Avicena Laboratory once

again succeeded to confirm its leadership position it already holds on the market.

## Promotion

Guided by the fact that the marketing role in creating and sustaining of a brand is considered significant, Avicena Laboratory is constantly keeping up with the newest marketing and PR strategies which successfully promote the available services.

Avicena Laboratory regularly participates in professional meetings, congresses and seminars, where companies engage in mutual exchange or experiences, dissemination and advancement of knowledge in various medical fields, at the same time promoting its brand.

Flyers, posters, brochures, promotional and educational articles in magazines are an important segment of the promotion which receives particular attention. Avicena Laboratory has a new website containing complete information about the services we provide which is being constantly updated with new contents aimed toward prevention and patient education, explanations about the analyses, information about patients' preparation and so forth. Avicena Laboratory is present in the social media in an effort to raise awareness about patients' health and to promote the modern concept of wellness using a language comprehensible to the readers.

## Brand Value

For many years now, the Brand Avicena Laboratory has been known for its motto "Perfection is in our blood."

Laboratory Medicine is located at the center of any healthcare system.

The correct and accurate lab result has a vital role in the screening of various diseases, accurate diagnosis, risk assessment, therapy monitoring, prognosis, and many other aspects that need making major medical decisions and solutions.

Certainly, the end result is an efficient and quality patient care.

Thus, for that particular reason, our main goal is to help our patients in the best possible and most competent way.

Therefore, we always work in consultation with leading specialists in specific fields in order to be closer to the needs and demands of the patients as well as of the healthcare professionals, regardless of their size and complexity.

[www.avicenalab.com.mk](http://www.avicenalab.com.mk)

## THINGS YOU DIDN'T KNOW ABOUT...

### Avicena Laboratory

- Avicena Laboratory is the first private specialist diagnostic laboratory registered in Macedonia.
- First laboratory that introduced the licensed prenatal noninvasive biochemical screening program for Down syndrome (PRISCA), performed in over 8000 cases.
- First laboratory that introduced tests for the study of specific IgE to inhalant, nutritional agents (RIDA Screen) and drugs.
- Introduced a complete test for specific IgG of 90 types of food (food intolerance)
- The laboratory performs the standard spermogram test, in accordance with the World Health Organization - according to the latest edition - recommendations.
- Avicena Laboratory possesses the ISO 17 025 standard for over 100 biochemical analyses, and now the ISO 15189 standard for its entire operation.

**ЗА СИТЕ ИДНИ МАЈКИ**

Како до брза, рана, едноставна и безбедна проценка на ризик од постоење на хромозомски нарушувања кај плодот?

**PRISCA®**

Тест за навремено, безбедно и рано откривање на бремености со висок ризик

- едноставен, со едно земање крв и ехо преглед кај гинеколог
- тест кој се прави рано (уште од 10. до 22. недела) во бременоста
- за сите бремени жени, на која било возраст
- резултати истиот ден

**ПРЕПОРАЧЛИВО ДА СЕ НАПРАВИ КАЈ СЕКОЈА ТРУДНИЦА!**





## Market

The Production Company Scena is the company under which auspices Backstage has been operating smoothly for more than 6 years. Staffed with over 20 people, journalists, anchors, cutters, cameramen, Backstage is not the only product that came out from the Production Company Scena's kitchen.



Nevertheless, it is the only one that has received the prestige award Superbrand. In these past 6 years, Backstage was the breeding ground for many journalists and presenters who grew up to become the face of the media space marked by our colors, as well as cameramen and cutters who make a real small art from short video stories.

In 6 years, this team of 20 young but courageous enthusiasts has prepared 1,600 TV shows. In them, there are more than 6,400 individual stories, with over 12,000 people who

have stated their stance, opinions, impressions, responses; more than 12,000 people who have told a story from behind their stage.

## Achievements

The audience shaped our existence all these years. A serious army of over 80,000 Facebook fans that follows our every move, audience which besides singing praises knows to put us down as well; army of spectators that each and every work day stays on the frequency of the First Programme Channel of the Macedonian Television and looks forward to spending 20 minutes with us up to the very last second. And there is the hefty number of contributors, people that have entrusted their life purposes to our knowledge and skills. Cannes Film Festival, Berlin International Film Festival, Skopje Festival, Bit Fest, Metalurg, MZT Skopje Aerodrom, Handball Federation of Macedonia, Basketball Federation of Macedonia, the Football Federation of Macedonia, Macedonian Philharmonic, Macedonian Opera and



information, analyses and criticism.

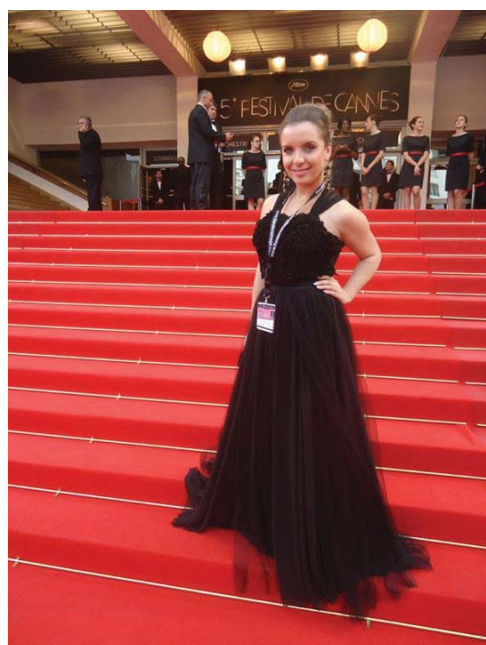
## History

In an extended and in several aspects modified formation, we have moved to channel 1 at the Macedonian National Television. The game remains the same, only the rules have changed. Movie premieres replaced scandal stories and shallow numbers gave way to some serious analyses. Honest and open interviews instead of short statements. The change in the frequency brought a new wind in our sails. Then new acknowledgments came along to confirm our successes. Superbrand was the possibility to stand out as a unique brand of this type and to keep the pace we had set, the path that guaranteed uniqueness. We selfishly hold to that uniqueness even today, in the seventh year of our existence.

## Product

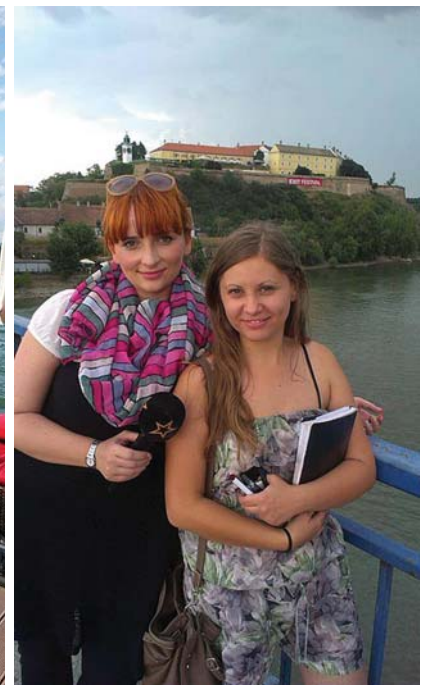
Six years ago, the situation in the Macedonian media market was a good indication for the production "Scena" to open a new chapter for the stage magazine, the first and only of its kind - Backstage.

6 years ago, a small but well selected team of enthusiasts who had just started walking the path



Ballet, Macedonian National Theater... all of them are our contributors, people that Backstage proudly considers media friends and supporters. And having such a large number of fans, spectators and supporters; we have no excuse but to reach our goal. And that goal does not mean only fun, it means education,





that had the title "Journalist" as a final destination, gathered, united in their energy and willingness to make a magazine that will stand out from the rest. They called it stage magazine and the ball got rolling. It put Macedonian stage under close scrutiny on daily basis. For better and for worse, together we went from dawn to dusk. We shared high achievements, but bitter losses as well. Macedonia was not the limit, only the stepping stone. Exactly in its first year, when Backstage was making baby steps in Macedonia, we went out. Running, we reached Zagreb, Belgrade, Sofia. We started expanding regionally. At the same time when we were making a name for ourselves in Macedonia, the whole Balkans heard about us. By the time of our first birthday, we already had a CV full of famous names and surnames. We promoted numerous new songs,

new times brought us the first acknowledgment for our work. New horizons were standing in front of us. Even the Grand Atlantic was no longer a limit. We reached America. But not before we went throughout Europe. There was not a single place from where we did not make an exclusive reporting or local story. It was always the same frequency; Sitel TV broadcasted our show for entire 4 years.

### Recent Developments

From October 8, 2008 till June 1, 2013 the stage magazine Backstage was broadcasted on the national Sitel television every working day, right after the Central News. According to AGB Nielsen and Research, every day the show was being watched by more than 700,000 spectators.

As of June 1, 2013 up until this day, the stage magazine Backstage is being aired on the First Channel of the Macedonian National Television, every working day starting from 9 p.m. With an overall duration of 20 minutes, on daily basis Backstage is a real addition to the news programme of the National Service.

### Promotion

- FACEBOOK  
In addition to the television format of the stage magazine Backstage, for 6 years now we have been working very hard on the official Facebook fan page to reach the result we have today, a total of 80,000 friends. We still

keep all of them (their number continuously growing even now, while you are reading this) entertained with videos, photos and comments from our Backstage adventures from all over the globe.

### - INSTAGRAM

Following the latest trends from the aspect of social media, our Instagram profile is the place where Backstage has more than 2,000 followers who witness Backstage's team every step.

### - TWITTER

If the twitter community is the place where no one is spared from comments or compliments, then we are not sparing anyone either and we are not being spared as well. They say, if you have a Twitter hashtag, you are visible. We do have one.

### Brand Values

The rate, at which the stage magazine Backstage was created, as well as its strength, remains unsurpassed in the Macedonian TV air. Every year, many activities that are part of the birthday campaigns of the magazine, attract attention everywhere - on the streets, the billboards, in every part of the everyday life of people.

The stage magazine Backstage has a unique visual identity in the Macedonian TV air. Backstage was a pioneer for many events: big promotions, choice of topics for the articles without the editor's subjectivity, designed broadcasting contents, produced elements. The entire staff makes constant efforts to maintain the well known uniqueness of the magazine, but also to add something new and original into it every day.

Everything is supported with enthusiasm, good will, learning and primarily with maximum consideration for the viewers. Enthusiasm, good will, learning and primarily the maximum consideration for the viewers is what made the TV show Backstage a TV stop where the viewers gladly return to.

[www.backstage.com.mk](http://www.backstage.com.mk)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Backstage

- Backstage showbiz magazine is the only one of its kind that has been continuously and without pause broadcasting program for the whole 6 years.
- The Backstage team has been the only journalist team from Macedonia that succeeded to enter with a camera in the building from where The American President Kennedy was assassinated.
- Backstage is the only TV show that had the privilege to have regional stars like Severina, Petar Grasho, Nikolina Pishek and Zeljko Joksimovic appear as anchors.



finished telling many unfinished stories. We attended all promotions and were the first who listened to songs and whole albums. And then the second year began. We were a bit more mature, ready enough to embrace the exclusiveness that was brought along with the new times. And those



## Market

Bosna Bank International (BBI), as the only bank operating according to Islamic principles has no limits with its offers of products and services in the market. BBI is present throughout Bosnia and Herzegovina, and is affected by the same fluctuations of the market as its competition.

Since the beginning of the world's financial crisis, commercial banks have been under great pressure of their deponents. However, banks that are operating according to Islamic principles have not felt negative aspects of the world crisis. The reason is in the fact that real values stand behind all transactions done by these banks. BBI bank is an institution that follows Islamic principles, and offers to its client's safety and reliability; which resulted in an increase of number of clients over the recent period.

BBI bank is fully aware of its role of a financial mediator, and as a part of its corporate works it offers expert advice to its clients concerning establishing of new partnerships, access to new markets and joint preparation of import and export project. BiH has a great potential for growth in agriculture, tourism, energy sector, telecommunication, in that respect BBI, as a socially responsible bank, wants to support BiH economy and provide favorable financing. In addition, since 2010, BBI bank has been organising Sarajevo Business Forum, an international investment conference where domestic businessmen have opportunity to meet and exchange information with investors from all over the world.

## Achievements

Although, lacking appropriate legal framework that supports products of Islamic banking, BBI has managed to develop a number of products and services that can meet the needs of its clients. Expanding its business network and opening offices throughout BiH, the bank brought its lines of affordable credit closer to the citizens, and therefore increased the bank's share on the market.

Initiating and establishing its "BH network of ATMs", BBI bank became one of the banks with the largest presence of ATM machines in the country. Over the last two years, the bank has provided longer-term and more affordable lines of credit. Particularly, the Turkish line of credit, as well as the



World Bank line of credit intended for small and medium enterprises.

Over the last two years, BBI Academy has organized staff trainings in form of different internal and external seminars and workshops. In September 2013, BBI bank employees, among others finished a seven-day seminar of the Pakistani Central Bank on Islamic banking.

## History

Bosna Bank International (BBI) is the first and the only bank in Southeast Europe operating according to Islamic financial principles. In 2000, BBI was established by the Islamic Development Bank (45.46% share), Dubai Islamic Bank (27.27% share) and Abu Dhabi Islamic Bank (27.27% share). Today, BBI has 23 branches throughout BiH.

Bosna Bank International, as the single Bosnian bank operating according to principles of Islamic banking, is known for not using interests and for not

taking part in financing, or any other way participating in production or distribution of anything that science finds harmful to individual or the community. Therefore, the bank is interesting and attractive, since people genuinely do not want to do harm to themselves, or to others, even if sometimes it may seem different.

As a reward for its contribution to the development of business and society in general, BBI has been awarded with a prestigious awards such as the Superbrands status for 2010 and 2013/2014, the award "Employer of the Year in the Finances Sector" in 2011, 2012 and 2013, "Gratitude of the City of Sarajevo" for 2012. The director of the bank, Amer Bukvić, was rewarded as: "Person of the Year 2010" as chosen by the readers of the "San" magazine, "Top Manager of the Banking Sector in BiH and Southeast Europe for the year 2011", "Medallion of the City of Sarajevo" for the year 2011, Charter of the International League of Humanists "Aurelio Peccei" for the year 2012. In 2013, the director of BBI bank was awarded with the International Award of the Islamic University from Malaysia (IUM) in the category "International Banking". In the same year, Tun. Dr. Mahathir Mohamad, the fourth Prime Minister of Malaysia, on behalf of the Perdana Leadership Foundation, awarded the most successful businessmen in BiH. Dr. Mahathir awarded Amer Bukvić with a reward for the banking sector.

## Product

The bank offers a wide range of products for individual and legal entities as a result of great efforts that needed to be invested to balance principles of Islamic banking and laws of BiH, due to the fact Islamic principles are not incorporated into applicable domestic legislation.

Retail products include secure investing using investment deposits, different forms of savings deposits, zakat and hajj savings, as well as using housing and mortgage financing through partnerships,





education financing, financing purchase of general goods and tourism financing.

Corporate offers provide different forms of financing export incentives, increase in production, financing small and medium enterprises, and financial support to start-ups. The bank also provides services of self-service banking using electronic and mobile banking, payment cards, ATMs, POS devices.

Over the last year, BBI:

- improved and restructured products: financing of adaptations, financing for purchase of general goods, financing of housing, and other financing products.
- introduced simplified procedures for the approval of funding
- offered its clients more attractive savings products - rent and time deposit savings, open, hajj, zakat, children savings, savings with returns provided in advance, and multicurrency packages
- made the services more available using: eBBI - e-banking for retail and corporate clients, and mBBI - mobile banking
- introduced permanent transfer order service direct debit and SMS service
- improved card business by redesigning the cards and introducing new card products - shopping, prepaid and gift card.

### Recent Developments

Despite the difficult economic conditions, 2013 was the year of the greatest business success for BBI since its establishment. The bank recorded increase in the market share in all segments. At the end of the year 2013, total assets amounted to 564 million BAM and therefore BBI joined the medium-sized banks on the banking market in BiH. The assets of the bank are by 135 million higher compared to the last year, which is an increase of 31 percent.

Trust that the bank patiently built for 13 years, has resulted in an increase in deposits in 2013 of 24 percent. Corporate deposits increased by 23 percent, while retail deposits recorded an increase of 34 percent. Retail term deposits are by 38 percent



higher compared to last year which reflects positive perception of the market and strength of the brand.

In addition, BBI recorded increase in its credit portfolio by 24 percent.

In 2013, BBI increased its market share in all segments of business, while capital increase in 2013 enabled the bank to continue to grow. New investments of shareholders in BBI is the only capital increase based on the capital of foreign shareholders in the year 2013, and represents a significant benefit to the economy of BiH.

### Promotion

Although BBI bases its promotion activities on conventional media and communication methods of marketing, promotion of BBI products and services is somewhat different than the practice of conventional banks due to the fact it applies Islamic principle of operating. Therefore, promotion activities of BBI pay particular attention to educating clients and citizens on Islamic banking. Due to this fact, the bank established its own academy (BBI Academy) for

Islamic banking studies, and initiated and supported instituting of post-graduate studies of Islamic banking at the School of Economics and Business in Sarajevo, in cooperation with the University of Bolton, UK.

The bank operating with Islamic principles is also a socially responsible business entity in the market it participates in. Continuous scholarships to graduate and post-graduate students from BiH Universities, interest-free loans to support sustainable return, providing support to companies via BBI VIP Business Club in order to facilitate access to foreign markets and attract foreign capital, attracting foreign investments to Bosnia and Herzegovina through the Sarajevo Business Forum, international investor conference organized by BBI, are just some of the activities making BBI different from the other banks in the BiH market.

Islamic banking principles are based on transactions which in the background have real value, thus the role of clients are fully protected.

The brand value of BBI is guaranteed by its founders/shareholders coming from currently the most solvent world markets. Business rating of the Islamic Development Bank (IDB), the founder and majority shareholder of BBI, has been ranked by Moody's Investors Service as AAA for five years in a row, which is the highest score for business success; other two shareholders are amongst the most trusted banks of the world.

IDB, the majority shareholder of BBI, operates as a development bank, not a commercial one. It does not collect deposits from individual and legal entities, but operates based on state funds, and therefore avoids being exposed to solvency risks, or being affected by the financial crisis.

The relationship with its clients is based on a personal and direct contact, resulting in a special emotional attachment of the client to the bank and vice versa, as well as long-term building quality relationships.

[www.bbi.ba](http://www.bbi.ba)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Bosna Bank International

- Every year since 2010, BBI organizes the Sarajevo Business Forum, the largest international investor conference in modern BiH.
- BBI is the first bank to establish a VIP Business Club for clients/companies, to enable business connections and outreach to foreign markets.
- BBI, in cooperation with the University of Bolton, UK, initiated establishing of the Centre for Islamic Economy, Banking and Finances at the Sarajevo School of Economics and Business.
- BBI established its training house called the BBI Academy.
- BBI is one of the investors into the BBI Centre.
- BBI is the only bank in BiH offering zakat and hajj savings.
- BBI, in cooperation with its partners, gives out around a million BAM to more than 500 students without one or both parents, as well as to BiH students showing excellent results.
- BBI supports sustainable return through the Turkish line of credit. This line provides for costs of life for 1100 returnee families and finances economy resulting in 1700 new jobs.

**Pokrenite posao  
i budite dio  
USPJEŠNIH PRIČA**

[www.bbi.ba](http://www.bbi.ba)  
info broj: 0800 200 20







## Market

Dynamic world of telecommunication shapes users' habits, and they become ever more diverse. They change the way you live or do business, and give advantage to those who are able to adapt quickly, embrace the new, and leave obsolete technologies behind.

The cause for all of this is technology development which brings constant improvements and versatility in telecommunication services. Information is a path of many challenges to any modern society. Numerous factors are at play, and they change constantly. One is to be able to predict and facilitate adopting of new habits in order to ensure maximum benefit from what the future brings.

By shaping its business strategies to the changing market, BH Telecom constantly offers more, yet invests in customer and community relations and social responsibilities.

Over the last business year, BH Telecom kept and reaffirmed its position as the leader in the telecommunications industry in BiH, with market share of more than 50%. The secret of its success? Perhaps the company slogan says it all: We lead, we offer more!

## Achievements

Strategy of BH Telecom foresees long term success of the company. Basically, BH Telecom focuses on the client and directly controls quality of its services. BH Telecom provides services according to ISO 9001:2008. Management system is oriented towards constant improvements in the working process, final goal being a satisfied customer. The Management of BH Telecom and the General Manager are following the vision, mission, and goals of the company with their minds set on success.

Maximum business results of the last year resulted from consolidation of technology systems, optimisation of the company organisation, and improvements in the offer and sales. The result was increased number of xDSL (Internet), IPTV (MojaTV) and bhmobil users. Well planned investments and timely increased capacities of new technologies is what

made future development of services possible. Numbers and awards stand as witnesses of the positive outcomes.

## History

By Decision of the Government of the Federation of Bosnia and Herzegovina dated 28th December 2001, public company providing postal and telephony services was reorganised resulting in two new legal entities: Postal Services of BiH (JP BH Pošta) and BH Telecom.

A milestone in the history of this company occurred in 2004 when BH Telecom ceased to exist as a public company, and became a share holding company with 10% of small shareholders.

As it developed, BH Telecom managed to keep track with dynamic trends in telecommunications introducing know-how solutions and making them available in BiH.

Once it introduced "Transfer Your Number" service in landline and mobile networks, BH Telecom enjoys fully liberalised telecommunications market in Bosnia and Herzegovina.

Today, BH Telecom is a company of a modern design, able to meet the needs of its clients, and a member to many internationally recognised telecom associations.

## Product

BH Telecom provides all segments of the society with advantages of the latest telecommunication solutions that meet ever more demanding market, while following international and local standards, regulations,

**NOVI paketi BH Mobile**

**mComplete**

**Za Vaše potpuno zadovoljstvo**  
...i kupovinu telefona po super cijenama!

povoljne cijene saobraćaja...

neograničen mobilni Internet na fer osnovi

PLUS dodatne usluge...

velike količine besplatnih minuta i SMS-ova prema svim mrežama u BiH!

and norms. Its general offer includes services of landline (BH line) and mobile (BH mobile) telephony, broadband xDSL Internet access, and triple play IPTV (mojaTV) service.

BH line offers quality and reliability in providing oral communication, unmatched by any other technology. Landline network of BH Telecom offers services of local and international traffic, and results in impressive value of approximately 50 million KM a year. Having such an important role, BH Telecom constantly improves landline telephony services offering various products and solutions for both natural and legal entities.

BH Telecom has established the most developed telecommunication infrastructure in Bosnia and Herzegovina in order to provide delivery of data and international access points. BH Telecom's Internet Offers and up-to-date IT systems have managed to earn a reputation of the most reliable internet connection with high speeds of data traffic.

Triple play service of BH Telecom under brand name mojaTV (MyTV) is a new generation service which offers multimedia and interactive contents via broadband xDSL. BH Telecom constantly works on expanding its IPTV platform, and improving mojaTV in order to provide a range of advantages designed to meet the needs of the clients.

Mobile network of BH Telecom - BH mobile - enables communication on the go. Constant investing in improving quality and diversity of services is an attempt to meet the needs of clients and enable building of a modern society. The client base of BH mobile continues to grow, with more than 1.5 million active users.

## Recent Developments

BH Telecom's dedication is proven by high investments in company development, reaching amazing 150 million KM in the business year of 2013. Investments in development of the company primarily involve expanding of the existing technological capacities, service platforms, and information technologies.

It is not often the case a company makes such a high profit when compared to local companies, but

**Uz NoLimit.**  
nove postpaid pakete BH Mobile

**Uživajte u beskrajnoj komunikaciji!**

Odaberite ovih dana svoj NoLimit paket BH Telecoma. Pa uživajte u šestomjesečnoj sezoni najboljih cijena! I svojoj beskrajnoj komunikaciji.

**50%**  
popusta na pretplatu tokom 6 mjeseci

**Zaista beskrajnoj. Sa najdražima.**

BH Telecom daje više.

[www.bhtelecom.ba](http://www.bhtelecom.ba)

**bh**

companies in the region as well. However, success does not depend solely on technological or technical development. Improved sales are the most important factor of success this company can be proud of. Opening of new and well equipped Telecom Centres (points of sale) made and brought BH Telecom services closer to small and corporate users. Over the last year, the sales recorded more than 135 thousand mobile devices sold, and it resulted in 50,000 new clients in mobile telecommunications sector. Tens of thousands of internet and TV connection devices (modems, set top boxes, etc.) were procured and installed, resulting in 50,000 new users of broadband connection.

Due to enormous number of client requests, support capacities were expanded in order to provide proper and prompt response to urgent needs of our clients. Finally, investing in promotion activities made it possible for BH Telecom to reaffirm its position and expand its market share.

### Promotion

Promotion activities of BH Telecom involve media, sponsorships, and donations. One of the main goals is to improve sales by building partnerships with the media. Through advertising, BH Telecom cooperates with large and small TV and radio broadcasters, print and internet media. Every year, numerous campaigns and promotional and sales activities are implemented. Communicating with the market is a challenge due to the abundance of information shared with such a broad spectrum of clients. If you factor in the time and regulations, the situation can become quite complex. However, the company came up with effects and results beneficial to both the business and the client base.

BH Telecom took part in numerous events dedicated to culture, entertainment, sports, education and social values. In this way, BH Telecom reaches out to the community, and gives some of the profit back, for the sake of synergy, customer relations, and service offer.

BH Telecom has been sponsoring the following organisations for years: Football Federation of BiH, Basketball Club Bosna ASA BH Telecom, Volleyball Club for Disabled Persons - Fantomi, International ATP Challenger Indoors, representations of sitting volleyball and clubs that earn medals at European and world competitions, clubs Fantomi and Spid, supporting the idea of a healthy spirit in a healthy body, and BH Telecom in the sportswear.

An important part of the company's social responsibility behaviour is investing in youth education and support in form of scholarships and apprenticeship programmes. BH Telecom makes an annual donation of 1% of its total profit to support such activities. By promoting knowledge through challenges and quizzes, BH Telecom supports the cause of bringing information technology to the people of BiH. More than 1,600 computers and related equipment have been donated to institutions

of

elementary, secondary, and vocational education in Bosnia and Herzegovina.

### Brand Values

The brand of BH Telecom is associated with advance services and well-suited communication solutions. Acting as a dominant telecom operator in BiH, BH Telecom provides a wide range of more than 1,000 different services, with particularly popular and frequent special offers.

Home users may choose voice and data services, or new-generation multimedia services such as mojaTV (IPTV).

Special attention is paid to business users who recognise the brand of BH Telecom as the one offering something extra to communication, but maintains reliability and quality, which is an advantage if you want to succeed. The most popular service for business users is Toptim, the virtual private network service.

BH Telecom is the only player on the market offering completely free and unlimited mobile internet to students, in form of packages Student PLUS 1 and Student PLUS 2 which include free minutes to selected numbers, with a fixed monthly bill.

There is a special offer of landline services, Senior PLUS, designed for retired senior citizens. The company also offers a special package for the vulnerable population, used by various categories of persons with disabilities.

BH Telecom is a brand present in all spheres of our society – business, entertainment, economy,

education... The brand of BH Telecom is supported by those who strive to keep pace with IT solutions and internet

development, and need solutions that offer best quality and affordability.

[www.bhtelecom.ba](http://www.bhtelecom.ba)

### THINGS YOU DIDN'T KNOW ABOUT...

#### BH Telecom

- In 2013, BH Telecom was ranked the most successful company in BiH in terms of net profit, on the list of top 100 – Business Journal (Poslovne novine), 2013.
- According to the research of the Swiss company ICERITAS, BH Telecom was the first company to promote quality in providing services.
- BH Telecom was the employer of the year 2014 in the public company sector, according to web portal [www.posao.ba](http://www.posao.ba).
- Directorate of the Agency for Selection of Top Managers in BiH, Southeast and Central Europe pronounced Mr. Nedžad Rešidbegović, General Manager of BH Telecom, the Manager of the Decade.
- IPTV service is not provided to 100,000 satisfied customers.
- BH Telecom has entered into 299 roaming contracts with 134 countries worldwide.
- Foundation for Culture and Excellence and Chamber of Economy of the Republic of Serbia awarded BH Telecom with an Oscar for Quality for business excellence.
- In 2013, BH Telecom was Employer of the Year concerning employing of persons with disabilities.
- Every year, BH Telecom awards 55 scholarships to the most successful students in BiH.
- BH Telecom decided to dedicate its entire donations fund for the year 2014, the amount of 1,191,000 BAM, to support residents of municipalities affected by recent floods.



3 NOVA  
SUPER PAKETA  
BH MOBILE

mControl





## Market

Film, as the seventh art, has been one of the leading forms of entertainment for quite some time. By establishing the first multiplex in Sarajevo, Cinema City became the leading presenter of movies in Bosnia and Herzegovina.

It did not take long before Cinema City started showing quite impressive box office performance on the local, regional and worldwide market.

Internal market analysis of movie presenters showed that Cinema City does not have direct competition on the territory of the Federation of BiH. Hence, Cinema City stands as the leader in the field of movie presentation.

## Achievements

On 6th August 2014, Cinema City celebrated its fifth anniversary of successful business. Thanks to the invested efforts, Cinema City is proud to have served over 1.5 million viewers, presenting them with more than 1,000 movies, and over 150 successful events of leading companies and foreign representatives in BiH.



Cinema City is quite dedicated to introducing and providing new services to enrich the offer, personalising relations with clients in order to meet their expectations. Customers are happy to return and enjoy in offers that meet their needs. Since 2010, Cinema City has managed to digitalise three halls and enhance quality of projections and offer of 3D movies. In the last year, Cinema City proudly presented the new modern business room. It is equipped with top of the line audio and video equipment which makes it suitable for variety events, private and VIP events. Those who want to give a magic of a movie can now buy a gift cards

besides the regular tickets. Great attention has also been paid on youth projects and support for local community. Around fifty projects of support to the local community enable the community to take part in the development of the cinema, as it participates in the development of the local community.

Cinema City is a concept based on numerous events and movie premiers

that make the realm of movies a real life experience for its visitors.

## History

Movie company Forum d.d. is a legal successor of city cinemas established in 1950. At the beginning, the company dealt exclusively with presenting movies until 1984, when it started to distribute and produce movies. The production of movies started in 1985. The first movie made was "When Father Was Away on Business" directed by Emir Kusturica, the winner of Golden Palm in Cannes.

In the '60s and '70s, its programme incorporated all major centres in Bosnia and Herzegovina, with 35 halls with more than 13,000 seats.

Today, Forum d.d. includes eight movie theatres located in Sarajevo. Recently, Forum d.d. opened Multiplex Cinema City which has been active since 2009, as a fully domestic investment. Therefore, Cinema City, got a status of the first Sarajevo multiplex with 2,500 m<sup>2</sup> and five halls with total capacity of 700 seats.

Introduction of multiplex in Sarajevo and Bosnia and Herzegovina announced return of audience in the cinema. Multiplex provides a selection of movies, high technical viewing standard and makes it possible to decide to go for a movie on the go. Traditional cinemas with modest equipment and strict showing times cannot be compared to relaxed comfort of home theatre.

## Product

In order to make the cinema experience even more enjoyable, Cinema City multiplex offers comfortable air-conditioned halls with wall-to-wall screens and premium audio-visual technology. Offering special services such as midnight and hidden premiers, world-known titles, movie matinees, ticket reservations and the latest hit - 3D movies, Cinema City provides world's top standards in the industry.

## Recent Developments

The famous slogan of Cinema City reads "Welcome to the city of cinema", and the company is dedicated to keeping the status of the "city of cinema" and offer special experience to its visitors. Cinema City has successfully finished the first stage of digitalisation of its halls. It is expected that full digitalisation and technical modernisation of the halls will be finalised by the end of 2015.

In order to improve its business, Cinema City developed a business centre to provide new possibilities to organise events. Over a short







period of time, the business centre has showed some great results and hosted promotions, presentation, customised meetings to meet the needs of the company partners, in the very heart of the city, with top of the line technology

available.

For the most loyal visitors, loyalty cards will be introduced, as well as on-line purchase of tickets.

Regularly offered benefits and supreme service is the path of future development for Cinema City.

### Promotion

Popularity of Cinema City is recognised by many in search of ideal opportunity for advertising. Majority of cinema visitors are males and females aged between 14 and 30 (70%), and population aged between 31 and 40 (20%), while 10% of visitors are children.

Independent research has shown that the influence of the message received in the movie theatre is five times stronger than a message delivered in form of TV commercial (Source: CAA/CAVIAR, Pearl & Dean). In order to increase the sales of the existing products, but also newly introduced ones, it is particularly important to provide the consumers with physical contact with the product, which is exactly what Cinema City multiplex is doing by combining sampling promotions and advertising. Vip Media Group d.o.o is an advertising agency specialised in selling advertising space in Cinema City.

### Brand Values

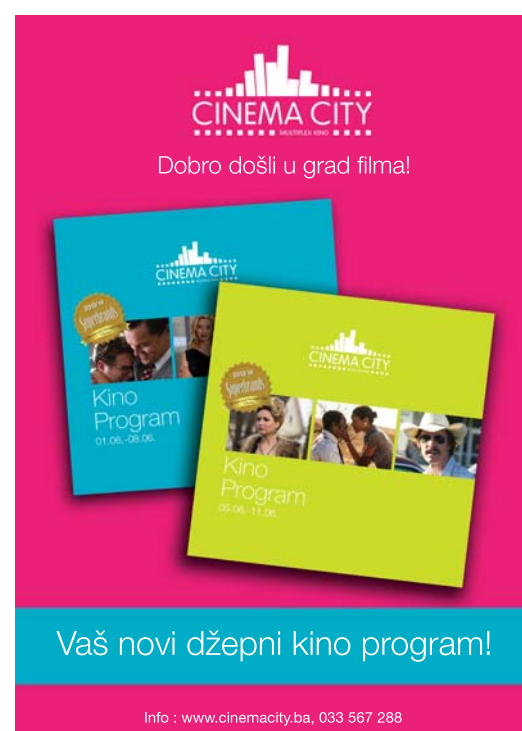
In five years, Cinema City became a recognised brand and a part of daily life of its visitors, making it richer and adding extra value to the quality of life.

By dedication, love and investing by all the movie fans, Cinema City maintained the tendency of enriching educational, cultural and social aspects of the society and local community.

Another important indicator of the brand value are partners who have

recognised the new way to advertise in movie theatres and therefore communicate with end users. Partners of Cinema City are renowned domestic and international companies. In this segment, Cinema City shows a tendency to continuously grow and develop.

[www.cinemacity.ba](http://www.cinemacity.ba)



### THINGS YOU DIDN'T KNOW ABOUT...

#### Cinema City

- Over the last five years, the Cinema City multiplex reached a significant number of 1.5 million visitors.
- In 2013, visitors of the Cinema City multiplex consumed 11 tonnes of premium quality popcorn. Over the same period, visitors of the multiplex consumed more than 60,000 litres of refreshing drinks.
- The most popular movie was Avatar, with total of 27,696 viewers.
- 10% of all cinema seats are so-called "love seats". Cinema City presented its modern business centre with a hall equipped with high-tech devices.
- 50 ongoing projects supporting development of the local community.







## Market

DHL is the global leader in international air express transport, freight and logistics services, and as such is a true worldwide renowned brand. The international DHL network connects more than 220 countries and territories, employs more than 275,000 people around the globe and has an annual circulation of more than 1.5 billion shipments delivered to 120,000 destinations.

Our market shares prove that DHL is number one in the logistics industry. Another indicator of its leadership status is the fact that more than eight million corporate customers appreciate the way DHL supports their businesses. DHL experts are the preferred partners to prestigious production and commerce companies around the world – offering reliable transportation and smart outsourcing solutions.

DHL was founded by Adrian Dalsey, Larry Hillbloom and Robert Lynn in 1969 in San Francisco. It began operating in ex Yugoslavia in 1983 and was established and registered in Macedonia in 1993.

## Achievements

DHL represents the milestone of the international express industry. Founded by three entrepreneurs from California, it set the grounds for building an empire on the concept of urgent international door-to-door delivery of documents. Later on, it expanded its services onto parcel transport as well as dutiable shipments.

DHL's strength is the ability to recognize the needs of the market and the expertise to introduce exactly those services that the customers want. This information is proven by the fact that many world famous companies that have started their business at the same time as DHL, have remained its customers over the years.

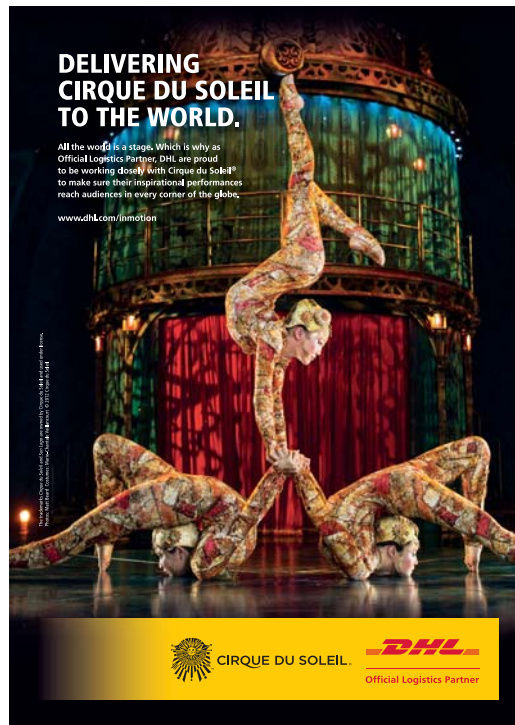
Throughout its history, DHL made multiple breakthroughs on the market and acquired a strong reputation among customers. Starting in 1983, this was the first company to introduce a system for tracking shipments, thus enabling its customers to supervise the course of transport and delivery of their goods.

A great part of DHL's positive reputation is based on the fact that it operates in almost all countries in the world. It has not only served as the sole connection between people in various territories that were at war or have suffered from a natural disaster, but it has also presented the crucial link worldwide.

## History

DHL was founded in 1969 by Adrian Dalsey and Larry Hillbloom who were working for MPA, a small courier company in San Francisco. Hillbloom was planning on investing \$3,000 in MPA's shares, but Dalsey convinced him to invest the money into starting their own business. Robert Lynn, who was in real estate, joined them in founding the first courier service from San Francisco to Honolulu.

Their first customers were mostly banks and companies from the overseas transport industry. They were thrilled with the service that surpassed the standard post service and its biggest advantage was reliability. Before the age of electronic money transferring, customers used to ship cheques worth



millions of dollars with DHL.

In 2003, Deutsche Post World Net became the new owner of the DHL brand. That year, DPWN merged the express and logistics companies under the same brand. In 2006, Excel, one of the largest logistics companies in the world, became a part of the DHL brand architecture. Now, according to the latest Strategy 2020, stabilization of the classical national letter mail, business and logistics, remains in focus as before – as well as the increase of the profitability of the standard letter products and extend of digital services.

DHL Express Macedonia has been in service for 21 years. As a full member of the DHL Worldwide Network, DHL Express Macedonia was founded



with 100% foreign capital and represents a part of the worldwide DHL network.

With 70% market share in the field of courier transport, DHL is an irreplaceable partner of over 4500 companies and institutions in Macedonia, in their international communication. The service quality was substantiated with the Quality Certificate ISO 9001:2000 (in 1998), the first such certificate in the service domain, and still the only one in the domain of courier services in the Republic of Macedonia.

In August 2011, DHL Express Macedonia received ISO 14001:2004 certificate, which confirmed its commitment to environmental protection and its commitment to continuously improve the Company's impact on environment.

DHL Express is the first logistics company in Macedonia to receive international TAPA (Technology Asset Protection Association) certificate (in 2009), the highest recognition for security and level of safety in transport and logistics.

In September 2010 DHL Express Macedonia increased the capacity of its fleet with a new aircraft, with greater cargo carrying capacity of 5 tons, which operates 5 days a week, and on daily basis connects Macedonia with the rest of the world.

Today, DHL Express Macedonia has 59 professionally trained employees and its own fleet of over 37 vehicles, which provides smooth operation and complete coverage of the established work processes, which functions equally in each and every part of the DHL network.

## Product

DHL globally works with four major brands in different areas: DHL Express (express delivery), DHL Freight (trucking cargo transportation), DHL Global Forwarding (overseas and container transport) and DHL Excel Supply Chain (logistics and supply chains).

DHL Express offers international and domestic door-to-door shipping services, specializing in international time-defined deliveries of documents and parcels: Express 9, Express 12, Express Worldwide, Express Envelope and Import Express Worldwide.

For even greater efficiency, DHL offers its customers modern possibilities for e-trade and e-communications with their customers, suppliers and business partners.

DHL is an inevitable partner in transporting all kinds of goods for a wide variety of industries, which provides customers with the quickest access to global markets. Customers who trust in DHL have the strongest logistics brand on their side. No matter the goods, transport destination or however complex supply chain solution is needed, DHL brand fulfils even the most complex customers' needs.

DHL consists of specialized divisions for express, freight, ocean freight, mail and logistics, which are united by one embodying can-do attitude. DHL's priority nowadays is the ability to provide its customers a one-stop-shop solution for all their transport needs. The booming of e-trade additionally widens the basic DHL services, and requires an extensive product portfolio.



## Recent Developments

In the beginning of March 2009, the DPWN management made a decision to implement a new strategy that would change the course of development of the Deutsche Post DHL

DHL has been supporting the organization of Formula 1 tournaments since 2004, as their logistics partner. For each race to go smoothly, DHL transports vehicles, spare parts, engines, wheels, TV equipment and even more than a million litres of

possible and in the most reliable and professional manner. These values are highly appreciated by DHL customers because the shipments that are distributed are usually so important that their whole business depends on it, sometimes even a customer's life. Taking all contemporary shipping needs into consideration, it is safe to say that shipping with DHL nowadays is inevitable and necessary.

The image of DHL reflects the company's readiness and responsibility in dealing with customers and their specific needs and requirements. The DHL brand is also followed by a reputation of a pioneer company in using high-tech methods in its business which have contributed to its high-quality service. Speed, dedication, precision and constant investment in people are the key attributes of DHL. The strength of the brand lies in the three core positioning elements: Personal Commitment, Proactive Solutions and Local Strength worldwide. DHL was elected Superbrand in Macedonia for

year 2009, 2011/2012 and 2013/2014.



THEY GO THROUGH THE GEARS  
IN MONZA. WE'RE ALREADY  
GEARING UP FOR SINGAPORE.

.....  
That's the Speed of Yellow.

[www.dhl.com/express](http://www.dhl.com/express)

EXCELLENCE. SIMPLY DELIVERED. **DHL**  
EXPRESS

conglomerate and its primary focus would be on continuing to develop the mail and the logistics businesses. Nowadays, the brand is reshaping by tightening the connections between brand areas in order to ensure the best possible transport and logistics services for its customers, as well as innovations in the e-communications business. Due to Strategy 2015, the ex Deutsche Post World Net will continue doing business under the name of Deutsche Post DHL, with the motto "The postal service for Germany", and "The Logistics Company for the world"

DPWN acquired the ownership of DHL brand in 2003. From then on, DHL has become a true superbrand in worldwide logistics. Today, DHL has the ability to transport almost any kind of goods by any possible means of transportation.

## Promotion

DHL is one of the most famous brands in the world. One of the reasons is undoubtedly the long-lasting tradition and high-quality marketing campaigns.

The New DHL Express Partnerships

DHL is the logistics specialist for global events around the world. As Official Logistics Partner, DHL is proudly committed to its partners and highlights the dedication by offering innovative solutions for complex logistics tasks in sport, arts and culture arenas. Such world-class events, enhance the profile of DHL brand and provide an excellent platform to experience DHL logistics "live". DHL is proud to be an Official Logistics Partner to Formula 1, IMG Fashion Week, FIA Formula E Championship, Gewandhaus Orchester, FC Manchester United, Rugby World Cup 2015, FC Bayern Munich and world famous Cirque du Soleil.

fuel for eighteen races on four continents. DHL mobile logistics centre is always on the racetrack providing service throughout the day, ranging from delivery of packages and documents to customs clearance and transport of dangerous goods.

Picture Perfect Down to the Last Detail

As Official Logistics Partner to IMG Fashion Week events around the world, DHL helps the world's top designers put their best feet forward. With a wealth of experience in Fashion & Apparel and Luxury Goods, DHL delivers glamour everywhere - from the Big Four Fashion Capitals of New York, Paris, London and Milan to the up-and-coming design Mecca of Mumbai. Along the way, DHL scholarships help newcomers stitch up success.

With "a little" help from these campaigns, the use of DHL service in Macedonia has long been a business habit, a common and indispensable working tool, similar to the use of telephone or fax. With these slogans, the temptation named DHL is too intense to resist.

Thanks to DHL, the business in Macedonia even better understands the syntagma "time is money". We are especially proud of the fact that we pull out of crises stronger and more experienced, ready to go a step further than anyone else and to efficiently tackle any upcoming challenges. Our customers also know how to value that effort and to give us their trust and respect time after time.

## Brand Values

The best example of the success and value of the DHL brand is that it has become the synonym for express shipping worldwide. Instead of relying on regular mail and standard shipping options, DHL's customers insist on having their goods, documents, gifts, etc. delivered to their destination as fast as

[www.dhl.com.mk](http://www.dhl.com.mk)

## THINGS YOU DIDN'T KNOW ABOUT...

### DHL

- DHL was the first international logistics company to:
  - Introduce a measurable target for CO2 efficiency (30% by 2020 vs. 2007)
  - Launch a verified carbon neutral express product (2007)
- DHL is a pioneer in e-Mobility with:
  - One of largest fleets of alternative drive vehicles (8500 – over 10% of global fleet), including electric types
  - Over 200 types of electric vehicles in testing since pilots launched in 2010
  - "All green" fleet operating in Manhattan, US (hybrid & electric)
- DHL has more than 25 years of motor sport experience behind its work in the field of Formula 1TM racing.
- DHL Express is the only courier company in Macedonia that has been operating its own cargo airplane since 2001, with daily connections with the international DHL network.
- The largest importing and exporting companies in Macedonia are DHL customers.



## Market

Domprojekt from Zagreb has been active on the Croatian market since 1992. It has successfully developed a brand of low-energy prefabricated houses, and as a pioneer of prefabricated construction in Croatia, it has continually raised awareness of new construction methods. In 2001, it started exporting its houses to the German market.

Intensive investments in marketing and exhibiting the products at all relevant events have been fruitful, and the company has been strongly present on the markets of Switzerland, Austria, Germany, France, and Slovenia. The company nurtures business relations with strategic foreign business partners, and product export grows significantly annually.

## Achievements

Since the start of the company in 1992, it has accomplished many achievements, which are always additional motivation to justify the given trust and to achieve newer, higher goals. One of the achievements is gathering a professional team that has profiled itself within the company over the years, and which is constantly faced with new challenges. With their joint effort, they achieve new accomplishments and guide the company through its growing success.



Back in 2001, Domprojekt successfully certified its construction systems and prepared them for export to foreign markets. The MPA Stuttgart certificate proves that the materials used are of superb quality and in accordance with European

requirements. Experts from the Otto-Graf-Institut regularly control all the production elements, which guarantees Domprojekt a spot in the high society of the construction profession. In 2012, a survey was conducted amongst the Croatian construction profession and Croatian citizens regarding which company offers the best price-quality ratio for the construction of prefabricated homes. Domprojekt won 1st place convincingly according

to the votes of consumers and construction experts.

In 2013, in a best quality survey, according to the votes of consumers and construction expert, Domprojekt won first place, as the Croatian company with the best quality pre-fabricated homes = QUDAL.

In a new price-quality survey conducted in 2014, Domprojekt once again beat out its competitors, won first place, and the Best Buy Award.

In 2014, Domprojekt was named one of the strongest brands in Croatian and proudly holds its place amongst the Superbrands companies.

The many achievements and awards that are a result of surveys of consumers and the construction profession are a sign of the strength of the brand of Domprojekt, which dedicatedly works on the improvement of its product, listens to the needs of its clients and consumer demands, and implements all that into its unique offer on the market.

Due to that, Domprojekt has been positioned as the regional leader in the domain of constructing low-energy prefabricated homes.

## History

The Domprojekt company was established in Mostar in 1984. During its work in Mostar, the basic business activity of the company was designing all types of buildings. The company employed experts in architectural design, construction statics, and was amongst the first private design firms to cover the market of the entire former country.

The company headquarters have been in Zagreb since 1992. Prefabricated house construction has been conducted since the beginning of its work in Zagreb. Since the market for prefabricated houses was weakly developed in Croatia at the time, the early years were difficult. With a lot of hard work, constant investment in the brand, company development, and creative design solutions and innovations, over time, Domprojekt proved itself to be the first company and the first choice in Croatia for the construction of prefabricated houses. The product is constantly





improved, the attractive design solutions caught the attention of people seeking a solution to their housing issues, and the many advantages of prefabricated homes overcame the skepticism and came across the approval of the profession and general public.

The company has always cultivated the fair culture, and since 1995, it has been an exhibitor at all significant events at home and abroad. The first exhibition was at the Zagreb Fair, which continued traditionally over the years, and since 2010, Domprojekt has presented its products at fairs in Graz, Vienna, Munich, Stuttgart, Bern, and Ljubljana.

The development of the internet has allowed for global presentation of the company and the development of social networks has enabled the closer relationship and greater interaction with potential consumers. Domprojekt has enabled its consumers to access all information from the comfort of their homes since the very beginning of the development of internet content. Domprojekt will continue to develop the company, create new trends, and build homes that will be a part of new history.

## Product

Domprojekt has been building low-energy and passive prefabricated houses since 1992. In its work, the company places emphasis on low-energy prefabricated houses with a wooden load-bearing construction.

The basic offer consists of constructing family homes to the rough completion level. The houses are completed on the exterior, while the interior requires finishing work. Other works are completed by the investors in their own arrangement.

The offer is based on composite walls in several variants of construction. The wooden construction is the load-bearing part of the wall, covered in constructive fermacell boards, an installation layer is placed on the interior, and the exterior has a façade of styrofoam, or a sheathing of a material based on wood fibers. The possibilities of creating the composite walls are endless, and the optimal composition, created over twenty years of experience, by following consumers' needs and the invested/obtained ratio, has been placed in Domprojekt's offer.

The construction materials are exclusively the highest quality wood available on the market: KVH (structural timber), glued plywood, duo/trio beams, made up of two or three glued layers and CLT wood, or boards of cross-laminated timber. The wood is dried to 18% humidity and ensures all required characteristics for use in building construction. Structural timber is treated with protective coatings against mildew and rot, which ensures a high level of duration. The construction is sheathed with gypsum board, which with their connectors ensure the lateral stability of the light wood frames.

The spaces between the wooden elements are filled with stone wool, which has superb insulation characteristics - thermal and sound, a high level of fireproofing and structure.

Additionally, thermal insulation is improved by the façade sheathing made of styrofoam or other insulation material. This composite system is the top of the offer in constructing low-energy prefabricated houses.



## Recent Developments

Over the course of its history, Domprojekt has invested great funds in continued development. Development is based on gathering top-notch experts in its domain, who can give their contribution to the company that always raises the bar higher. The professional team has only the best quality and always up-to-date software at their disposal to help them achieve their ideas. Modern software is important for the better quality realization of the designer's ideas, as well as for the superb presentations of projects to clients. The choice of software is led by the idea of the better coherence between the initial desires, sketched plans, main project documentation, and the production process.

The company builds its production process with a 3D-CAD/CAM system, where the design and production processes are in close correlation.

In 2014, a great step was made in the production process with the introduction of mechanical wood processing. Thereby the 3D-CAD/CAM process has become completely automated. Anything the designers come up with in the 3D-CAD/CAM system becomes a reality, with a precision and fine finishing that hasn't yet been seen in the region.

With Domprojekt's innovations, 2014 has become a milestone in constructing low-energy prefabricated houses in Croatia. Once again the company has made pioneering steps in introducing new technologies to the market and presenting their possibilities and advantages.

## Promotion

At Domprojekt, promotion is taken very seriously. Over the past five years internet marketing has taken a more significant role, so in its business, the company is turning to new methods of advertising. Along with the new advertising media, Domprojekt has also been strongly present with its campaigns in traditional media, in print newspapers, and on television.

Since 1995, the company has been an exhibitor at all important international fairs, where it always presents its newest technological achievements. European fairs are important for the company's export policy, since they are a place for new meetings, acquaintances, and expanding the business.

Along with fairs, Domprojekt has also been a sponsor of numerous professional seminars, lectures, and round tables. It is in close collaboration with the profession, with which it cooperates in the further promotion and perfection of its products.

## Brand Values

Domprojekt is a recognizable Croatian brand. The company has a thirty-year long tradition and over that time it has affirmed itself as a reliable, respectable, and stable company for the construction of low-energy prefabricated houses. The company attains brand values with hard work, innovation, risk-taking, education, introducing fresh staff with a rich know-how and a desire to advance.

Regionally, Domprojekt is recognized as the first choice for building low-energy prefabricated houses.

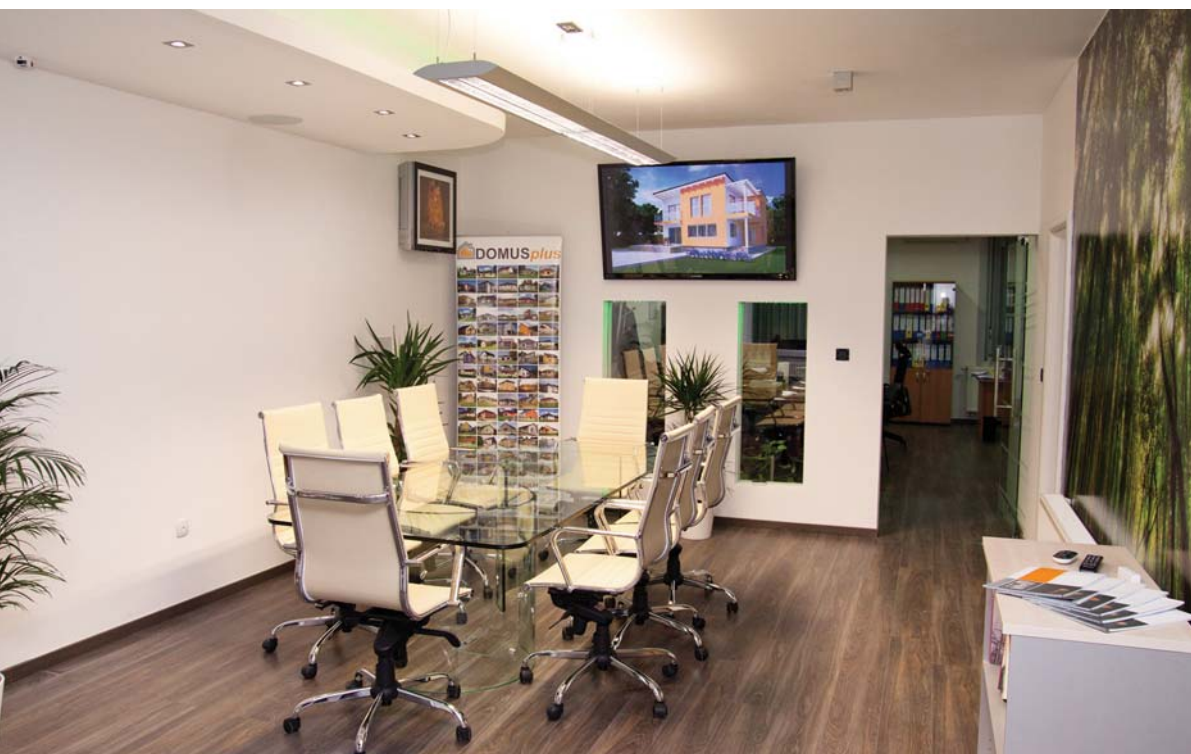
[www.domprojekt.hr](http://www.domprojekt.hr)

## THINGS YOU DIDN'T KNOW ABOUT...

### Domprojekt

- Domprojekt was established as a family-owned company in 1984, and celebrates its 30th anniversary in 2014.
- With the expansion of the company, the entire family has become construction-oriented, so they are educated at faculties of civil engineering and architecture, in order to support sustainable development and continue the tradition.
- Domprojekt exports more than 40% of its total production program.





## Market

The Croatian construction market is under heavy pressure, with a negative CAGR of 36% from 2009 to date, while the total workforce employed within the construction industry has shrunk for more than 43%. The market dropped 6.2% in the last year only. In such an unstable and turbulent economic environment, complemented with highly volatile energy prices, the market of prefabricated energy efficient houses is increasingly becoming a preferable option in the search for a long-term housing solution. Already extremely popular in Europe, US and Canada, the same trend is now also visible on the Croatian market, where people are starting to realize the full potential of such housing solutions. In the prefabricated houses construction market niche, compared to developed markets, Croatia is still quite underdeveloped, but showing a firm market growth and strong potential signals. The biggest interest for such a housing type comes from young families with a higher education level, who are ecologically aware and extremely well informed of the advantages of such housing solutions.

## Achievements

DOMUSplus d.o.o. (DOMUSplus) is a dominant player on the domestic prefabricated energy efficient housing market, capturing more than 50% of the domestic market share during year 2014, and with a constant market share growth throughout past years. Today, DOMUSplus designs, manufactures and constructs 50 houses on a yearly basis. The only rationale behind the company's strong position and business growth on the constantly contracting market is the highest quality of the end-product, with best-in-class value-for-money ratio, enabling DOMUSplus to beat the market and grow faster than its competitors. A direct proof thereof is clearly manifested in the 2009-2013 period, when DOMUSplus Net Sales CAGR was 22.18%, beating the negative industry trends. DOMUSplus preserves the same positive growth also in 2014.

## History

DOMUSplus was established in the year 2006. In the beginning, the company employed and was represented by a young and enthusiastic, but highly skilled and educated, team of five employees who understood a prefabricated housing opportunity window for the high-quality product market and advantages that it could bring to the still heavily underdeveloped Croatian market. Thanks to this young team's hard work, commitment to their ideals and their perseverance, the company has been growing constantly and today it employs 30+ employees, 10 of which work in the sales and marketing and project office departments, while the rest work in the

factory plant and product finishing. All of the employees were carefully selected on the employee market, and they are all highly skilled in their professions, be it architecting, project designing, selling and marketing, or house production, installation and product finishing. DOMUSplus highly values the development of its employees' competences, spending at least 0.5% of its annual revenue for employees' education every year, and thus making sure that the company is always ready to understand the market trends and that it can bring advantages of prefabricated housing to its end-customers. The best example of the successful implementation and execution of the growth strategy is the factory capacity expansions, starting from 10 houses p.a. from the very beginning to the planned capacity of 100 in the year 2015.

## Product

The most commonly manufactured product of DOMUSplus is an individually designed single-story house, 120 square meters in size, with three bedrooms and two bathrooms, but the company has full flexibility to produce any type of housing solutions, following the wishes of its end-customers. The product portfolio also includes all kinds of social purposes object types, such as kindergartens, retirement homes, etc. All of the products are manufactured in the company factory in Croatia, from materials of highest quality, and with the highest quality assurance on all products' life-cycle steps, from design to handover to our satisfied customers.

The product is thus positioned as a high-end class product, with careful considerations to each and every detail and choice of nothing but modern and proven, yet fully environmentally acceptable materials priced as the best value-for-money ratio.

The product is designed and manufactured in Effectus (5E) system. 5E is a specially defined complete system that combines 5 main energy efficient housing elements into one ensemble: Energy Efficiency, Ecology, Economics, Efficiency and Esthetics. The system is based on sustainable development principles, focused on all stages of the product life cycle, from careful material selection, flawlessly managed and controlled manufacturing process, customer financing, to a healthy and happy living in the house. The system is based on the knowledge and experience and by honoring customers' requests it fully caters to all lifestyle







requirements, conciliating the benefits of technology advantages with a natural and pleasant living. Materials and processes behind the end-product are under constant improvements, enabling DOMUSplus to offer the most advanced and most efficient housing solution to the market at any moment.

The highly profiled end-user product, through the firm market position, constantly proves that the uncompromised quality will always have its customers.

## Recent Developments

Best-in-class quality and dedication to perfection was also recognized on the European export market, where DOMUSplus signed a frame contract with one of the leading Austrian prefabricated houses supplier, awarding DOMUSplus with the exclusive supply contract for delivery of its products to the highly demanding Austrian market, with a high potential for growth. In addition, DOMUSplus signed a partnership deal with a Slovenian company in 2014, with the purpose of a joint cooperation on the Slovenian market.

The strong market position of DOMUSplus and its constant business growth is also accompanied with significant investments in design and manufacturing optimizations. In the last two years, DOMUSplus invested 10% of its yearly revenue p.a. in software CAD/CAM solutions, as well as state-of-the-art manufacturing equipment, securing that the complete end-to-end process, from the sales

phase to the acceptance phase, through all stages, is integrated and enables full focus on quality implementation and control. The same investment trend is forecasted in the years to come.

The Company development is also followed by further employments of various new experts, thus continuing the DOMUSplus workforce growth in the constant rate of 20% YoY in the period from 2011 to 2014.

## Promotion

DOMUSplus is very active in promoting the energy efficient aware lifestyle, as it is the sine qua non condition for future sustainable living. Since those important messages are best conveyed via direct contact, DOMUSplus is highly active at various fairs, journals, workshops, lectures or with its employees as guest speakers at different forums, promoting the importance of a sustainable and responsible lifestyle. Furthermore, DOMUSplus actively organizes "Open Days" events where the company, together with its customers, demonstrates all the benefits and advantages of a life in a DOMUSplus house by showcasing its finished homes and inviting all interested parties to visit and witness all said first hand.

## Brand Values

DOMUSplus is very proud to be able to state that the product is always of the same and constant quality, without any compromise, for both domestic and export markets, as the brand is built



on trust, quality and consistency. The proof thereof are also various certificates awarded to the company, including ISO 9001 (Quality Management System), ISO 14001 (Environmental Management), Otto-Graf Institute MPA DIN 1052 compliancy certificate, among others. Furthermore, DOMUSplus received awards in the area of environmental awareness, such as Green Mark – Sign of Excellence, as a certificate awarded for products, services and technologies that are exceptionally sustainable respecting excellence in the environmentally friendly economy. Also, the company is awarded with Green Superbrands mark that awards environmentally and socially responsible, but also environmentally responsible companies, and is awarded only to brands with high environmental awareness.

DOMUSplus brand is built on the highest quality houses made in Croatia, which already have full brand recognition on the Croatian market, and it is rapidly building its brand name on the markets of Austria, Slovenia, among other European markets.

[www.domusplus.hr](http://www.domusplus.hr)

## THINGS YOU DIDN'T KNOW ABOUT...

### DOMUSplus

➤ Once fabricated, the construction of the prefabricated energy efficient house is done within 1 day, while all other work is completed in less than a month. The DOMUSplus prefabricated energy efficient house, against comparable traditionally built house:

- consumes 6 to 8 time less energy needed for the object heating or cooling, which creates a significant return of investment from the start;
- is built 6 times faster, which reduces indirectly connected expenses;
- is 18% cheaper in the Total Cost of Ownership (TCO) calculation, calculating only first 20 years, with the increase of savings as time passes by;
- is charged 20% less for building contribution taxes by municipalities, due to use of new materials that are more advanced in terms of insulation, stability and other characteristics;
- is 100% the same as traditionally built house in all other aspects of designing, home loan, insuring and living in them.







**Elena Luka**  
women's fashion

## Market

Thanks to the visionary and professional approach to work, Elena Luka has managed to bring international fashion standards to the domestic

market, but also in the global fashion business.

The idea for creating a top quality Macedonian product with an international look first started to take shape in 2008 and, in a relatively short period,

has become the creative core of the domestic fashion industry. Since 2008, Elena Luka has been inevitable part of the lives of many women, who has recognized the true quality and sophisticated design of the Elena Luka products, which can be found in the Elena Luka bridal studio in Kapishtec, Skopje, and in the luxury shop in Skopje City Mall. The fact that Elena Luka is the first Macedonian brand to start an online shop is yet another proof that this brand constantly keeps up with the world standards and the technological innovations. All Elena Luka products are available on sale on the internet, enabling the clients to buy their favourite Elena Luka piece online. As its motto Fashionable and Humane implies, Elena Luka actively supports, organizes and takes part in various charitable projects. In addition, Elena Luka is also present on the artistic scene in Macedonia, as well as outside the country, having made costumes for numerous operas and theatre plays, music festivals and many multimedia projects. In 2013, Elena Luka launched one of the most influential online magazines in Macedonia, [fashionel.mk](http://fashionel.mk), whose aim is to promote the Macedonian fashion scene, as well as to educate and inform about all the happenings in the global fashion industry.

## History

Thanks to her well-planned strategy and, above all her strong will, in 2008 Elena Pandeva started to develop and realize her idea about forming a serious fashion platform which would meet all the professional standards in the fashion design. Since then, Elena Luka continually creates seasonal collections twice a year, thus creating new visions of the perfect fashion design.

Collections:

- Art Collection (Spring/Summer 2010)
- Urban Baroque (Fall/Winter 2010/11)
- Light Collection (Spring/Summer 2011)
- Fashion Force (Fall/Winter 2011/12)
- Wedding Construction (Fall/Winter 2012/13)
- Dalga (Spring/Summer 2013)
- Ethno (Fall/Winter 2013/14)
- Lila Collection (from 2013 onwards)
- Snow Love Wedding Collection (2014)
- Golden Reins (Spring/Summer 2014)

## Product

Elena Luka creates unique products, not suitable for improvising with the idea, shape, structure, cut, texture, material, handwork and sewing. All these microstructures comprise the big picture of the unique Elena Luka design. The fashion house has a production plant with 70 employees, which makes it one of the largest on the Balkans.

In addition, the brand has its own technical service, tailoring department and finishing department - the basic stages of the production of each design, as well as a professional hair and makeup artist, since the complete look of every woman also includes the two key elements, hair and makeup.

All Elena Luka designs are made of carefully selected materials and include exquisite embroidery, handmade details and jewellery. In fact, all Elena



fashion scene.

During the 6 years of existence, Elena Luka has set a higher level of fashion in the country, establishing a new direction in the fashion design, which in every aspect is approaching the quality provided by the most renowned international fashion brands and fashion metropolises.

Elena Luka is a synonym for authentic, avant-garde and artistic style, which has already created its unique trademark, well-known on the domestic

the brand managed to successfully position itself on the domestic fashion market, standing out thanks to its team of creative and well-educated professionals, led by an extremely ambitious lady, who is one of the leading women managers in Macedonia - Elena Pandeva.

## Achievements

Thanks to the continuous professional investment in Macedonian fashion brand Elena Luka, this brand







Luka products are known for the unique design and sophisticated handwork, and they all carry the

expanded its production line with handmade shoes and handbags, made of high-quality leather. For the

Stojanovska, for whom she makes 250 designs per year for the purpose of the show.



brand's logo. We can say that Elena Luka is a cultural ambassador of Macedonia.

Apart from the wide selection of cocktail, day and night gowns, trendy designs and business creations, Elena Luka is also dedicated to the wedding dresses production, which they nicely complement with the production of authentic jewellery.

### Recent development

Besides its regular Couture, Demi-Couture and Ready to wear collections, Elena Luka recently

purpose of additional promotion of the brand, in 2013 Elena Luka launched a fashion portal, Fashionel.mk, the first fashion portal in Macedonia. Fashionel supports and promotes the Macedonian fashion scene and is available in both Macedonian and English language.

What is of extreme importance for the brand is the latest project which connects fashion design aesthetics and architecture, under the name of Elena Luka Home, and which refers to the construction of residential and office buildings, according to the highest professional standards in architecture and construction.

### Promotion

The marketing strategy of Elena Luka uses all professional and advanced marketing tools and PR strategies in order to keep its clients up-to-date about the latest projects and news. The numerous satisfied customers are the first and most important promoters of the quality of the Elena Luka products. Furthermore, the large number of

public figures who regularly cooperate with this fashion brand is one more proof of the brand's professionalism and its capacity to meet all ambitious professional challenges. All latest information and projects by Elena Luka can be always found on the official website ([elenaluka.mk](http://elenaluka.mk)) and the official Facebook profile ([facebook.com/elena.luka](https://facebook.com/elena.luka)). Apart from its online fashion magazine, fashionel.mk, and all the media appearances, Elena Luka is present in the media through her exclusive collaboration with Deal or No Deal host Lila



### Brand value

The fact that Elena Luka has managed to create a new dimension of Macedonia's fashion by raising the level of how people see and think about fashion in general, proves that the value of this Macedonian brand is irreplaceable. Within a relatively short period of time, Elena Luka has managed to raise the criteria in the organization of the overall work process: from the creation of the unique designs to the making of the strategy for presentation of the collections, thus setting up higher standards that would advance the entire Macedonian fashion industry. The countless international collaborations and projects are yet another proof of Elena Luka's quality and they undoubtedly place Elena Luka on the global fashion map.

[www.elenaluka.mk](http://www.elenaluka.mk)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Elena Luka

- The main Elena Luka motto is Fashionable and Humane
- The name of the Elena Luka brand is a combination of the names of the brand's general manager, Elena Pandeva, and her son Luka.
- Elena Luka has created many stage costumes for different multimedia projects.
- Elena Luka has started the first e-shop platform ([www.elenaluka.com](http://www.elenaluka.com))





## Market

In 2000 first from the chain of pharmacies was opened, and EURO-FARM imposed a new fresh concept of the professional relationship and communication with its patients. The new concept meant immediate contact "face to face" between the pharmacist and the patient, without any physical or any other type of barrier between them. This enabled the ease in the communication and the complete dedication to the needs of the patient. This sincere intention was recognized by the patients, so by supporting EURO-FARM the number of pharmacies reached 64, on elite locations across the country, selected according to strictly determined criteria. The pharmaceutical wholesaler EURO-FARM is behind the pharmacies, which managed to promote and establish itself as one of the most successful companies in the sector for wholesale with pharmaceutical products in our country. In the frames of the everyday activities, cooperation has been realized with all the renowned pharmaceutical companies present on this pharmaceutical market.

Since 2006 EURO-FARM acquired the exclusivity for trade with products from the German company Dr.Wolff for the territory of Macedonia, Serbia, Albania and Kosovo. That same year, cooperation was established on the principle of exclusiveness and the products of Microlife – one of the best worldwide companies for production of blood pressure monitors, digital thermometers and other digital measuring instruments, as well as with the company Alfa which produces medical disposables and material. The pharmaceutical wholesaler EURO-FARM is the exclusive representative and importer of other world famous pharmaceutical companies: NeoStrata (USA), Heliocare (Spain), Dr.Wolff (Germany), Riemser (Germany), TG-farm (Serbia), Sofarma (Bulgaria), Fysioline- Ice Power (Finland), Babyjoy (Germany), Steiner (Germany), Niva (Serbia), Blistex (USA), Dentyl (UK), Isomar (Italy), Bioextra (Hungary).

## Achievements

The continuous improvement in service, offering a wider range of medicines, over the counter drugs and products for consumers, as well as the investment in their own staff are the main achievements of EURO-FARM. The number of pharmacies is growing continuously in order to be more available to the patients, and the expert advice has to be easily and quickly accessible to those who need it the

most. Of course, there are the administrative and business facilities in their ownership, in total of 2,500m2, and their own fleet of cars. The competent, educated and experienced professional staff is completely dedicated to the needs of the patients, offering products and services according to the highest

recertification was acquired for the integrated system ISO 9001:2008 and ISO 14001:2004.

## History

On December 9 2000 in Skopje, the first pharmacy of Eurofarm was opened and this started the realization of the pharmaceutical dream of Tatjana Sterjeva, who combined the youth enthusiasm and the expert knowledge, created something in the function of the patient, something different, with world renowned quality, available on the Macedonian market. The number of pharmacies of the wholesaler EURO-FARM expanded from month to month, in accordance with the high standards in the choice of location, equipment, unification and the distinguishing, and reached the number of 64 pharmacies until the beginning of 2014, where the standard quality is represented for EURO-FARM. Of those, 42 are in Skopje, 6 in Bitola, three in Veles and one in Strumica, Gevgelija, Kochani, Shtip, Makedonski Brod, Radovish, Krushevo, Kratovo, Kavadarci, Kumanovo, Kichevo, Gostivar, Bogdanci. Speaking of locations, they have been carefully selected under strict criteria on exclusive locations, where the availability to the clients is the best.

The development moved gradually, depending on the needs and opportunities, but the biggest expansion was realized in 2010, when 18 new pharmacies were taken over and in 2014 additional 17 pharmacies were taken over, but not for a second neglecting the quality on account of the quantity and maintaining the recognizable dedication and expertise. Since their establishing in 2000 to date, the Pharmaceutical wholesaler Euro-Farm along with the pharmacies has noted a constant development and is a famous brand on the domestic and foreign market. As a result of the efforts and the professional relationship with the work, in the period so far, EURO-FARM has managed to gain the trust of around 500 pharmacies in Macedonia, which is 80% of the total number of registered pharmacies in our country, and indirect business cooperation has been established with the rest.

## Product

In the EURO-FARM Pharmacies, products of all renowned domestic and world famous pharmaceutical companies can be found which are present on the local pharmaceutical market: Alkaloid, Jaka 80, Replekfarm, Lek, Krka, Pliva, Belupo, BosnaLijek, Pfizer, Sanofi Aventis, GlaxoSmithKline, Astra Zeneca, Novartis, Eli Lilly, Alcon, Bayer Schering, UPSA etc. The suppliers, as have been chosen partners by assessing their competence,



and top quality.

To satisfy and exceed the wishes of the customers, to realize the processes and realize the activities in accordance with the legal and other requirements, in connection with the protection of the environment, in EURO-FARM the Integral system for quality management and protection of the environment was established and applied, and it has been coordinated with the standards ISO 9001:2008 and ISO 14001:2004. In 2011

standards





# СЕМЕЈНО ЗДРАВЈЕ

## ВАКЦИНАЦИЈА

најуспешна постапка  
за заштита на  
човековото здравје

## ИНТЕРВЈУ

Д-р Горан Николов,  
специјалист интернист –  
кардиолог  
Кардиоваскуларните и  
гастроинтестиналните  
забојувања се најчести  
во современото живеење

Циркулаторни  
промени  
на долните  
екстремитети

13

бесплатен примерок  
ISBN 978-608-185776-5

ШО Е ОКСИДАТИВЕН СТРЕС?

by fulfilling the requirements, in terms of the production of quality pharmaceutical products and protection of the environment. In addition to the excellent cooperation with the companies in the country, an excellent cooperation with the renowned companies has been established and keeps developing, which see a safe partner in EURO-FARM. The policy of the company has always been to offer a wider range of medicine and over the counter drugs, cosmetics, and care products, consumer products so that the customers can find everything they need in one place.

After promoting and establishing itself as one of the leading companies in drug-wholesale in R. Macedonia, EURO-FARM established cooperation with well-known foreign pharmaceutical production companies.

Obtaining exclusivity for the German company Dr. Wolz for the territory of R. Macedonia, Serbia, Albania, and Kosovo, as well as the exclusivity for Microlife and Alfa, is more than strong proof for the businesslike choice for partners and products for our clients. EURO-FARM is exclusive representative and importer of other world famous pharmaceutical companies: NeoStrata (USA), Heliocare (Spain), Dr.Wolff (Germany), Riemser (Germany), TG-farm (Serbia), Sofarma (Bulgaria), Fysioline- Ice Power (Finland), Babyjoy (Germany), Steiner (Germany), Niva (Serbia), Blistex (USA), Dentyt (UK), Isomar (Italy), Bioextra (Hungary).

In order to strengthen the already established connection between the team of experts of EURO-FARM and its patients on one hand, but also the doctors and the pharmacists on the other, in every pharmacy the magazine "Semejno zdravje" (Family Health) is available, where in addition to getting to know the products, the readers can be introduced to advice for prevention of various diseases and acquiring new, healthy life habits.

Also, we have awarded our loyal customers by introducing the Euro-Farm club card. The owners of this card receive numerous benefits when shopping in Euro-Farm pharmacies. We are happy to see that the number of members in the Eurofarm club family increases day by day.

## Recent developments

Every year EURO-FARM places new top products of world famous producers on the Macedonian pharmaceutical market, from medicine, to high quality food supplements, to cosmetics and skin, hair and body care products, decorative cosmetics, care products for all generations.

The development of EURO-FARM is a continuous one, but especially expressed in the last few years, by opening 17 new pharmacies in 2014, there was complete coverage of all the unsuitably covered places, on the map of precisely chosen locations.

From 2010 until 2014, more than 40 new pharmacies were opened all over the country. Also in the last few years, there have been newly acquired exclusivity of world renowned pharmaceutical products, such as the products for quick pain relief Ice Power, the baby line of Baby joy, the lip care products Blistex, the oral hygiene products Dentyt, see water from Italy - Isomar and many more, where it is obvious that the world famous companies see a highly professional cooperation partner in EURO-FARM.

## Promotion

In addition to the care to satisfy the needs of the customers, EURO-FARM cares for many aspects of

the social living. It provides constant education and raising the awareness of the employees for preventive acting and constant improvement of the quality and protection of the environment. EURO-FARM is a socially responsible company, a loyal friend of the culture and sports.

Regarding the fact that EURO-FARM launches products from world famous brands for the first time on the Macedonian market, EURO-FARM is also concerned with the

systematic education of the consumers as one especially important segment of the promotion. The best example of this are the printed brochures for the products, which the customers can take free of charge and read, as well as the free of charge magazine "Semejno zdravje", which was first issued in 2011, as another way to help the patients to preserve or improve their health, and with this the quality of life, because only the healthy people are happy and satisfied people.

In 2012 EURO-FARM initiated its loyalty program, through which the company awards its loyal customers. The members of the EURO-FARM



club have reached a number of 50.000 by 2014.

EURO-FARM is constantly present in the mass media, with expert conversations in segments of TV shows, with promotional and educational texts in magazines, in order to present the novelties and special offers to the customers.

## Brand value

The EURO-FARM brand has been famous for its motto "We exist to care of your health" for over a decade, marking the care for the entire family. In this dedication, the staff of EURO-FARM is the core of the organization, and the management fulfils the vision and goals of the organization with their competence, knowledge and experience. One of the basic goals of the pharmaceutical company EURO-FARM is the establishing of a distinguishable quality of the product and the service, through realizing the demands and expectations of the buyers on the domestic and the international market.

[www.eurofarm.com.mk](http://www.eurofarm.com.mk)

## THINGS YOU DIDN'T KNOW ABOUT...

### Euro-Farm

- In the fourteen years of its existence, pharmaceutical company EURO-FARM has opened 64 pharmacies throughout Macedonia.
- Euro-Farm is a pioneer who brought the new concept which signified an immediate contact "face to face" between the pharmacist and the patient, without a physical or any other barrier between them.
- EURO-FARM is the sponsor of the Macedonian National Handball Team and a supporter of the great success on the European Championship in Serbia.
- The free of charge expert magazine "Semejno zdravje" can be found in the pharmacies of Euro-Farm which in addition to the expert advice it gives, it can also surprise you with a present, trip, value voucher or other valuable prizes.
- EURO-FARM is the first pharmacy chain that initiated loyalty program through its Eurofarm Club Card.





# EUROIMPEX



## Market

Euroimpex is the first private company whose operation is oriented towards the trade of cars and motor vehicles of easy categories, after the independence of Macedonia. Despite the fact that Euroimpex is a leader in the automobile market, with over 17,000 vehicles sold so far, over the years, it extends its function in more segments coherent among themselves, including the brands: Total oil, Banner batteries, and the tool brands: Milwaukee, Bahco, Sandvik and Irimo, who represent integral elements in the Company operation.

From the territorial point of view, Euroimpex, for many years was oriented towards operating in its home country, developing stable and successful network, equally throughout the territory of Macedonia, for each program separately.

In 2009, Euroimpex extends in the Serbian market, establishing a sister company named Inoto Motors, which appears as Official and Exclusive Importer and Distributor of Mitsubishi Motors.

Euroimpex continues with its development, not only in the Serbian, but also in Montenegrin market. In 2014 the principal Automobiles Peugeot confirms its trust in Euroimpex, indicating it for a General Importer of Peugeot brand in Macedonia, Serbia and Montenegro.

## Achievements

Euroimpex is a company with a rich past, where each step is a pride for the 25 years of existence.

Over the years, the company developed a successful network for the Peugeot brand, and at

the same time, focused on developing a dealer network for the tool brands (Millwaukee, AEG, Bahco, Irimo), Total lubricants and Banner batteries.

The Peugeot brand is the best-selling automotive brand in Macedonia in total sales of vehicles up to now. Over the years, Euroimpex develops stable business relationships with both Principal / Producers as well as the clients, creating unbroken link of loyalty. The working staff, over the years, has increased, together with the company growth. And even in the crisis conditions, which

## History

Euroimpex begins its successful story in 1990, and in January 2015 the company will mark its 25th anniversary.

The Cooperation with Automobiles Peugeot begins in 1992, and after a great effort, in 1994 Euroimpex gets the status of General Importer for Peugeot for Macedonia. During the years it works on forming teams, developing and strengthening its dealer network, and as part of its strategy to

improve the level of service quality, Euroimpex builds a modern sales-service and body work center according to the Peugeot standards.

In 1996 it signs an agreement for distribution of motor oils from Total brand. In 2001, begins the marketing of the program Irimo tools of the Spanish producer. In 2005, the company expands its operation with Banner batteries. In 2007, Euroimpex diversifies the program of manual and machine tools with introduction of the program of the American Millwaukee brand. 2009 is the year when Euroimpex expands its operation in the Serbian market through its sister company

Inoto Motors, and becomes Official and Exclusive Importer and Distributor of Mitsubishi Motors.

In 2010, the company starts with the placement of the German brand of hand tools AEG. Later on, the same year, it gains a concession of hunting ground "Nidže" which will last for the next 20 years, located on the mountain Nidze with a peak Kajmakčalan (at an altitude of 2,500m) which has historical and cultural significance in the First World War. The year 2014 is very important for the operation of Euroimpex because on 1 July 2014, Euroimpex becomes General Importer and



exist from 2008 onwards, the number of employees hasn't been reduced, but also Euroimpex is one of the few companies without fluctuation of the working staff. This fact tells a lot about investments, especially investments in developing positive working climate, as well as the respect and the positive evaluation of the employees.

Beside the market in Macedonia, Euroimpex expands its operation in neighboring Serbia and Montenegro, for the time being with two brands Mitsubishi Motors and Peugeot.





Distributor of Peugeot brand for Macedonia, Serbia and Montenegro.

## Product

The Products which Euroimpex offers on the Macedonian market are in favor of the client and coherent among themselves. If we talk about Peugeot, it is about a brand that has an impressive history of over 200 years and vehicles intended for customers with refined taste, who tend to differ from the others, radiate with self confidence and have a dynamic life. Peugeot vehicles are characterized with the latest technology and modern design, and the principal is focused towards producing efficient vehicles with balanced elements in perfect harmony, all the way to the tiniest detail. Euroimpex pays great attention to the post-sale services, investing its maximum towards expertise and towards meeting the needs of the clients.

"Total" oils protect the engine from wearing, transmit power and facilitate the gear shift. To be a leader in the area of oils with high-tech components is the main objective of Total.

Banner batteries are Austrian company products with an international reputation and are synonymous of technical perfection, confidence and a high level of awareness for the environment.

Milwaukee Company is a leading company in

the hunting but also the rural tourism in Macedonia, and the hunting ground "Nidže" to be an example of how one hunter's center on the Balkans should look like.

## Recent Developments

25 year-old development of Euroimpex is a process which integrates large ventures, focus on the objectives, adaptability to the market conditions and a lot of great decisions. The development is a process deeply rooted in the mission of the company, which reflects to the future of the company. The customers' loyalty, collaborators and employee staff, is a proof of achieving a great responsibility for their maintenance.

Besides the regional, the international confidence is also an important pearl in many values that the company protects, so in 2009 Euroimpex expands its operations on the Serbian market, through its sister company Inoto Motors and becomes Official and Exclusive Importer and Distributor of Mitsubishi Motors and in July 2014

Euroimpex expands the business in the Serbian and Montenegrin market, becoming a General Importer and distributor of Peugeot brand in Macedonia, Serbia and Montenegro.

## Promotion

Euroimpex has a technique which is skillfully applied through its rich history, and it is focused in direction of international politics of the world brands to be implemented within the countries in which the brands are represented, but at the same time it has to be

adapted to the needs of the local market. This skill requests detailed knowledge and continuous monitoring of the products, from its first life phase of introduction till its last phase of decline, as well as the market with all of its components.

The communication with the public is focused towards maximum honesty in presenting the real value to the brands, because the trust with the clients is built and maintained on solid foundations. According to the dynamics of change, Euroimpex is fully adjusted to the modern and specific customers and continuously available for communication.

For the company, following the world trends and pulse of the market, are the basis for the development of every promotional strategy. While again, the implementation of an appropriate promotional mix, depending on the strategy and the brand which is communicated with, is one of the basic elements in the promotion of the brands that Euroimpex represents. In its promotional activities, Euroimpex tends to convey the emotions of the brand and product to the public, because the same are essential for the positive feedback.



## Brand Values

Euroimpex has the biggest working experience in the automotive industry on the Macedonian market operating as a continuous sole representative of an automobile brand. In our many years of development we have invested in and oriented ourselves to offering renowned brands to the domestic market and providing impeccable high level service, with the sole purpose to generate satisfied clients. The client has always been and will always remain in our focus and this is what our priorities and business development strategies are based on.

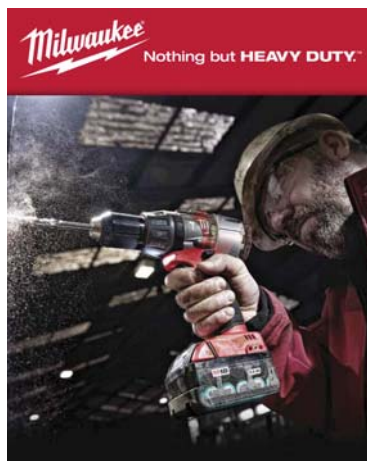
Continuously over the years with clear and objective goals, development of an appropriate strategy and effective use of its facilities, Euroimpex implements a strategy that achieves the assigned aims. One of the key reasons for the successful operation of the Company is the expert team of professionals, whose functions are assigned by the General Management. Top quality, reputation, credibility, trust and loyalty which the company has gained among its clients, are only part of the features that characterize the company and contribute Euroimpex to be set aside as a stable brand on the Macedonian market and abroad.

[www.euroimpex.mk](http://www.euroimpex.mk)

## THINGS YOU DIDN'T KNOW ABOUT...

### Euroimpex

- After the independence of Macedonia, Euroimpex is the first private company which is oriented towards the trade of cars and motor vehicles of light category.
- Peugeot is the best-selling automotive brand on the Macedonian market, with over 17,000 vehicles sold.
- For six years, Euroimpex wins the 1st place in the After-sales challenges organized by Automobiles Peugeot and for five years, wins the 1st place in the Spare Parts challenges.
- In Macedonia, Euroimpex represents the following brands: Peugeot, Total, Banner, Milwaukee, Bahco, Irmo, CSS Tuning and it is a concessionaire for hunting ground "Nidže".
- Beside being General Importer and Distributor of Peugeot brand for Macedonia, through its sister companies Euroimpex expended its operation as a General Importer and Distributor of Peugeot brand for Serbia and Montenegro.
- Through its sister company Inoto Motors, Euroimpex expands its operation on the Serbian market and is Official and Exclusive Importer and Distributor of Mitsubishi Motors.



the market for production of portable Electrical and aluminum tools for professional and industrial application. Bahco grouping in turn is one of the largest world manufacturers of hand saws and blades, tools for constructing, performing, cutting of metals, tools for horticulture. Furthermore, the other products of the production program include: mechanical keys, pliers, and scissors for gardening. The AEG Tool, represent the foundation of the German Engineering, design and accuracy. In 1898 AEG presented the first portable drill in the world. Today, AEG has to offer a range of products that continue the proud history of the brand. Irmo tools are chosen by professionals, because they believe them! The wide assortment of Irmo tools, among other things includes the tools for repairing and maintenance of cars, which distinguishes Irmo as the leader in this segment.

In the hunting ground "Nidže" it can be hunted in fenced and open areas. The reproduction center disposes of Follow deer, Red Deer, Sika Deer, Bardary Sheep, Wild Boar, Roe Deer and Muflon. The purpose of the hunting ground is to develop





## Market

EUROLINK Insurance Inc. Skopje is an insurance company incorporated in 2002 as a direct foreign investment, with a high share capital to the amount of € 3,200,000, ranked second in the Macedonian insurance market.

GOFI – Group of Finance & Investment SA has

non-life insurance market in the Republic of Macedonia in 2013 underwriting gross insurance premiums to the amount of 783, 5 million MKD or approximate 12% market share.

At the total domestic insurance market level, EUROLINK Insurance factually is an absolute leader in the classes of Property Insurance and General

constantly improving the current products and launching new ones, unique and sole in the domestic insurance market.

“Client first” is a principle EUROLINK has been holding to ever since its incorporation, and it has been an impetus for the internal processes with a view to facilitating clients' access to the company's internal structures thus enabling an easy access to all relevant information. Consequently, the company in 2009 launched the “Eurolink 24” – a client service rendering 24/7 client support in the field of selling insurance policies, assistance and notice of loss. In this way, EUROLINK Insurance has introduced a new strategy for even greater openness and transparency toward its clients and citizens in general.

“EUROLINK Web Insurance” is another project worth mentioning, being the first and still the only internet shop for insurance policies in the Republic of Macedonia. Having in mind the dynamics of life of modern people today and their constant lack of time, EUROLINK Insurance made its insurance policies available on line at its web page as of 12 December 2012.

Upholding the strategy of availability for its clients, the company in 2014 has introduced SMS system as a manner of communicating with clients, advising them of policy renewals, new services and promotions.

In 2014, EUROLINK engaged over 30 new personnel for selling insurances, now already successfully included in daily selling activities with good results, owing to an extensive and specifically

tailored training for products and sales techniques. This type of training was the first one to be held as such in the Republic of Macedonia, fully designed and organized by the company's human resources.

In addition, striving to reward loyalty of its clients, EUROLINK Insurance once again was the first insurance company in the Republic of Macedonia to create a loyalty programme in order to enable insurance to be more attractive to all citizens.

become a sole shareholder since 2009, buying out shares from the other shareholders in the company,

Ever since its incorporation, the company has been achieving remarkable business results, showing a constant and considerable increase in written premiums and in domestic insurance market share, becoming second ranked in the market since 2011 until present.

The corporate strategy is a distinctive one, based on a long-term and steady growth based on a prudent selection of risks and on exploitation of new and non-existent or scarcely exploited market segments.

## Achievements

For more than a decade, EUROLINK Insurance has been actively committed to upgrading both in terms of its internal processes and structure and its reputation in the broader Macedonian public as a financially sound company, innovative and progressive in the market appearance with new products and services. Diligence and commitment of all employees have contributed to increasing business success thus preserving the stable position as the second in the

Liability Insurance while ranked second in Travel Insurance.

Innovativeness is evident in all activities of the company, applying an individual approach in claim settlement, culture of tolerance and out-of-court settlement and promoting an Open Issues Day for all current and prospective clients as well as

number of employees increased to 48 and 6% market share.

As of December 2007, the company started its rapid growth, opening additional 27 branches and offices in the next couple of years and the number of employees increasing to 205.

EUROLINK Insurance started its operations

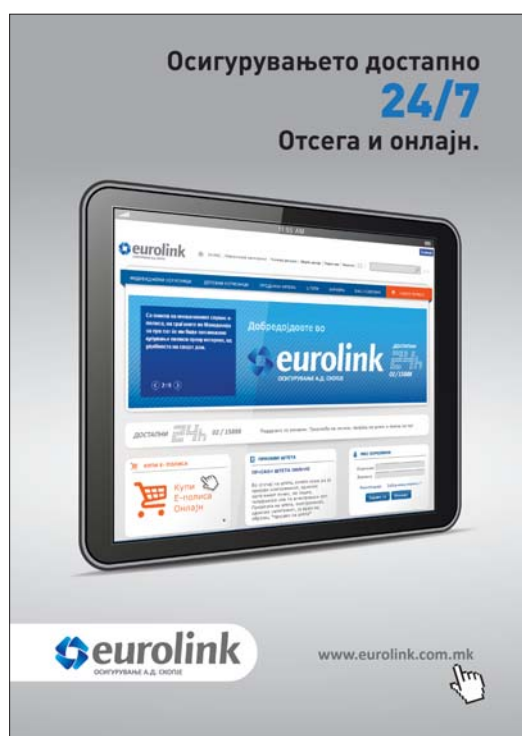


## History

EUROLINK Insurance commenced its operations on 2 December 2002 in Skopje, with 14 employees, the first insurance policy to be sold on 26 February 2003.

First branches outside Skopje were opened in Bitola, Ohrid and Stip in the month of December 2005, with the





with clearly defined strategic goals and outstanding commitment. From the very beginning, the company was focused on a proper establishment and continuous improvement of business processes, a permanent investment in cutting edge IT technology, engaging good quality and highly motivated employees, all of which contributing to a successful pace with the insurance market and forecast of its development, applying at the same time the best global experiences in this industry.

Today, EUROLINK Insurance through its network of branches and offices in more than 30 towns in the Republic of Macedonia and with more than 200 employees spares no effort being present where clients need insurance services. The company offers an efficient and professional sale and post-sale service, proofs to which are more than 340,000 EUROLINK service users. The company materializes its vision through its employees by stimulating a team work, fostering talents and leadership abilities and the sense being proud of belonging to the company. Passion, expertise and innovative approach are interwoven in defining offers, resulting in superior products and services as additional asset for the company's clients.

## Product

EUROLINK Insurance provides all classes of insurance in non-life insurance domain offering a wide spectrum of products for individuals and for business entities.

With respect to individual users, in addition to compulsory classes of insurance such as motor third part liability, the company, focused on raising awareness of necessity of other products providing home insurance coverage, in this year of 2014 launched its "Domi Komplet" - a new package of covers for the families in the Republic of Macedonia.

As regards business users, EUROLINK Insurance, being aware of the risks having a direct impact on the success of any business, endeavors to constantly expand its offer with a view to providing even better coverage for the clients. Among the wide palette of products intended for business users, the greatest interest is shown for Property Insurance, Accident Insurance – Workers' Group Personal Accident Insurance, Transport Insurance and Liability Insurance.

EUROLINK products are distinctive for their design, accessibility and flexibility. Post-sale relation with client continues on regular basis by means of various client support tools.

## Recent Development

EUROLINK always has ambitious plans that are based on its professional, flexible and widely accessible sales network as well as on simple yet wide-ranging insurance products. 2014 has been a year marked with new products launched both in the segment of individual and corporate users. An extensive publicity campaign has been launched for the promotion of "Domi Komplet" – a unique insurance product including a series of covers



distinctive on the Macedonian insurance market. Having in mind the increasing interest of the employers in protection of their employees' lives in all aspects, their health in particular, and seeing a great potential in the private health insurance for employees, in the midst of 2014, EUROLINK launched a new product – EURO CARE – FIRST PRIVATE HEALTH INSURANCE including medical examinations, hospital expenses, dental services and medical expenses.

## Promotion

EUROLINK brand and good reputation the company enjoys as regards its sale and post-sale client service are important segments owing to which promotion projects are more extensively and carefully planned and realized year by year. A part of them are closely related to a product or service while the others are focused on recognizability of the EUROLINK brand. In March 2014, the company launched a marketing campaign for

its household insurance product called Domi Komplet. With a view to reaching the broader public through combining various marketing tools, EUROLINK clearly articulated the advantages of its offer and the necessity of insurance.

By an intensive promotion in the press and electronic media and event organization, EUROLINK has managed to stir the public to start reflecting upon "insurance" topics, discussing about their need for insurance and to be actively involved in the protection of their properties, families and

employees by effecting an insurance policy.

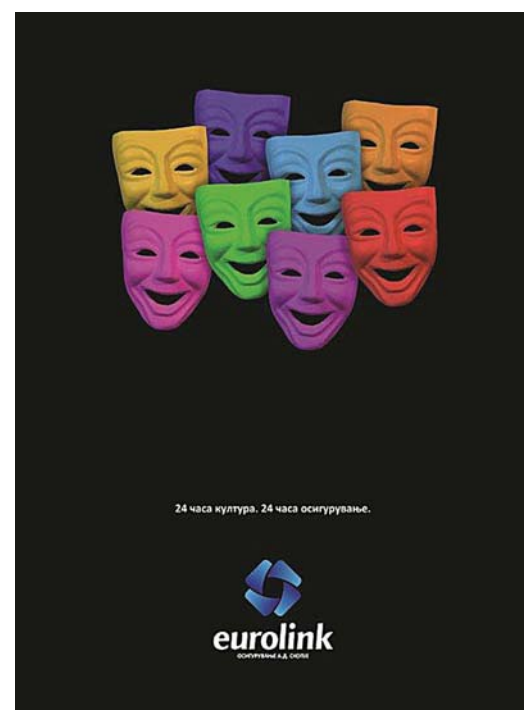
At the same time, the company has also been focused on its corporate social responsibility related activities, under the slogan: "Eurolink - your relation with real cultural values", by means of which fundamentals of the cultural and solidarity dimension the company is built upon can be seen. In the framework of this campaign, several activities have been carried out, including a call for scholarship applications for "Justinian I" - Faculty of Law; Summer School of Ballet, Summer Citations etc.

## Brand Values

The company's fundamental philosophy is based on the principles of ethics and professionalism. The company believes it is through satisfied employees that a higher level of satisfaction and loyalty of its clients will be reached.

Consequently, each change is made for the purpose of improvement of the working conditions for each employee through permanent possibilities for learning and development, resulting in advancement of the level of service rendered to clients. The company is committed to observing any changes of its clients' needs, offering good quality solutions for their requirements and rewarding their loyalty. At the same time, EUROLINK is committed to improving lives of those in needs and to contributing to the advance of culture, education and sports in the Republic of Macedonia. Accordingly, EUROLINK continually supports relevant cultural events and institutions and provides sponsorship and donations by means of which EUROLINK defines and expresses its corporate social responsibility and gratitude to the society which it exist in.

[www.eurolink.com.mk](http://www.eurolink.com.mk)



THINGS YOU DIDN'T KNOW ABOUT...

## Eurolink

- EUROLINK insurance is the first and only insurance company in the Macedonian insurance market to establish "Eurolink 24", a 24-hour client support centre for policies and claims.
- EUROLINK insurance is the first and only insurance company in the Macedonian insurance market to start selling its insurance policies on the internet in 2012.
- EUROLINK Insurance is the first insurance company to introduce a loyalty programme for its clients.





# Florahum®

## Market

Florahum is a leading brand in production and sales of agricultural substrates in our country. It has been a number one on the market of substrates in Bosnia and Herzegovina. Besides being present on the local market, a group of products under the Florahum brand has already been successfully marketed on neighbouring markets of Croatia, Slovenia and Serbia. Since the company KS Commerce d.o.o. Široki Brijeg, owner of the Florahum brand, has not been able to meet the needs of these markets that have been constantly growing over the last two decades, the company decided to rapidly expand production of the Florahum products. Thus, the plans for the upcoming period include expansion to new markets of Macedonia, Italy, Kosovo, and Albania. Florahum products have been supplied only through a distribution network of reliable partners from Ekotrade d.o.o. Široki Brijeg, who have been keeping pace with the production and continuous increasing of interest in Florahum products on the market.

In order to achieve reliable and quality production, manufacturers are increasingly turning to modern forms of agricultural production that impose much lower risks than the traditional manufacturing. This is particularly the case in wide selections of specialised substrates where Florahum products have a prominent place on the domestic market. Using these substrates, every farmer, professional or recreational, substitutes traditional cultivation of plants with modern substrates adapted to specific sorts of plants. Ready-to-use Florahum substrates have different compositions, characteristics and purposes. However, there is one thing in common and that is their phytosanitary safety that eliminates effects of pathogens, weeds, and insects on the plant. Florahum products are available in practically every small or large agricultural supplies store in Bosnia and Herzegovina, and their quality is seen as exceptional. Florahum products are the favourite choice of professionals, at least for those who care about producing healthy flowers, vegetables and other plants.

According to the UN Report for 1992, the population of Earth was 5.5 billion. The trend evident so far will result in approximately 8.5 billion people by 2025, 83% being citizens of developing countries. Famine is already a threat to many, and the ability of humankind to ensure long term supplies of food is still uncertain. The logical question is what is the best soil to grow plants?

## Achievements

Soil used for growing of plants must provide sufficient nutrients to make them healthy and beautiful. The secret has been well known in the company KS Commerce d.o.o. They offer Florahum substrates produced based on scientific research aimed at optimum nutrition of plants, in terms of physiological, nutritional, toxicological, environmental, and landscaping characteristics. Clearly, there are many factors influencing health and beauty of plants: next to the quality of planting material, soil is the most important factor. Therefore, KS Commerce d.o.o. uses high quality inputs, technology and knowledge to produce and offer Florahum products.

Research implemented by the Faculty of Agronomy in Zagreb, Federal Agro-Mediterranean Institute in Mostar, and Institute for Agropedology in Sarajevo designed formulas and control quality in all

stages of production, to ensure that the final product in form of the Florahum substrate is in hands of every plant-grower. Involved experts and scientists pay great attention to fertilization of different agricultural sorts in conventional and ecologic production, as well as to effects of fertilizing with organic and mineral fertilizers on the environment. In addition, special attention has been paid to remedying physiological disturbances caused by abiotic stress factors, namely the lack of microelements. Results of their research are applied in production of the range of different Florahum products.

Therefore, the answer to the question, "what is the best soil to grow plants" is readily answered in KS Commerce d.o.o. Široki Brijeg with: Florahum substrates.

## History

According to the available research, humans started to grow plants some 10-12 thousand years ago, while fertilization was introduced some 5000 years ago. It is a well known fact that back in the Stone Age, humans used the natural fertility of soil by choosing humus soils for planting. That was the beginning of the age of substrates, even the Florahum ones.

What is a substrate exactly? In biology, it is a surface on which the plants live. It is formed of nonliving (abiotic) substances. It is planted with a seed, and it hosts a young plant during its most vulnerable period until replanting. The importance of substrate quality is well known in KS Commerce d.o.o., and they have Florahum substrates to prove it. In modern conditions of intensive and mass production in agriculture typical for the majority of the world, it is

no longer possible to find biotic (living) substrates such as moss, or significant amounts of humus. They need to be substituted with artificial substrates that must have all the characteristics of these premium soils...and even be better.

In 1993, having this in mind, a family in a Herzegovina village of Dužice, nearby Široki Brijeg, started to produce premium plant substrates. The Florahum brand was born. At the beginning, all they had was enthusiasm, but they knew what they wanted to achieve, and that was to create a premium substrate. Healthy and beautiful plant and a satisfied customer came as a result. It became a strategy and it has not changed ever since. The Kvesić family that started the business, wanted to offer premium, branded product to the local market, but also to markets of the neighbouring countries which was not an easy task.

Since the beginning, the Kvesićs have hired top experts, namely experts in substrates and cultivation of flowers, Mr. Vinko Topić, an engineer who gives life to the future Florahum substrates and starts the production. The family also established cooperation with the Faculty of Agronomy in Zagreb, headed by prof. dr. sc. Sulejman Redžepović, head of the Institute for Microbiology that issues the initial certificate and gives favourable opinion on the product. Ever since, cooperation with this respectable scientific institution has only been growing. In 1996, KS Commerce d.o.o. Široki Brijeg started cooperation with prof. dr. Elvedino-Edo Hanić, our leading expert in substrates, and the result was the first significant finalisation of the offer available today. Ever since, the Florahum products reach the highest professional standard and





conquer the market without any obstacles.

Thanks to application of all legal and European requirements in control of raw materials, production process and the product itself, as well as to cooperation with well established experts and scientific institutions, the Florahum products are offering a premium quality on local and neighbouring markets on which they are present. By respecting the laws of trade and by not leaving anything to chance, the management of KS Commerce d.o.o. has developed its brand strategy. Creating of the range of products was followed by the Florahum brand biography, from its birth until today.

So far, the market was presented with new products: Florahum S, Florahum SP, Florahum SS, Florahum GBS (strawberry) and Florahum GBS (celery, parsley, lettuce, Swiss chard), and that is only the beginning.

## Product

Substrate is a soil in which every plant and its seed must spend a certain period. One of the best solutions available is Florahum. Every quality substrate is characterised by its structure and pH value, composition, water-air properties, and a concentration of nutrients. That is why a premium substrate must have the following characteristics: it has to be of light structure, pathogens-free, of regulated mild acidity, and of well-balanced water-air regimen, with more than enough food for the plant over the period it spends on the substrate. It can be achieved only by the best substrates, and Florahum is certainly one of them.

Florahum-S is a substrate intended for replanting and cultivation of indoor and balcony flowering plants. It shows high structural stability and contains all necessary macroelements and microelements. Magnesium and iron are in chelate form, and due to the added clay it has a good buffering ability and an optimal pH value for most flowering and foliage plants. It has a good water retention ability, and the already existing as well as the added contents of nutrients facilitate a lush and long growth until late autumn. Florahum-SP is a substrate for pricking out seedlings, for the cultivation of seedlings from the pricking out phase until their planting in a permanent location. It is an exceptional substrate from which pricked out plants draw all necessary ingredients for a successful development during that growth phase. It is sterilised using aqueous vapour. It is primarily intended for the cultivation and production of pepper, tomato, cucumber, aubergine seedlings and seedlings of other vegetables. Florahum-SS is a planting substrate and is intended for the initial development of seedlings, from seeding to pricking out. It is used for the seeding and cultivation of young vegetable and flowering plants that are sensitive to an increased salt content and that are replanted in a certain growth phase in cultivation substrates, where they remain until their planting in a permanent location. Florahum-GBS is a substrate for the cultivation in sacks filled with a peat mix. The substrate is composed of peat, perlite and enriched with mineral fertilisers. It is intended for the cultivation in sacks, which constitutes a new and modern garden and flowering plants production method. This production method is used a lot in the



cultivation of garden and flowering plants in greenhouses as well as in the hobby cultivation in allotment gardens, balconies, gardens and in areas usually not suitable for plant production.

Regular chemical analyses confirm and guarantee durability and consistency of chemical and physical parameters of the aforementioned substrates and other Florahum products. Besides the basic macroelements, all Florahum substrates contain all necessary microelements added in form of radigen mixtures, mainly in a chelated form. Regular controls guarantee that Florahum substrates do not contain heavy metals or that the traces of such elements are far beyond the allowed limits. Quality of chemical and physical tests of Florahum substrates is confirmed by laboratories of the Federal Institute of Agropedology in Sarajevo and the Federal Agro-Mediterranean Institute in Mostar.

## Recent Developments

In line with the development strategy for the Florahum brand, KS Commerce d.o.o. Široki Brijeg constantly keeps track of new technologies and innovations. The company also regularly invests in production and quality control processes. In 2011, development of a laboratory for tests of pH value, electric conductivity, and humidity of substances, as well as other quality control parameters was finished. Only quality and controlled raw materials with well-defined production process can guarantee high Florahum quality. Having in mind complexity of the production process and ambitions aimed at expansion of the offer, KS Commerce d.o.o. constantly invests in modernisation and automatization of the production process. In 2010 and 2011, the company installed a rotating sieve with a mixer for the final product, plant for automatic computerised mixing and dosing of components, automatic line for packing and placing on pallets. In 2012, KS Commerce d.o.o. decided to introduce new, redesigned packaging for Florahum products. Besides the fact that the previous packaging was attractive and recognisable, the company is not satisfied with the achieved, and by redesigning the packaging, they want to underline the intention of the management to incorporate changes and innovation in every segment of development, where novelties play a crucial role in market communication.

## Promotion

Healthy and quality plants that this company has grown together with its customers over the last twenty years are the best promotion of the quality of Florahum substrates. That is the reason why today, just as twenty years ago, their strategy is to produce a premium product and create satisfied growers at the same time. They prefer marketing that relies on public relations, however, advertising and brand marketing have never been neglected. They have been using different communication channels to

reach their clients, by visiting numerous points of sale and by meeting sellers and end users. They had something to say and some assistance to provide. Glorifying of one's products and endless repeating of promotional epithets seemed non-profitable to the management of the company from Široki Brijeg. Florahum marketing was aiming long-term. Modest budgets were used rationally. Everything was designed, even the smallest detail. Since their early days up until now, their operation has been presented by the nearby agency SMART, Raguž & Barbarić design Mostar.

## Brand Values

The Florahum products have been selling intensively and without interruption for two decades. Quantities produced in plants in Široki Brijeg have their place on the market ensured beforehand, although it is not entirely clear how that has become the case. According to KS Commerce d.o.o., their company is not big, and there are no investments in marketing research, so they are left with nothing more but to be exceptional in every aspect of their work. Florahum products are entirely domestic, BiH products. The formula was created by domestic experts in domestic scientific institutions, where quality control is conducted as well. Florahum products contain only domestic materials, and the production happens in Široki Brijeg. The brand was designed by domestic authors. What was the crucial thing? No one in the company was able to answer that question.

[www.florahum.com](http://www.florahum.com)

## THINGS YOU DIDN'T KNOW ABOUT...

### Florahum

- Food production is one of the greatest issues the humankind is facing. It is believed that by 2025, our planet will have a population of 8.5 billion.
- Humans have been cultivating plants for the last 10-12 thousand years, and fertilising soil for 5000 years.
- In the Stone Age, people were aware of the natural nutritive properties of the soil, and they used natural humus surfaces to grow plants.
- Primitive forms of fertilisation of soil were used in prehistoric times as well, namely in valleys of big rivers such as the Nile, the Euphrates, the Tigris, the Indus... where the farmers organised sowing according to floods.
- Homer mentions fertilisers in his Odyssey, and the Romans had detailed texts on substrates (Cato, Columella).
- In ancient times, the following substrates were used: farmyard manure, compost, river sludge, reed, forest floor, seaweed, fish remains, ash, lime, plaster, marl, and green fertilisers.







## Market

Floriol, a leading brand in edible oils in Bosnia and Herzegovina, is owned by Bunge, the world's leading edible oil producer, operating on four continents (North America, South America, Europe and Asia). Edible oil is a growing part of our diet. In the beginning of 1960s, researchers began to report clear connections between the intake of saturated fats and coronary heart disease. With the call for people to eat more unsaturated fats, consumers shifted toward edible oils, which are natural and convenient sources of such fats.

The size of the edible oil market in Bosnia and Herzegovina is about 24 603 tons annually (Source: Nielsen:2012-2013).

Besides Floriol, key brands include Bimal (a locally produced brand), Zvijezda (imported from Croatia), Sunce, Vital, and Dijamant (imported from Serbia).

Floriol currently holds a 34% volume market share in Bosnia and Herzegovina (Source: Nielsen, 2012-2013).

## Achievements

Indicative of its image among Bosnian consumers, Floriol was recognized as "The Strongest Brand in Bosnia and Herzegovina" in 2005. It has recently been named a Superbrand in Bosnia and Herzegovina for the fifth consecutive year, and has been a Superbrand in Hungary since 2006. Awareness of the brand was 99% in total (49% top-of-mind, Source: Usage and Attitude Study, 2005) and Floriol holds the best position in terms of loyalty on the Bosnian market (50%, Source: GFK, 2008). Consumers say that Floriol is a healthy and well-known brand that represents excellent quality (Source: Usage and Attitude Study, 2005).

## History

The Floriol brand was created in 1993 in Hungary as healthy, premium oil in addition to the mainstream market leader, Vénusz. The second market for Floriol was Bosnia and Herzegovina, where it was launched as early as in 1993. Today, Floriol is present in the following countries: Poland, Estonia, Latvia, Lithuania, the Czech Republic, Slovenia, Croatia, Bosnia and Herzegovina, Kosovo, Romania, Macedonia, Montenegro and Albania.

Among all these markets, Floriol is strongest in Bosnia and Herzegovina (as a clear market leader) while it holds a strong second position in Albania and it leads the premium segment in Hungary and Romania.

## Product

Today, Floriol in Bosnia and Herzegovina offers the following variants: Floriol sunflower oil - which is by far the most important variant. Floriol sunflower oil naturally contains a high level of Vitamin E, which is a key fat-soluble vitamin. It is a natural antioxidant that protects cell constituents against harmful oxidation processes, also called oxidative stress. Furthermore, Floriol sunflower oil is produced with an improved deodorization process designed to decrease the smell of the oil during frying.







Omega 3&6 is a mix of sunflower, rapeseed and corn oil. On the market since 2005, Omega 3&6 has a natural content of Omega-3 fatty acids, which help to maintain the normal blood cholesterol level and are therefore good for the cardiovascular system. Omega-3 fatty acids belong to the group of essential fatty acids that cannot be synthesized in the body, and need to be taken in via the diet.

Floriol Cellguard oil is a mix of sunflower oil and corn germ oil. It is rich in tocopherols, i.e. vitamin E. Vitamin E (tocopherols) protects cells against harmful oxidation processes (as seen above for Floriol Vitamin E). Therefore it contributes to the protection of cell constituents (lipids, proteins).

In terms of sizes, Floriol is sold predominantly in 1 liter bottles, while Floriol sunflower oil is available in 2- and 5-liter variants as well.

Floriol emphasizes the importance of a varied and balanced diet and a healthy lifestyle. A recipe for life.

### Recent Developments

Bunge operates its main research and development center (Bunge Europe Innovation Centre) for edible oils in Budapest, Hungary, where 25 highly skilled scientists, engineers and technicians work on the continuous improvement of edible oils.

As Floriol is committed to continuous innovation, more news can be expected in the future.

### Promotion

Throughout its history in Bosnia and Herzegovina, Floriol has relied on both its media presence and non-media tools. Recently, Floriol has begun focusing more on promotional activities, including secondary placement and POS materials. Such promotional activities are becoming more important and offer consumers instant gifts when they purchase Floriol's products.

### Brand Values

Floriol is committed to offer Bosnian consumers healthy oil with excellent quality. Floriol is produced in Hungary, at the Martfű plant, which is the biggest and most modern oil producing plant in Central Europe. The commitment to quality and total safety is evidenced by the; ISO 14001, OHSAS 18001 and IFS (International Featured Standard, Food) certificates and continuous strict quality control.

[www.bunge.hu](http://www.bunge.hu)



### THINGS YOU DIDN'T KNOW ABOUT...

#### Floriol

- Floriol overtook brands like Podravka, Nivea, Milka, Lenor and Zvijezda margarine on the list of the strongest brands in Bosnia and Herzegovina in 2011. (Source: Ipsos Puls "Brand Puls" research: TOP 30 brands in Bosnia and Herzegovina).
- According to GfK data from 2009 Bosnia and Herzegovina is recognized as one of the countries with the greatest consumption of edible oils: 37,49kg per household. Out of this total, the consumption of Floriol products was 19,78kg per household.





## Market

Gazprom Petrol Stations are a part of the NIS Gazprom Neft company, one of the largest vertically integrated energy companies in Southeast Europe. The company's headquarters and production base are located in the Republic of Serbia, which, due to its geographical position, is the center of trade and investments in the Balkans.

At the end of 2012, the first Gazprom petrol station was opened in Belgrade, and during 2013, the retail network expanded to Bulgaria, Romania and Bosnia and Herzegovina. There are currently 11 petrol stations in Serbia, 23 in Bulgaria, 17 in Romania, and 27 in Bosnia and Herzegovina operating under the Gazprom brand. NIS operatively manages the Gazprom petrol station network in the Balkans region.

## Achievements

Starting in 2013, Gazprom Petrol Stations commenced cooperation with their corporate clients in Bosnia and Herzegovina. The market position, international presence, quality and recall value were assessed as favourable by business entities which signed the Derivatives Purchase Agreement through Gazprom cards in the initial phase of entering the Bosnia and Herzegovina market.

## History

NIS Gazprom Njeft has been present on the Bosnia and Herzegovina market since opening the first 8 petrol stations under the NIS Petrol brand in 2012. One year later, Gazprom Petrol Stations opened after the purchase of 28 OMV petrol stations in Bosnia and Herzegovina. NIS Gazprom Njeft operates with two brands – NIS Petrol and Gazprom Petrol Stations – in Bosnia and Herzegovina.

NIS Petrol is a mass and consumer brand intended for customers to whom, apart from service and product quality, affordable prices are of upmost importance.

The premium „Gazprom“ brand is intended for consumers to whom, apart from fuel quality, services and additional services such as WI-FI, exchange offices



etc., are important. These two brands are aimed at various consumer groups and are not in a competition with one another.

## Product

Gazprom Petrol Stations offer a wide range of „Euro 5“ quality standard fuel which is supplied by the modernised refinery in Pančevo.

### Super Plus BMB 100

Compared to Euro Premium 95, Super Plus BMB 100 has a higher octane value which gives the engine more power, increases its efficiency and improves engine operation. Furthermore, using this type of fuel enables a better environment protection by a significant decrease in exhaust fumes emission since it contains a maximum of 10 ppm (parts per million) of sulphur, in accordance with European standards. Its main advantage is that it ensures a faster engine start-up and better throttle response.

### Premium BMB 95

Premium BMB 95 is a high-quality fuel that is completely in accordance with the European standard EN 228. What makes this fuel special is its optimally balanced composition with low sulphur content (less than 10 ppm).

### Diesel

Euro Diesel that is offered at Gazprom Petrol Stations is a high-quality fuel that is completely in compliance with the European standard EN 590. Euro Diesel contains less than 10 ppm of sulphur, meaning the environmental pollution effect is minimal, not only in the production, but also during combustion.

Besides the positive environmental effects, Euro Diesel also has a beneficial effect on the engine and the catalytic converter.

### Auto gas

Auto gas available at Gazprom Petrol Stations is in full compliance with the European standard EN 589. Compared to other fuels, the main advantages of







Auto Gas are its cost-effectiveness and environmental protection aspects. The usage of Auto Gas as an alternative fuel is on the rise as more and more consumers recognize the numerous advantages it has over other fuels.

At Gazprom Petrol Stations, you will find cafes which are well-known for their carefully crafted offer including warm and cold beverages and freshly prepared food. When travellers take a break at one of the Gazprom Petrol Stations, they are welcome to enjoy delicious cold and hot beverages, try the specially prepared coffee, tea or freshly squeezed juice, and refresh themselves after a long drive.

There is a wide array of products for every purpose in the well supplied shops. They offer premium beverages, sweets, snacks, high-quality toys and, of course, top-notch products for the car. Gazprom Petrol Stations offer the convenience of various payment methods, including payment with the following bank cards: MasterCard, Visa, Visa Electron, Diners Club International and American Express.

At Gazprom Petrol Stations, a number of car care treatments is available, including most modern car wash programmes, as well as modern tools for checking the pressure in the tyres and pumping them up. Expert staff is responsible for providing these treatments, and the customers may ask them for some useful advice related to all aspects of car care.

### Recent Developments

Since the end of 2013, the sale of petrol derivatives through Gazprom cards exceeded all expectations as to the goals and tasks as well as to the business strategy and market positioning and increased sale compared to OMV, the former owner of the petrol stations. An indicator for the constant increase in the number of clients and cards issued between the end of 2013 until the middle of 2014, is the fact that the number of clients increased by around 70 %, while the number of newly issued cards increased by 87 %. All these activities resulted in an increase of petroleum derivatives consumption of approx. 150 % compared to the beginning of the year.

The goal of Gazprom Petrol Stations in the following period is to improve the cooperation with corporate clients by introducing the possibility, internationally and regionally, to purchase petroleum and petroleum derivatives through Gazprom cards in Bosnia and Herzegovina, Romania and Serbia.

Simultaneously with these activities, Gazprom is building partnerships with other companies from Europe and the world through strategic linking and introducing the possibility to tank fuel also with other card companies (UTA, E100, WAG...)

### Promotion

Gazprom Petrol Stations were presented to the public with their corporate image campaign entitled "Najbolje je pred vama" (The best is in front of you) through various communication channels. Gazprom Petrol Stations were introduced as a modern brand that approaches the consumers openly and cordially and offers them a wide range of products and services, including high-quality fuels for motor vehicles, a wide range of premium products available at the petrol station shops, fresh beverages and food made from the finest ingredients, as well as exceptional service quality. Furthermore, a whole range of additional services and advantages was introduced, such as: free wi-fi zone, ATM, laundry and a children's playground.

The great interest of the customers was sparked by the sweepstake "Mini One za savršen ljetni dan" (Mini One for a perfect summer day) which lasted for two months. All consumers purchasing 3 x 30 litres or more of Premium Diesel or Super 100 fuel in the period from 12 May to 12 July were entitled to participate in the sweepstake. Besides the right to participate in the main draw, the consumers received an exclusive Gazprom Thermos flask after making these three purchases. The luckiest three winners won an attractive Mini One car.

In the period from October to December 2013, the public in Bosnia and Herzegovina had the

opportunity to gain first impressions of the Gazprom Petrol Stations brand within the scope of the "Dobro došli" (Welcome) campaign. With this campaign, which was the introduction into the big corporate image campaign, the consumers were directly invited to visit the Gazprom Petrol Stations and become familiar with the complete range of premium products and services offered.

### Brand Values

The network of Gazprom Petrol Stations belongs to the premium segment of the fuel market in the Balkans. It is a place where consumers awaits the best, where they will get energy, take a rest, tank fuel, connect with people and spend quality time. The team of employees is always willing to meet the needs of people that are on the move and its ambition is to ensure best service and superior products.

Gazprom petrol stations are a part of the journey of millions of people whose lives intertwine in many different ways. They are reliable partner with the primary motive to always see its consumers happy, and they know what it takes to achieve this. They offer the consumer everything that is necessary so that they feel safe, content and full of confidence during their journeys. Gazprom petrol stations are a modern premium brand known for their products and services; a prestigious brand with international status which is always willing to go that extra mile in order to make their customers happy.

[www.gazprom-petrol.ba](http://www.gazprom-petrol.ba)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Gazprom

- Gazprom Petrol Stations are a place where consumers awaits the best, where they will get energy, take a rest, tank fuel, connect with people and spend some quality time.
- Gazprom Petrol Stations also offer a whole array of additional services and advantages, such as: free Wi-Fi zone, ATM, laundry and a children's playground.
- At Gazprom Petrol Stations, you will find cafes which are well-known for their carefully crafted offer including warm and cold beverages and freshly prepared food.





# Gracija

## Market

In spring 2005, the first issue of Gracija, a bimonthly BiH magazine for modern women, was published. It was both good and hard times for new media products. Faced with poor and divided market, employees of the magazine have chosen harder, but surely safer and more appropriate way: they decided to produce well designed magazine to be read, advertised and sold all over BiH. They decided that magazine will use constant innovations, as one of its foundations, to win and keep the status of the leading BiH magazine for women. Seven years later, editorial teams from all parts of the country and the world, reliable cooperation with clients and constant development of the magazine in all directions, confirm that the goal is fully achieved. Today, despite the global crisis affecting printed media, Gracija is a stable media product that found ways to respond to all challenges of modern business.

## Achievements

After initial calibration, editorial and marketing leaders of the magazine decided to go with a concept of gradual but constant development which has been in use ever since. Since the first issue,

Gracija has been printed on the premium quality paper. In addition, carefully selected photographers with top-notch equipment in the country fill the pages with exquisite photography. Thanks to professional education, full photographic equipment and their work for Gracija, these photographers now have the opportunity to work on editorials and other demanding tasks for numerous clients from abroad.

A combination of high quality paper, excellent photography, interesting topics and fluently written texts result in reputation Gracija has today. The magazine is known for its affirmative stories and interviews with celebrities but also less known people who have contributed in their field of expertise or to the society in general.

However, these are all starting points of the magazine, not the goals. Gracija is the first BiH magazine that has been constantly improving visual appearance of its pages, without any evident decreases in quality and aesthetics. Every article is carefully processed and prepared for publishing. This process involves entire creative team of the magazine, from its editor, journalists and photo-reporters, to its Technical Manager. Readers have

regarding its contents - to choose the easier way and present recipes that never fail, proven concepts composed of "yellow" elements such as adulteries, divorces, or, to turn to new, undiscovered concepts of journalism based upon searching for true values.

Faced with such difficult challenge, with the first option guaranteeing survival and prosperity and the second offering quality, employees of Gracija decided for the later. As it appeared, it was the right choice. The market has confirmed so, and Gracija has been developing year after year, with an ability to meet the crisis and show, once again, the initial choice was a good one. Potentials of Gracija are used in an optimum way: there were no lay-offs, and the magazine has been avoiding recession traps and crisis difficulties. A dream of majority of journalists is to start their career in this magazine, as can be seen in many letters and emails with job inquiries.

## History

The first issue of Gracija magazine was released on April 22nd, 2005. On that occasion, owners and managers have organised unforgettable, glamorous event in a Sarajevo hotel Holiday Inn for which many were asking for an invitation. This tasteful and sophisticated event announced the nature of the magazine. Numerous guests who were present at the event have become and remained regular clients of Gracija.

After that, Gracija entered a challenging market battle without any inferiority issues. Excellent team with an optimum number of quality personnel made Gracija a product worth constant investments. Due to already known reasons, publications in BiH cannot really brag with their well developed correspondence service. Even worse, they lack funds, but sometimes also will for expensive trips that could result in authentic information and photographs. Gracija has been trying to meet professional standards of this kind as well: its journalists have been sending reports from Croatia, Slovenia, Montenegro, Germany, France, Macedonia, Austria, Spain, Portugal, Holland, Indonesia, Egypt, Iran, Turkey..., all major and interesting events in the field of fashion, cinematography, design... Not many can say they

recognised these efforts, as can be seen from letters sent to the editorial team. Letters are no longer published due to the lack of space on the pages of the magazine, but they are kept as a proof that readers have been enjoying the quality Gracija has to offer.

Similar to other magazines of this profile, Gracija initially faced a dilemma

have managed to get an interview from the famous pop star Justin Timberlake, as Gracija managed in summer 2009, as the only medium from former Yugoslavia offered with such an honour. In addition, Gracija is one of the few magazines that had the opportunity to meet the legendary muse of Quentin Tarantino - Uma Thurman. Another celebrity that gave an interview for this magazine is a famous British actress Elizabeth Hurley.

## Product

Gracija is a bimonthly magazine. In accordance with the release agenda, its





concept differs from publications with more frequent issues. Since it appears on newsstands twice a month, Gracija cannot compete with other publications in providing exclusive information, however, it pays more attention to shaping topics, articles, reports and interviews than the others. According to its readers - both male and female, since Gracija is appreciated by both sexes - new issue every two weeks is ideal since it takes at least fifteen days to carefully read all its contents, and go back to those of special interest.

Apart from paying great attention to photography and desktop publishing, editors of Gracija are greatly concerned with the quality of articles. Some of the most prominent BiH journalists write for the magazine, and well developed network of correspondents has made it possible for this magazine to always offer attractive and current information from all parts of Bosnia and Herzegovina. Trying to avoid sarajevocentricity at all costs, Gracija has been paying equal attention to articles from Banja Luka, Mostar, Međugorje, Trebinje, Nevesinje, Tuzla, Zenica, Bihać, Bosanski Šamac, Orašje.

### Recent Developments

For six years in a row, Gracija has been intensively working on perfecting all aspects of the magazine. Although the frequency of release make it the slowest publication on the market, its employees like to say it is the fastest in the amount of designed and implemented changes. Change, so you wouldn't have to change! - is one of the basic postulates of modern business well supported by Gracija magazine. This process will not be stopped or slowed down. Editorial team and journalists of Gracija believe in the "step by step" concept, continuous introduction of small changes that finally result in completely different concept resistant to sudden turns, but also to old, stale paradigms.

### Promotion

Gracija magazine has been investing in promotion since the beginning. Television regularly broadcasts a promo clip, and for each issue, special audio announcements are carefully prepared and broadcasted by numerous radio stations in BiH. If self-awareness is a precondition for any development, than this magazine is fully aware that the real development of promotional activities is yet to come, and that new ways to promote are to be found.

Celebrating the fifth anniversary of the magazine in April 2010, Gracija organised a spectacular concert in Sarajevo of the popular singer from Montenegro, Sergej Četković. This extraordinary event was visited by more than 2,000 people and covered and remembered as one of the best organised events in the country, with good marketing and advertising coverage in all aspects. In the years that followed, we organized several New Year's parties and also Gracija anniversary parties - the most spectacular being the one from December 2012, when we celebrated the 200th issue of the magazine. The last and equally successful 2013, we have celebrated in the company

of our friends, business partners and most loyal readers. In 2013, we also initiated a Montenegrin issue of Gracija, with its own editorial staff in Podgorica, which has further enriched the content of BiH Gracija - giving us the opportunity to familiarize our readers with themes from Montenegro. Montenegrin Gracija has already established itself as the number one magazine of this neighbouring country and is a renowned magazine brand that bimonthly gives a comprehensive review of events in Montenegro, but also interesting and exclusive stories about the local celebrities and successful people.

Gracija is a media sponsor of many humanitarian activities, important cultural, scientific and sports events, and it is often the initiator of campaigns aimed at helping people - as it was the case of the floods that have

afflicted our country in May 2014. Together with its readers and clients, Gracija organized collection and delivery of humanitarian aid to all flood afflicted areas of BiH using its Facebook profile as a kind of "crisis staff".

### Brand Values

The entire industry of printed media is faced with the toughest challenges. Many believe that this form of journalism is doomed. If the prognosis according to which the magazine has entered "the last five, or in best case, ten years of existence" and that electronic cataclysm will be survived only by the most innovative and adaptable paper issues, then Gracija will surely be among them. Its team has high visions on years and decades to come, there are already prepared concepts for various changes of technology and civilisation in general and there is also a proven innovative practice that has received



great feedback from readers and clients. The number of advertisers has been increasing year after year, just as the number of organisers of different sports and cultural events who want to be sponsored by Gracija, while regular two-way communication with readers from all over the globe confirms that innovation, change and constant improvement - the most important characteristics of the Gracija concept - are a perfect formula for the future.

In April 2010, Gracija launched a modern website that quickly became quite visited and frequent portal with daily information on fashion, entertainment, spectacle, health, sports, automobiles... This portal ([www.gracija.ba](http://www.gracija.ba)) counts more and more hits each month, and greatly exceeding initial expectations of the editorial team.

[www.gracija.ba](http://www.gracija.ba)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Gracija

- Online issue of Gracija magazine is available at [www.gracija.ba](http://www.gracija.ba).
- The oldest reader of Gracija is 97, lives in Zurich and has been a loyal subscriber since the first issue.
- Web portal of Gracija is one of the most visited websites in BiH.
- In search of interesting people and good stories, reporters of Gracija regularly cruise mountains, lakes, forests and rivers of BiH. The result of these journeys is presented in distinguished reports and articles on some of the most interesting persons of the region.





## Market

The first issue of the gastronomy and lifestyle magazine GUSTO hit the market in the autumn of 2008. It was sold out in a blink of an eye, inspiring the editorial team and its partners to continue developing and improving the visual identity and quality of the GUSTO magazine.

Six years later, GUSTO is the second most popular monthly magazine in Bosnia and Herzegovina with a group of loyal readers, and quality clients who have been its companions ever since the beginning, and, with their positive energy and becoming co-authors themselves. GUSTO is, of course, still growing, both in terms of its contents and its form, and it constantly seeks to improve the overall quality with each new issue. Market demands and legalities are not relentless if all market, recipient-user and other aspects are taken into account on time.

## Achievements

From its first issue, because of intention to offer a standard quality product from the very beginning, the GUSTO magazine is printed in one of the best printing houses in the region, offering modern design and contents with a circulation of 20,000 copies. GUSTO is primarily focused on gastronomy contents, the culture of food, and as such, it is the first of its kind in Bosnia and Herzegovina. However, GUSTO is not only about the food – it is also about culture and traditional values of food, the dignity of consummation, dining ambience and pure joy of food, and preserving of local and worldwide gastronomic traditions.

GUSTO is a monthly magazine. Its approach to food and drink or the substance of flavour, taste, spirituality is what is most important. And, what needs to be emphasised once again is that it is the first magazine of its kind in our country. With a concept of an authentic gastro

lifestyle magazine that supports tradition of good B&H food, GUSTO also follows traditional and current gastronomic events, practices, trends and experiences from all over the world.

Food and exciting recipes are quite important, but not the only contents of the GUSTO magazine. Each issue is dedicated to a different topic, with a general tone and recipes appropriate for the specific characteristics of the month or the season. Under the slogan "Recipes, and much more", the first issues of the magazine presented Oriental Mediterranean cuisine, food of Russia, Ukraine, the USA, as well as traditional B&H dishes.

In the following issues, GUSTO hosted the cuisines of many countries worldwide on its pages, with the intention to introduce as many culinary methods and practices from all over the world, sometimes unusual and exotic ones, as possible to its readers.

GUSTO also presents timesaving dishes for employed persons, recipes for the little ones, interviews with famous chefs and gastronomy enthusiasts, provides quality information on wine, children food, spices, and publishes reviews of restaurants and bars in Bosnia and Herzegovina. With its column "Gustometar", GUSTO aims to help its readers to select a certain product among the wide range of products on the market as best as possible. So far, the topics included links between genetics and food, effects of food on mental and physical health, food as medicine, student food, etc. The purpose has been in improving the quality of daily life but also of those special moments we share with others.

GUSTO is an original, modern, and beautifully designed magazine with high-resolution photographs many of which are made by the most famous B&H photographers and photo shoot stylists.



## History

The main concept to offer quality gastronomy contents with an equally important quality design and visuals to the readers remained the same in all issues of GUSTO in the past six years. Because of that, GUSTO has gained loyal followers among its readers, who not only buy the latest issues regularly but also, like collectors, carefully collect and keep them. This relationship of the reader towards GUSTO greatly motivates and inspires the GUSTO team to approach the preparation of every following issue with the same great enthusiasm.





GUŠTO: PRILIKNI ZAČINI

Origano

**ORIGANO - BILJKA KOJA „ŠTITI OD ZLA, ČINI NAS RADOSNI I BEZBRIŽNI“**

Origano je klasičan začini za jelo i jelo od paradajza, a osim toga čest je sastojak raznih salata. Koristi se za pojačavanje arome kod pečenja, salata, kao i jelo od grana i grana. Također, izvrsno se uklapa u pečenje mesnog i povrća. U novije vrijeme u origano je uključena nova ispodznanja, beta-carotena. Ova supstanca ima pozitivan utjecaj na naše zdravlje, tako što suzbija upalne procese u tijelu. Pomaže u smanjenju rizika od bolesti, a kod glikozida u njemu može se primijeniti lokalno. U slučaju glikozida na koži glave koji izazivaju perut, preporučuje se dodati nekoliko kapi ulja pri pranju kose.

**Gušto savjetuje:** Biljka je dobila ime iz grčkog reči gaveni, što znači oron=brzo, a gaven=masa, što bi u prevodu značilo brzina i snaga.

Origano je i izuzetno zdrav začini, osim toga su dobili od parizane i raznih kožnih bolesti trebale bi svakako uneti origano u svoj jelovnik. Origano pomaže za liječenje bronhisa, kod bolesti žučne, crijevnih komplikacija, ekcema, groznice, klevetanja, kašlja, komplikacija žučne, pomaže u metaboličkim, reumatskim, zubobolji i želučanog kileta. Koristi se za kugle, za ispiranje grla, za obloge, za stvaranje kompresa, te za izbacivanje znojnice. U novije vrijeme u origano je uključena nova ispodznanja, beta-carotena. Ova supstanca ima pozitivan utjecaj na naše zdravlje, tako što suzbija upalne procese u tijelu. Pomaže u smanjenju rizika od bolesti, a kod glikozida u njemu može se primijeniti lokalno. U slučaju glikozida na koži glave koji izazivaju perut, preporučuje se dodati nekoliko kapi ulja pri pranju kose.

**Gušto savjetuje:** Biljka je dobila ime iz grčkog reči gaveni, što znači oron=brzo, a gaven=masa, što bi u prevodu značilo brzina i snaga.

**5. Ljuti omlet**

**6. Omlet s tikvicama**

**7. Robice od omleta**

**8. Omlet s gljivama**

**9. Omlet s paprikom**

**10. Omlet s povrćem**

**11. Omlet s sirom**

**12. Omlet s maslacem**

**13. Omlet s krompirom**

**14. Omlet s rajčicom**

**15. Omlet s mrkvom**

**16. Omlet s cvjetačom**

**17. Omlet s brokicom**

**18. Omlet s špinatom**

**19. Omlet s zelenim graškom**

**20. Omlet s crvenim graškom**

**21. Omlet s sojinom**

**22. Omlet s tofuom**

**23. Omlet s kokosom**

**24. Omlet s bademima**

**25. Omlet s orahima**

**26. Omlet s mandarinama**

**27. Omlet s ananasom**

**28. Omlet s jagodama**

**29. Omlet s malinama**

**30. Omlet s ribizom**

**31. Omlet s brusnicama**

**32. Omlet s borovnicama**

**33. Omlet s kiviom**

**34. Omlet s limunom**

**35. Omlet s naranjom**

**36. Omlet s pomorandžom**

**37. Omlet s grejpufom**

**38. Omlet s mandarinama**

**39. Omlet s ananasom**

**40. Omlet s jagodama**

**41. Omlet s malinama**

**42. Omlet s ribizom**

**43. Omlet s brusnicama**

**44. Omlet s borovnicama**

**45. Omlet s kiviom**

**46. Omlet s limunom**

**47. Omlet s naranjom**

**48. Omlet s pomorandžom**

**49. Omlet s grejpufom**

**50. Omlet s mandarinama**

**51. Omlet s ananasom**

**52. Omlet s jagodama**

**53. Omlet s malinama**

**54. Omlet s ribizom**

**55. Omlet s brusnicama**

**56. Omlet s borovnicama**

**57. Omlet s kiviom**

**58. Omlet s limunom**

**59. Omlet s naranjom**

**60. Omlet s pomorandžom**

**61. Omlet s grejpufom**

**62. Omlet s mandarinama**

**63. Omlet s ananasom**

**64. Omlet s jagodama**

**65. Omlet s malinama**

**66. Omlet s ribizom**

**67. Omlet s brusnicama**

**68. Omlet s borovnicama**

**69. Omlet s kiviom**

**70. Omlet s limunom**

**71. Omlet s naranjom**

**72. Omlet s pomorandžom**

**73. Omlet s grejpufom**

**74. Omlet s mandarinama**

**75. Omlet s ananasom**

**76. Omlet s jagodama**

**77. Omlet s malinama**

**78. Omlet s ribizom**

**79. Omlet s brusnicama**

**80. Omlet s borovnicama**

**81. Omlet s kiviom**

**82. Omlet s limunom**

**83. Omlet s naranjom**

**84. Omlet s pomorandžom**

**85. Omlet s grejpufom**

**86. Omlet s mandarinama**

**87. Omlet s ananasom**

**88. Omlet s jagodama**

**89. Omlet s malinama**

**90. Omlet s ribizom**

**91. Omlet s brusnicama**

**92. Omlet s borovnicama**

**93. Omlet s kiviom**

**94. Omlet s limunom**

**95. Omlet s naranjom**

**96. Omlet s pomorandžom**

**97. Omlet s grejpufom**

**98. Omlet s mandarinama**

**99. Omlet s ananasom**

**100. Omlet s jagodama**

**101. Omlet s malinama**

**102. Omlet s ribizom**

**103. Omlet s brusnicama**

**104. Omlet s borovnicama**

**105. Omlet s kiviom**

**106. Omlet s limunom**

**107. Omlet s naranjom**

**108. Omlet s pomorandžom**

**109. Omlet s grejpufom**

**110. Omlet s mandarinama**

**111. Omlet s ananasom**

**112. Omlet s jagodama**

**113. Omlet s malinama**

**114. Omlet s ribizom**

**115. Omlet s brusnicama**

**116. Omlet s borovnicama**

**117. Omlet s kiviom**

**118. Omlet s limunom**

**119. Omlet s naranjom**

**120. Omlet s pomorandžom**

**121. Omlet s grejpufom**

**122. Omlet s mandarinama**

**123. Omlet s ananasom**

**124. Omlet s jagodama**

**125. Omlet s malinama**

**126. Omlet s ribizom**

**127. Omlet s brusnicama**

**128. Omlet s borovnicama**

**129. Omlet s kiviom**

**130. Omlet s limunom**

**131. Omlet s naranjom**

**132. Omlet s pomorandžom**

**133. Omlet s grejpufom**

**134. Omlet s mandarinama**

**135. Omlet s ananasom**

**136. Omlet s jagodama**

**137. Omlet s malinama**

**138. Omlet s ribizom**

**139. Omlet s brusnicama**

**140. Omlet s borovnicama**

**141. Omlet s kiviom**

**142. Omlet s limunom**

**143. Omlet s naranjom**

**144. Omlet s pomorandžom**

**145. Omlet s grejpufom**

**146. Omlet s mandarinama**

**147. Omlet s ananasom**

**148. Omlet s jagodama**

**149. Omlet s malinama**

**150. Omlet s ribizom**

**151. Omlet s brusnicama**

**152. Omlet s borovnicama**

**153. Omlet s kiviom**

**154. Omlet s limunom**

**155. Omlet s naranjom**

**156. Omlet s pomorandžom**

**157. Omlet s grejpufom**

**158. Omlet s mandarinama**

**159. Omlet s ananasom**

**160. Omlet s jagodama**

**161. Omlet s malinama**

**162. Omlet s ribizom**

**163. Omlet s brusnicama**

**164. Omlet s borovnicama**

**165. Omlet s kiviom**

**166. Omlet s limunom**

**167. Omlet s naranjom**

**168. Omlet s pomorandžom**

**169. Omlet s grejpufom**

**170. Omlet s mandarinama**

**171. Omlet s ananasom**

**172. Omlet s jagodama**

**173. Omlet s malinama**

**174. Omlet s ribizom**

**175. Omlet s brusnicama**

**176. Omlet s borovnicama**

**177. Omlet s kiviom**

**178. Omlet s limunom**

**179. Omlet s naranjom**

**180. Omlet s pomorandžom**

**181. Omlet s grejpufom**

**182. Omlet s mandarinama**

**183. Omlet s ananasom**

**184. Omlet s jagodama**

**185. Omlet s malinama**

**186. Omlet s ribizom**

**187. Omlet s brusnicama**

**188. Omlet s borovnicama**

**189. Omlet s kiviom**

**190. Omlet s limunom**

**191. Omlet s naranjom**

**192. Omlet s pomorandžom**

**193. Omlet s grejpufom**

**194. Omlet s mandarinama**

**195. Omlet s ananasom**

**196. Omlet s jagodama**

**197. Omlet s malinama**

**198. Omlet s ribizom**

**199. Omlet s brusnicama**

**200. Omlet s borovnicama**

**201. Omlet s kiviom**

**202. Omlet s limunom**

**203. Omlet s naranjom**

**204. Omlet s pomorandžom**

**205. Omlet s grejpufom**

**206. Omlet s mandarinama**

**207. Omlet s ananasom**

**208. Omlet s jagodama**

**209. Omlet s malinama**

**210. Omlet s ribizom**

**211. Omlet s brusnicama**

**212. Omlet s borovnicama**

**213. Omlet s kiviom**

**214. Omlet s limunom**

**215. Omlet s naranjom**

**216. Omlet s pomorandžom**

**217. Omlet s grejpufom**

**218. Omlet s mandarinama**

**219. Omlet s ananasom**

**220. Omlet s jagodama**

**221. Omlet s malinama**

**222. Omlet s ribizom**

**223. Omlet s brusnicama**

**224. Omlet s borovnicama**

**225. Omlet s kiviom**

**226. Omlet s limunom**

**227. Omlet s naranjom**

**228. Omlet s pomorandžom**

**229. Omlet s grejpufom**

**230. Omlet s mandarinama**

**231. Omlet s ananasom**

**232. Omlet s jagodama**

**233. Omlet s malinama**

**234. Omlet s ribizom**

**235. Omlet s brusnicama**

**236. Omlet s borovnicama**

**237. Omlet s kiviom**

**238. Omlet s limunom**

**239. Omlet s naranjom**

**240. Omlet s pomorandžom**

**241. Omlet s grejpufom**

**242. Omlet s mandarinama**

**243. Omlet s ananasom**

**244. Omlet s jagodama**

**245. Omlet s malinama**

**246. Omlet s ribizom**

**247. Omlet s brusnicama**

**248. Omlet s borovnicama**

**249. Omlet s kiviom**

**250. Omlet s limunom**

**251. Omlet s naranjom**

**252. Omlet s pomorandžom**

**253. Omlet s grejpufom**

**254. Omlet s mandarinama**

**255. Omlet s ananasom**

**256. Omlet s jagodama**

**257. Omlet s malinama**

**258. Omlet s ribizom**

**259. Omlet s brusnicama**

**260. Omlet s borovnicama**

**261. Omlet s kiviom**

**262. Omlet s limunom**

**263. Omlet s naranjom**

**264. Omlet s pomorandžom**

**265. Omlet s grejpufom**

**266. Omlet s mandarinama**

**267. Omlet s ananasom**

**268. Omlet s jagodama**

**269. Omlet s malinama**

**270. Omlet s ribizom**

**271. Omlet s brusnicama**

**272. Omlet s borovnicama**

**273. Omlet s kiviom**

**274. Omlet s limunom**

**275. Omlet s naranjom**

**276. Omlet s pomorandžom**

**277. Omlet s grejpufom**

**278. Omlet s mandarinama**

**279. Omlet s ananasom**

**280. Omlet s jagodama**

**281. Omlet s malinama**

**282. Omlet s ribizom**

**283. Omlet s brusnicama**

**284. Omlet s borovnicama**

**285. Omlet s kiviom**

**286. Omlet s limunom**

**287. Omlet s naranjom**

**288. Omlet s pomorandžom**

**289. Omlet s grejpufom**

**290. Omlet s mandarinama**

**291. Omlet s ananasom**

**292. Omlet s jagodama**

**293. Omlet s malinama**

**294. Omlet s ribizom**

**295. Omlet s brusnicama**

**296. Omlet s borovnicama**

**297. Omlet s kiviom**

**298. Omlet s limunom**

**299. Omlet s naranjom**

**300. Omlet s pomorandžom**

**301. Omlet s grejpufom**

**302. Omlet s mandarinama**

**303. Omlet s ananasom**

**304. Omlet s jagodama**

**305. Omlet s malinama**

**306. Omlet s ribizom**

**307. Omlet s brusnicama**

**308. Omlet s borovnicama**

**309. Omlet s kiviom**

**310. Omlet s limunom**

**311. Omlet s naranjom**

**312. Omlet s pomorandžom**

**313. Omlet s grejpufom**

**314. Omlet s mandarinama**

**315. Omlet s ananasom**

**316. Omlet s jagodama**

**317. Omlet s malinama**

**318. Omlet s ribizom**

**319. Omlet s brusnicama**

**320. Omlet s borovnicama**

**321. Omlet s kiviom**

**322. Omlet s limunom**

**323. Omlet s naranjom**

**324. Omlet s pomorandžom**

**325. Omlet s grejpufom**

**326. Omlet s mandarinama**

**327. Omlet s ananasom**

**328. Omlet s jagodama**

**329. Omlet s malinama**

**330. Omlet s ribizom**

**331. Omlet s brusnicama**

**332. Omlet s borovnicama**

**333. Omlet s kiviom**

**334. Omlet s limunom**

**335. Omlet s naranjom**

**336. Omlet s pomorandžom**

**337. Omlet s grejpufom**

**338. Omlet s mandarinama**

**339. Omlet s ananasom**

**340. Omlet s jagodama**

**341. Omlet s malinama**

**342. Omlet s ribizom**

**343. Omlet s brusnicama**

**344. Omlet s borovnicama**

**345. Omlet s kiviom**

**346. Omlet s limunom**

**347. Omlet s naranjom**

**348. Omlet s pomorandžom**

**349. Omlet s grejpufom**

**350. Omlet s mandarinama**

**351. Omlet s ananasom**

**352. Omlet s jagodama**

**353. Omlet s malinama**

**354. Omlet s ribizom**

**355. Omlet s brusnicama**

**356. Omlet s borovnicama**

**357. Omlet s kiviom**

**358. Omlet s limunom**

**359. Omlet s naranjom**

**360. Omlet s pomorandžom**

**361. Omlet s grejpufom**

**362. Omlet s mandarinama**

**363. Omlet s ananasom**

**364. Omlet s jagodama**

**365. Omlet s malinama**

**366. Omlet s ribizom**

**367. Omlet s brusnicama**

**368. Omlet s borovnicama**

**369. Omlet s kiviom**

**370. Omlet s limunom**

**371. Omlet s naranjom**

**372. Omlet s pomorandžom**

**373. Omlet s grejpufom**

**374. Omlet s mandarinama**

**375. Omlet s ananasom**

**376. Omlet s jagodama**

**377. Omlet s malinama**

**378. Omlet s ribizom**

**379. Omlet s brusnicama**

**380. Omlet s borovnicama**

**381. Omlet s kiviom**

**382. Omlet s limunom**

**383. Omlet s naranjom**

**384. Omlet s pomorandžom**

**385. Omlet s grejpufom**

**386. Omlet s mandarinama**

**387. Omlet s ananasom**

**388. Omlet s jagodama**

**389. Omlet s malinama**

**390. Omlet s ribizom**

**391. Omlet s brusnicama**

**392. Omlet s borovnicama**

**393. Omlet s kiviom**

**394. Omlet s limunom**

**395. Omlet s naranjom**

**396. Omlet s pomorandžom**

**397. Omlet s grejpufom**

**398. Omlet s mandarinama**

**399. Omlet s ananasom**

**400. Omlet s jagodama**

**401. Omlet s malinama**

**402. Omlet s ribizom**

**403. Omlet s brusnicama**

**404. Omlet s borovnicama**

**405. Omlet s kiviom**

**406. Omlet s limunom**

**407. Omlet s naranjom**

**408. Omlet s pomorandžom**

**409. Omlet s grejpufom**

**410. Omlet s mandarinama**

**411. Omlet s ananasom**

**412. Omlet s jagodama**

**413. Omlet s malinama**

**414. Omlet s ribizom**

**415. Omlet s brusnicama**

**416. Omlet s borovnicama**

**417. Omlet s kiviom**

**418. Omlet s limunom**

**419. Omlet s naranjom**

**420. Omlet s pomorandžom**

**421. Omlet s grejpufom**

**422. Omlet s mandarinama**

**423. Omlet s ananasom**

**424. Omlet s jagodama**

**425. Omlet s malinama**

**426. Omlet s ribizom**

**427. Omlet s brusnicama**

**428. Omlet s borovnicama**

**429. Omlet s kiviom**

**430. Omlet s limunom**

**431. Omlet s naranjom**

**432. Omlet s pomorandžom**

**433. Omlet s grejpufom**

**434. Omlet s mandarinama**

**435. Omlet s ananasom**

**436. Omlet s jagodama**

**437. Omlet s malinama**

**438. Omlet s ribizom**

**439. Omlet s brusnicama**

**440. Omlet s borovnicama**

**441. Omlet s kiviom**

**442. Omlet s limunom**

**443. Omlet s naranjom**

**444. Omlet s pomorandžom**

**445. Omlet s grejpufom**

**446. Omlet s mandarinama**

**447. Omlet s ananasom**

**448. Omlet s jagodama**

**449. Omlet s malinama**

**450. Omlet s ribizom**

**451. Omlet s brusnicama**

**452. Omlet s borovnicama**

**453. Omlet s kiviom**

**454. Omlet s limunom**

**455. Omlet s naranjom**

**456. Omlet s pomorandžom**

**457. Omlet s grejpufom**

**458. Omlet s mandarinama**

**459. Omlet s ananasom**

**460. Omlet s jagodama**

**461. Omlet s malinama**

**462. Omlet s ribizom**

**463. Omlet s brusnicama**

**464. Omlet s borovnicama**

**465. Omlet s kiviom**

**466. Omlet s limunom**

**467. Omlet s naranjom**

**468. Omlet s pomorandžom**

**469. Omlet s grejpufom**

**470. Omlet s mandarinama**

**471. Omlet s ananasom**

**472. Omlet s jagodama**

**473. Omlet s malinama**

**474. Omlet s ribizom**

**475. Omlet s brusnicama**

**476. Omlet s borovnicama**

**477. Omlet s kiviom**

**478. Omlet s limunom**

**479. Omlet s naranjom**

**480. Omlet s pomorandžom**

**481. Omlet s grejpufom**

**482. Omlet s mandarinama**

**483. Omlet s ananasom**

**484. Omlet s jagodama**

**485. Omlet s malinama**

**486. Omlet s ribizom**

**487. Omlet s brusnicama**

**488. Omlet s borovnicama**

**489. Omlet s kiviom**

**490. Omlet s limunom**

**491. Omlet s naranjom**

**492. Omlet s pomorandžom**

**493. Omlet s grejpufom**

**494. Omlet s mandarinama**

**495. Omlet s ananasom**

**496. Omlet s jagodama**

**497. Omlet s malinama**

**498. Omlet s ribizom**

**499. Omlet s brusnicama**

**500. Omlet s borovnicama**

**501. Omlet s kiviom**

**502. Omlet s limunom**

**503. Omlet s naranjom**

**504. Omlet s pomorandžom**

**505. Omlet s grejpufom**

**506. Omlet s mandarinama**

**507. Omlet s ananasom**

**508. Omlet s jagodama**

**509. Omlet s malinama**

**510. Omlet s ribizom**

**511. Omlet s brusnicama**

**512. Omlet s borovnicama**

**513. Omlet s kiviom**

**514. Omlet s limunom**

**515. Omlet s naranjom**

**516. Omlet s pomorandžom**

**517. Omlet s grejpufom**

**518. Omlet s mandarinama**

**519. Omlet s ananasom**

**520. Omlet s jagodama**

**521. Omlet s malinama**

**522. Omlet s ribizom**

**523. Omlet s brusnicama**

**524. Omlet s borovnicama**

**525. Omlet s kiviom**

**526. Omlet s limunom**

**527. Omlet s naranjom**

**528. Omlet s pomorandžom**

**529. Omlet s grejpufom**

**530. Omlet s mandarinama**

**531. Omlet s ananasom**

**532. Omlet s jagodama**

**533. Omlet s malinama**

**534. Omlet s ribizom**

**535. Omlet s brusnicama**

**536. Omlet s borovnicama**

**537. Omlet s kiviom**

**538. Omlet s limunom**

**539. Omlet s naranjom**

**540. Omlet s pomorandžom**

**541. Omlet s grejpufom**

**542. Omlet s mandarinama**

**543. Omlet s ananasom**

**544. Omlet s jagodama**

**545. Omlet s malinama**

**546. Omlet s ribizom**

**547. Omlet s brusnicama**

**548. Omlet s borovnicama**

**549. Omlet s kiviom**

**550. Omlet s limunom**

**551. Omlet s naranjom**

**552. Omlet s pomorandžom**

**553. Omlet s grejpufom**

**554. Omlet s mandarinama**

**555. Omlet s ananasom**

**556. Omlet s jagodama**

**557. Omlet s malinama**

**558. Omlet s ribizom**

**559. Omlet s brusnicama**

**560. Omlet s borovnicama**

**561. Omlet s kiviom**

**562. Omlet s limunom**

**563. Omlet s naranjom**

**564. Omlet s pomorandžom**

**565. Omlet s grejpufom**

**566. Omlet s mandarinama**

**567. Omlet s ananasom**

**568. Omlet s jagodama**

**569. Omlet s malinama**

**570. Omlet s ribizom**

**571. Omlet s brusnicama**

**572. Omlet s borovnicama**

**573. Omlet s kiviom**

**574. Omlet s limunom**

**575. Omlet s naranjom**

**576. Omlet s pomorandžom**

**577. Omlet s grejpufom**

**578. Omlet s mandarinama**

**579. Omlet s ananasom**

**580. Omlet s jagodama**

**581. Omlet s malinama**

**582. Omlet s ribizom**

**583. Omlet s brusnicama**

**584. Omlet s borovnicama**

**585. Omlet s kiviom**





# H O T E L \* E U R O P E

## Market

Hotel Europe is among the few hotels in the Balkans, and in Europe, which can take pride in a 130-year tradition. The hotel is located in the heart of Sarajevo, in the heart of Baščaršija, and is an indestructible monument to the culture and way of life in Sarajevo and Bosnia and Herzegovina. Hotel Europe represents the best of both worlds. It is the ideal combination of tradition and innovation, representing a mixture of both East and West.

Hotel Europe's Austro-Hungarian architecture gives the building its luxurious and attention-grabbing appearance. It offers ideal accommodation, regardless of whether you're travelling for business or pleasure. Its prime location near the Old Town makes this hotel ideal for tourist accommodation, as well as accommodation of business people from around the world. Simply upon entering Hotel Europe, our polite and professional staff, pleasant lounge music and unique interior will, at once, make your stay here unforgettable.

Hotel Europe was fully renovated between 2006 and 2008. It was then "reborn" on its 127th birthday. From this day forward, Hotel Europe entered a new era, destined to become a meeting place where a new and positive story about Sarajevo and Bosnia and Herzegovina could begin.

Anyone who has visited Sarajevo has certainly felt the charm and beauty of this hotel because the heart of Sarajevo is in Europe.

## Achievements

When Hotel Europe first opened 129 years ago, no one dreamed that Hotel Europe, then called "Evropa", would become and remain one of the symbols of Sarajevo. Many of the world's well-known politicians, artists, intellectuals, business people, athletes and actors have chosen Hotel Europe for their stay in Sarajevo. However, it was not an easy task for the hotel's new management to achieve the standards Hotel Europe's leadership can today be proud of. Maintaining the hotel's world class reputation while simultaneously running a school of catering and hospitality is quite a challenge. However, with its young and innovative personnel who aim for the highest degree of professionalism, Hotel Europe has quickly become recognized as the measure of excellence throughout the region.

Hotel Europe has had the pleasure of welcoming distinguished guests from a variety of professional



sectors. Recently, Secretary of State of the United States of America, Hillary Rodham Clinton, stayed in Hotel Europe during her official visit to Bosnia and Herzegovina in October 2010. Hotel Europe's unique charm has drawn guests such as Penélope Cruz, Javier Bardem, Mickey Rourke, and many others. Each has left their mark and a profound imprint on Hotel Europe's professional operations.

## History

Very few hotels in Europe, particularly in Bosnia and Herzegovina or the former Yugoslavia, can boast over one hundred years of history. Sarajevo's Hotel Europe, however, which is unique in a variety of ways other than its age, is now lucky enough to be celebrating its second century of existence.

Built on the boundary between Oriental and European Sarajevo, Hotel Europe was able to take on the most beautiful features from each. Over an entire century, it served as a silent witness to the tumultuous events taking place throughout Bosnia and Herzegovina and in Sarajevo, each of which left their mark on the hotel itself. Despite the destruction left in the wake of multiple wars, Hotel Europe consistently managed to retain its beauty and dignity. In the past hundred years, countless guests, both prominent and unknown, have passed through Hotel

Europe's doors, travelling from around the world to visit Sarajevo. Each and every guest has been embraced by Hotel Europe's magic warmth, which allows guests to feel as relaxed as though they were in their own homes.

Originally constructed for travelling aristocrats, Hotel Europe held a prized position in the cultural and political life of the former Yugoslavia. The hotel was and remains a witness to the versatile growth and development of Sarajevo and Bosnia and Herzegovina.

Hotel Europe's cultural mission is immeasurable. This is due not only to the fact that it has hosted numerous celebrities from the world of art and culture, nor as a result of the countless gatherings organized in the hotel. Rather, this cultural legacy stems from the fact that Hotel Europe has always provided reliable support for partners from around the world. We have been proud to serve as the nucleus of Bosnian and Herzegovinian tourism.

## Product

Hotel Europe has 160 luxuriously furnished rooms, including 12 suites and one presidential suite. Each room is equipped with the latest in modern technology, including a free Internet connection, Pay TV, a mini safe-deposit box, mini bar, and other amenities.







The hotel has two conference rooms for individuals interested in holding seminars, conferences or workshops. The maximum capacities are 250 and 150 individuals, respectively. Additionally, there are two meeting rooms that can accommodate up to 80 individuals each. Simultaneous translation, projectors, flipcharts and wireless Internet are available in each of these locations.

Hotel Europe is proud of its range of culinary offerings, including the "Viennese Café", a restaurant offering both national and international cuisine. Guests may also enjoy a meal outdoors on the hotel's large patio or a pastry from the "Mozart" patisserie. Guests at Hotel Europe can take advantage of the various offerings available in the Wellness Center, where you can relax in the swimming pool, sauna, solariums, Turkish bath, and fitness rooms. Massages are also available. Upon entering the hotel, guests may take care of practical needs, including a visit to our shop or beauty salon. 140 parking spaces are available in the garage below Hotel Europe.

Hotel Europe's team of young and professional managers is constantly working to continuously improve the range and quality of available services. We are 100% committed to the wishes and desires of each of our guests and aim to please. Guests are guaranteed attentive and professional service, regardless of the hour.

## Recent Developments

Hotel Europe's management pays close attention to catering and hospitality trends. As a result, guests enjoy an evolving and ever-improving degree of service. We are committed to helping our staff improve through continuing educational programs and select only the best-qualified personnel from the hospitality sector as our staff members. In 2011, Hotel Europe began offering two new services, thus securing its leading position in Sarajevo's hospitality industry. It is our pleasure to announce the Special Weekend Offer and the Hotel Europe Travel Guide.

The Special Weekend Offer represents a major step forward for Hotel Europe, combining the best of affordability and irresistible luxury. Guests who take advantage of the Special Weekend Offer will enjoy sleeping in a beautifully furnished suite, a romantic dinner and welcome drink in one of our alluring dining rooms and unlimited use of the Wellness Center. The Special Weekend Offer is sure to satisfy guests with a refined taste for relaxation and enjoyment.

The Hotel Europe Travel Guide is a new product designed for our guests who are ready for new challenges and want to explore all that Bosnia and Herzegovina has to offer. In order to make your stay

in our country even more enjoyable, Hotel Europe's staff will pair guests with experienced tour guides and hoteliers. Guests who take advantage of this new service will have the opportunity to visit Sarajevo's Old Town, the Olympic Mountains of Igman, Jahorina and Bjelašnica, the vizierial town of Travnik and the unique Old Bridge in Mostar. These are only a few of the destinations Hotel Europe currently offers.

the high quality of services offered. Their advice and suggestions are critical to the constant improvement of the hotel. Hotel Europe's staff listens attentively to our guests, always eager to guarantee their full satisfaction. This careful listening is our hotel's key to success.

[www.hoteleurope.ba](http://www.hoteleurope.ba)



## Promotion

Long ago, on May 26th 1886, Hotel Europe opened the first page of its Golden Book. Since then, many well-known guests have left their mark. Even in those bygone days, individuals from around the world were eager to share their impressions about Hotel Europe's remarkable beauty and its mystical qualities.

In 1893, a Dutch guest named H.T. van Lenen Martinet wrote: "My Hotel Evropa is finely decorated and has excellent service, as if I am in Trieste, or Milan, or Vienna, and not in the Balkans. Both the waiters and waitresses are courteous without overdoing their good manners. Female employees are from Graz and Novi Sad - they are all well chosen beauties, who are perfectly decent. In the evening, one has a perfect view of the town, as if they are in the story A Thousand and One Nights."

## Brand values

Our brand's values can be defined with three key elements: tradition, location, and dedication to every guest. In combination, these elements provide unity, which is consistently supplemented through on-going trainings and education for our staff.

Hotel Europe's guests add to its value, and each has left his or her mark through their recognition of

## THINGS YOU DIDN'T KNOW ABOUT...

### Hotel Europe

- In Hotel Europe's patisserie, skilled pastry chefs prepare over 40 types of pastries daily. The most famous of these is the Europe Cake, which represents the mastery of former pastry chef, Hasan Vilić. Mr. Vilić won a golden medal for this pastry at the World Championship in Frankfurt in 1968. At that time, his recipe enjoyed international renown and was published in newspapers around the world.
- Throughout its existence, Hotel Europe has won numerous prizes and awards, including:
  - The Golden Cook (1977, Italy); 6th of April Award of the City of Sarajevo (1979); Medallions of the Tourist Association of Yugoslavia and the Tourist Association of Bosnia and Herzegovina
  - The first ethno pastry award at a festival in Italy, Festival di Dolce e Culture Cannoli & Friends, Miglor Dolce 2010 Giuria Tecnica, 2010
  - Golden Catering Crown 2009 - the Association of Hotel and Restaurant Owners of Bosnia and Herzegovina
  - Golden Charter Diploma and the Best 2010 City Hotel - Novi Sad Tourism Fair
  - Golden Charter Dr. Aurelio Pecci, with a medallion and badge awarded to the staff of Hotel Europe for their high quality of service and hospitality, 2010 - International League of Humanists
  - Tourist Prism - Diploma for New Quality in Tourism, 2010
  - Hotel Europe's owner, Mr. Rasim Bajrović, was recognized as the best manager in Bosnia and Herzegovina, Southeast and Central Europe in 2009
  - Hotel Europe is accredited with HACCP and Halal certificates.







## Market

The company HOT-HOT has 15 years experience in the construction of family ECO-house and lodge, and is a leading company in the construction of family houses on the market. Besides the Macedonian market the company is represented in the markets in Greece, Kosovo, Serbia, Montenegro, Turkey.

The company's headquarters is located in Skopje and covers an area of 8,500m<sup>2</sup>, which houses administrative, warehouses, manufacturing plants, dryers, Association for the painting of wooden structures, workshop. HOT-HOT is a company that possesses all the necessary licenses for design, supervision, urban landscaping, audit and performance, and its professional staff composed of engineers architects, engineers and construction

after three years it expanded the product range with several models of eco houses and every year it expands the range of new models. As the company was growing, the range of products was growing as well, offering awnings, gazebos, fences and other products derived from wood.

Initially the company worked on one facility a month and was only present on the Macedonian market, but over the years as the demand grew, so grew the capacity of the company to date and takes several objects in the same month at various locations in Macedonia and other markets.

## History

Hot and Hot is a private company founded 17 years ago in Macedonia as a small company with a few employees and it has grown into a company

Radishani in Urban and Horticultural, where are located family homes, pools, shop, etc. kindergarten.

- Accommodation of workers and professional staff who will work on the performance of highway Kicevo - Ohrid

- Exclusive lodge settlement of the Ohrid coast and several hotels

- Terraces, in restaurants and cafeterias;

- As well as many individual residential buildings.

With its offer, experience and expert staff, the company offers to its customers everything that is necessary – from an idea, to a design and realization.

The design department of Hot-Hot has build even typical family structures, with different sizes, which can be offered to the buyer as a cash settlement. Also offers adjustable facilities, and



engineer for interior design, successfully carrying on his business, which includes design and construction of family houses, three-storey buildings, sports halls, industrial and catering facilities.

All this talk about the massive production program of the company, is confirmed by numerous buildings designed and constructed, which is over 500 facilities.

## Achievements

Hot and Hot as a company in Macedonia shows a steady growth. Starting from a small company with a few employees it has grown into a company with 50-60 employees depending on the season. Initially the company offered only market to lodge, but

with 50-60 employees. In recent years, Hot and Hot has built an elite neighborhood in Radishani "HOT-HOT CITY" and complex in Ohrid hotels and holiday homes - lodge.

## Product

The production program consists of family ECO-house, lodge, awnings, gazebos, restaurants, cafeterias, bars, playgrounds, houses for pets and more. As confirmation of this diverse program more reference objects may be mentioned, such as:

- Military Camp of KFOR in Kosovo, which includes accommodation, kitchens, restaurants and more.

- Exclusive neighborhood "HOT-HOT CITY", in

prepares completely new solutions according to the needs and requirements of the investor.

The company offers a complete performance in a turnkey system, which involves placing the windows, doors, fixtures, and finishing the walls and floors.

These ECO-house derived from wood, which is environmentally friendly material because in its manufacturing process it does not pollute the environment, which is not the case with the built structures, although brick is environmental material, but its production pollutes the environment. The second reason why these are environmental objects is that their structure allows the life of people with lung, bronchial disease, allergic





problems, etc., to be significantly easier. The wooden structures are with no dust, which otherwise in concrete masonry houses it is created by itself. The third reason why such facilities are built is their low energy character, which means less energy needed for heating and cooling.

An additional reason in choosing this type of structures is the ability for fast completion, enabled by the ease of installation of wooden construction.

The wooden construction provides all the qualities and advantages of wood as a building

material, such as its elasticity, which offers static and seismic stability.

Precisely this type of facilities, the company has created and implemented the idea in the closed elite settlement - "HOT-HOT CITY", which will be a complete project.

Covering 17,000 square meters, with 34 residential buildings, each with its own swimming pool, services for horticultural maintenance of yards, pool maintenance, general maintenance service. One of the main features of this neighborhood is the

safety of residents. To that end, what will be mandatory for all of them is security, which together with the 24 - hour monitoring system will be in the hands of professional security services. The entrance to the settlement will be shared and controlled, and entering and exiting the special chip - cards.

To make it complete, despite the residential buildings, there will be a super - market, nursery, playground, pharmacy, dental clinic, fitness - center and more.

The houses are of different size, from 200 to more than 360 square meters, but all are on two floors. In the back yard of the house there will be a pool and in front - parking space. According to the Code of Conduct in the settlement, among other things, no one can park on the street, throwing litter will be in certain types of garbage bags in a fixed time, which will improve the lives and creates as little as possible problems for the residents.

Among other things, the Rules ban planting deciduous

trees with large canopy, because many of the falling leaves litter or fall into the neighbor's pool.

Between houses there will be fences, except in the back yard. Because there cannot be disruption of architectural buildings, fences will be made by the company, following the same template, and will not be allowed any extension and upgrading of facilities, even in this neighborhood, even the color of the facade will not be allowed to change in some drastic variations.

This will provide an exclusive, comfortable and secure life in this neighborhood, located just 6 miles from the center of Skopje.

### Recent development

This year the company was engaged in construction of the settlement to accommodate workers, staff as well as cabinets and other ancillary facilities for the needs of the construction of the highway Kicevo - Ohrid

### Promotion

HOT-HOT company has taken an active part in the project "Buy a house buy a flat", which has reduced prices for the project to 280 € / m<sup>2</sup>.

### Brand values

The value of HOT - HOT despite the quality of performance, professionalism, and the continuous development and improvement of construction of buildings and protecting the environment by using environmentally friendly materials, in the years of existence on the market has become synonymous with the construction of ecological houses of wooden construction.

[www.hot-hot.com.mk](http://www.hot-hot.com.mk)

THINGS YOU DIDN'T KNOW ABOUT...

### HOT-HOT

- Hot and Hot houses have up to 3 times better energy performance than masonry buildings
- Hot and Hot houses have 8% more residential space than masonry buildings





# idea+ communications

## Market

The Macedonian advertising and communications market began its early development more than 20 years ago. It has grown a lot since then – both in the number of clients searching for strategic and creative communication solutions, as well as in the

That is why the competition is constantly improving. Fully aware of this, as a pioneer in this market – IDEA Plus Communications always tends to be one step ahead of the competition. An agency has to improve by learning and discovering new ways to provide solutions for the customers needs. A great

brands, like Skopsko and Dzabest, have been born or reborn, and then nurtured with the vision of the agency to become number one in their respective segments. Countless products and services have been sold as a result of communicating the right thing at the right time. The mission of IDEA Plus Communications is not just to put a smile on the clients' face, but to make sure it stays there. This agency feels and lives the spirit of the brands it sells. It is the only way to make a real, long lasting business and emotional relationship with the clients.

Also there are a huge number of acknowledgments from the eminent international and national awarding competitions and advertising festivals, such as the New York Festival, USA; Ad Stars Festival, South Korea; Golden Drum Festival, Slovenia; Magdalena, Slovenia, Buba Mara, Macedonia (winner of the "Agency of the year" award five times in a row) and many other awards, which are proof of the successful operation of the agency.

## History

Established as the first advertising agency in Macedonia in 1996, IDEA Plus Communications today remains one of the leading communications agencies in Macedonia. The agency began its work as a forerunner of the marketing and communications services in our country and became a synonym of an agency that offers widest range of communication services and solutions. In 2009, IDEA Plus Communications became part of the biggest regional network of communication agencies – Pristop and thus proved its importance, not only in Macedonia, but also in the region.

The professional, creative and experienced staff is the reason that IDEA Plus Communications achieves results on continuous basis. The team of professionals consists of 23 full-time employees, being always prepared for challenges, having sound education and knowledge in the area of marketing and communications, and following the international trends on continuous basis. The formula consisted of having experienced professionals mixed with fresh, young, enthusiastic minds proved to be a winning one.

Guided by the catchy motto: "No PLUS without US!" the IDEA Plus Communications team believes that great ideas are solutions to all problems. The agency strongly holds to the philosophy of its late founder – the legendary Ivo Laurencic. His spirit and legacy are felt today by the employees of the agency who also believe that anything can be done!

## Product

For 18 years, IDEA Plus Communications has been offering a whole range of efficient integrated communication solutions, such as promotional campaigns for promoting a product or a service, but also campaigns for raising public awareness/ education. The key activities of the agency include development of communication strategies, advertisements – strategic and creative development, as well as development of media strategies, media planning and occupancy. By applying the standard ISO 9001:2008 in all segments of its operation, IDEA Plus Communications observes all strict procedures, designed to optimize the quality of the services



number of agencies providing those services. A lot of things have changed since the beginning and this market is starting to overcome the initial difficulties, which in the future will hopefully result in a strong, healthy business environment.

Although in Macedonia there has been no official research done on the subject, the numbers speak that the market keeps growing and growing.



agency doesn't follow trends, it creates them. And that is where IDEA Plus Communications stands in today's advertising and communications market.

## Achievements

The successful stories and achievements of the clients of IDEA Plus Communications are the greatest success of the agency. A lot of famous





SAYING IT FEELS LIKE PULLING IT OUT.

International Stuttering Awareness Day  
October 22

THE STUTTERING  
FOUNDATION  
A National Organization  
for Stuttering Awareness  
and Research



THE STUTTERING  
FOUNDATION  
A National Organization  
for Stuttering Awareness  
and Research

Find hope at  
[www.stutteringhelp.org](http://www.stutteringhelp.org)



РАЗБИЈ ЈА КОРУПЦИЈАТА!

TRANSPARENCY  
INTERNATIONAL  
MACEDONIA  
[www.transparency.org.mk](http://www.transparency.org.mk)

offered to the clients. The production department within the agency is capable of producing any form of video material – from short television commercials to documentary movies and TV sitcoms.

Seavus, Alexandria and the University Of American College Skopje.

To honor the agency's founder Ivo Laurencic, a movement for support of creativity named after him was formed in 2014. This organization, tightly linked with IDEA Plus Communications is raising awareness for the creative thought while supporting the creative potential of young individuals, by giving them the opportunity to realize or implement their fresh ideas.

The young creatives employed by the agency are regularly given the chance to participate in advertising festivals and work shops around Europe, in order to improve their way of thinking or knowledge level in their respective professions.

In 2013, using the business opportunity that the digital era and world wide web offer in terms of working globally, IDEA Plus Communication started collaboration with The Stuttering Foundation of America, the first and largest organization in the world working toward prevention and improved treatment of stuttering. The Stuttering Foundation

is based in the USA but reaches millions of people around the world annually.

### Promotion

As a full service agency, IDEA Plus Communication has a pretty unconventional way of self promoting. Sure the participation at advertising festivals comes in handy when trying to get noticed, so the agency pre-selects its best works and decides which one will enter an advertising competition. But it is the

agency employees that are the real promoters. They themselves create a positive buzz that is incomparable to any other agency.

Every IDEA Plus employee is an IDEA Plus brand ambassador. The positive vibes and atmosphere surrounding the agency are the reason why everyone wants to work with or at IDEA Plus Communications.

Their employees seem to have found the secret of working professionally and still having a lot of fun. The IDEA team is actually a big, fun family – a place where everyone loves their job. Thus, every campaign or project is created with maximum input, resulting in innovative solutions to the clients problems. What is interesting is that the agency way of thinking has been like this since day one – 18 years ago.

### Brand Values

IDEA Plus Communications is more than a brand. It is a synonym for an advertising agency in Macedonia, which is the highest achievement any brand can get – being a role model of an entire industry.

Believing in establishment of strong and permanent partnerships, IDEA Plus Communications maintains long-lasting and successful collaboration with a number of national and international clients, such as ONE, Tikves, UNDP, Ramstore, Lotarija Na Makedonija, On.Net, Bionika, The Stuttering Foundation of America, Ideal Sipka, Municipality of Ohrid and a lot of others.

### THINGS YOU DIDN'T KNOW ABOUT...

#### IDEA Plus Communications

- Since the opening of IDEA Plus Communications Skopje in 1996, until today, the agency has produced and trained more than 200 advertising professionals -more than any other agency in the country.
- IDEA Plus Communications is the first agency in Macedonia to use product placement in film as an advertising tool, in their own self-produced TV sitcom "From Today Till Tomorrow".
- If the work materials delivered by the agency in 2001 were divided in time intervals, it turns out that something was delivered to the clients every 30 seconds.



### Recent Developments

IDEA Plus Communications has given support to many different organizations that promote the progress of young people. The agency has always been opened for young talented persons that want to make a great career in advertising. That is why the agency is fully supportive and has collaboration agreements with a couple of the best marketing and graphic design schools in the country like



# Imunoglukan®

## P4H

### Market

Imunoglukan P4H® products belong to the category of over-the-counter medications (food supplements, herbal drugs, OTC) that affect the immune system activity, especially in terms of their effects on the balance and functional harmony of its individual components.

Imunoglukan P4H® products are present in more than 20 countries around the world, including western EU countries such as Austria, Italy, Spain, England and Belgium. The brand is planned to expand to new territories in the near future.

The manufacturer of Imunoglukan P4H® products is a biotech company Pleuran from Bratislava which has been engaged in research, development, production and sale of top quality natural products that enhance the body's natural defences for more than 20 years. The ISO 22000 certificate ensures reproducibility, high quality, and safety of the products.

In Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Montenegro, Austria and Hungary, Imunoglukan P4H® brand is represented by the reputable pharmaceutical company Medis. In 2014, Imunoglukan P4H® generated almost € 1 million of revenue in these countries.

Users (children and adults) as well as paediatricians report excellent experiences with the products and as a result Imunoglukan P4H® products (capsules and the liquid formulation) recorded a 20% growth on an annual basis.

Imunoglukan P4H® is sold exclusively in pharmacies, because only pharmacies can provide expert advice to the users. Many countries have fairly loose legislation in the area of food supplements and many users of food supplements fail to distinguish between good and bad products, so the expert advice provided in the pharmacies is still highly important.

50% of Imunoglukan P4H® sales relate principally to the use in children under the age of 7 and therefore the manufacturer and Medis pay special attention to product quality and safety even with long term use. Numerous clinical studies have demonstrated that Imunoglukan P4H® is safe and even more effective with continuous use – especially during the fall/winter season of increased morbidity.

### Achievements

The production process for Imunoglukan P4H® is fully compliant with all international standards applicable to food as well as medications. The active ingredient, bioactive polysaccharide Imunoglukan®, is a highly purified natural substance produced in a patented technological process. The ISO 22000 certificate ensures reproducibility, high quality, and safety of the products.

Before the products reach the shelves in pharmacies they are subjected to a number of rigorous tests in accredited institutes. Imunoglukan P4H® takes care of all customers and any customers not satisfied with the quality of the purchased product can return it and receive a replacement product.

The efficacy of Imunoglukan P4H® has been proven in clinical studies and observations published in scientific journals (Bergendiova K. et al., 2011. Bobovčák M. et al., 2010. Jesenák M. et al., 2010, 2012).

In many countries Imunoglukan P4H® products became the first choice in immunity support food supplements:

- for paediatricians in preventing upper respiratory tract infections in children,
- for physicians of various specializations, and
- for pharmacists in reducing the occurrence of illnesses caused by weakened immunity.

Among the territories covered by Medis, Imunoglukan P4H® was first introduced in Slovenia in 2009. By now it has become the number one immune health product (source e-Pharma).

### History

The creation of the Imunoglukan P4H® product was preceded by more than 20 years of intense scientific

research, which confirmed the beneficial effects of Imunoglukan® isolated from *Pleurotus ostreatus* (Oyster mushroom) on the immune system.

Numerous studies have reported positive effects of biologically active polysaccharides and several similar studies are currently underway. In Japan, fungal isolates and extracts have been used as a supplementary treatment in cancer patients for more than 50 years.

In 2001, the first product based on the isolate called Imunoglukan® was launched. The name of this product in a capsule form was Imunoglukan P4H®.

Following intensive cooperation with experts, especially immunologists and paediatricians, Imunoglukan P4H® product line was extended to include the liquid and Acute formulations.







## Product

Imunoglukan P4H® products are based on the natural immunologically active substance Imunoglukan®. Imunoglukan® is a highly purified natural substance, a complex of biologically active polysaccharides obtained by isolation from *Pleurotus ostreatus*. The safety and efficacy of Imunoglukan® has been proven in clinical studies and observations published in the scientific literature.

### Imunoglukan P4H® liquid form

Imunoglukan P4H® in liquid form contains natural Imunoglukan® together with vitamin C, which contributes to the normal function of the immune system. The liquid formula was specifically developed for children and adults preferring the liquid form of food supplements.

### Imunoglukan P4H® capsules

Imunoglukan P4H® capsules contain natural Imunoglukan®, vitamin C and zinc, which contribute to the normal functioning of the immune system and reduction of tiredness and fatigue. The capsules are most suitable for adults and children over 7 years of age.

The human body is not able to synthesize vitamin C so adequate quantities must be provided in the diet. Vitamin C has many significant functions in the human body and is essential for life and preservation of health. It affects the metabolism of amino acids and the synthesis of collagen and thus contributes to the proper function of blood vessels, bones and cartilages. It is a scavenger of free radicals and thus protects the cells from oxidative stress. In Imunoglukan P4H® products, Vitamin C and Imunoglukan® act in synergy, i.e. the effect of these two components is enhanced through mutual interaction.

Zinc is a mineral trace element that catalyses over 300 enzymatic reactions and has positive effects on the cellular metabolism of fats, saccharides and proteins. It is also important for healthy skin, nails and hair. It plays a role in the synthesis of DNA, cellular fission process and has

antioxidant effects similar to vitamin C. Zinc contributes to normal functioning of the immune system.

Imunoglukan P4H® is a product that enhances the body's natural defences with proven effectiveness, confirmed safety and simple dosage. It optimizes the body's immune response and thus protects the health of the whole family.

The product is also suitable for people suffering from allergies and diabetes.

Imunoglukan P4H® is free of

gluten, alcohol, colorants and aromatic substances, it does not enter the circulation and its consumption does not entail any side effects or interactions and bears no risk of overdose. It is a preparation with clinically proven effects.

## Recent Developments

Medis and Pleuran aim at continuous development based on clinical trials focused on Imunoglukan P4H® as well as public education related to the benefits of Imunoglukan P4H® products.

In 2013 and 2014, a clinical observation conducted in Slovenia, Croatia and Bosnia monitored the effectiveness of Imunoglukan P4H® in children with frequent respiratory infections. The observation included more than 30 physicians across the region and more than 300 children. The first unofficial results of the survey show that the number of infections was reduced by more than 50%, a fact that will certainly contribute to the consolidation of Imunoglukan reputation.

Depending on the needs of modern times and the pace of life which is particularly challenging for young parents, the product line Imunoglukan P4H® has recently been expanded with Imunoglukan P4H® ACUTE capsules with higher doses of Imunoglukan®, vitamin C and zinc.

Imunoglukan P4H® ACUTE is a food supplement intended for short-term administration. It contains natural Imunoglukan® 300mg, double the recommended daily dose of vitamin C and a daily dose of zinc.

## Promotion

The mission of all stakeholders involved in the promotion of Imunoglukan P4H® products is a presentation of the effects of the unique immunomodulatory substance Imunoglukan® to the professional community and, at the same time, raising public awareness of its positive effects. Therefore the optimal combination of BTL and ATL activities is the key success factor.

The most important factor in building the image and credibility of the Imunoglukan P4H® brand is the trust of the professional public. Therefore, special attention is paid to work with the paediatricians and pharmacists. Imunoglukan P4H® is only available in pharmacies because Medis believes that customers need professional advice when choosing pharmaceutical products.

Medis is an innovative pharmaceutical company always

looking for new ways to get even closer to the end users. Occasionally, Imunoglukan P4H® users receive a useful gift at the point of purchase (e.g. digital thermometer) that helps them with their health issues. The promo packages vary by market but they are always perceived as added value and are reflected in exceeded sales expectations.

Medis also believes in active communication with end users, so a large part of the advertising budget is dedicated to promotional activities through the web and social networks. Imunoglukan P4H® promotion also includes traditional media channels, as it is clear that only a mix of promotional activities will ensure good brand awareness, visibility and the desired sales outcome.

However, the main target groups remain to be women and young mothers, because they are the ones that take care of the health of the entire family.

## Brand Values

The primary brand value of Imunoglukan P4H® is helping people to take active care of their health and contribute to a better quality of life. This value is also disclosed in the brand slogan "Only Health Matters" or "Važno da smo zdravi."

Imunoglukan P4H® protects the health of the entire family and is an affordable aid for a modern, vivacious woman who wants to fully enjoy her family and professional life and who is not willing to sacrifice any of these dimensions. Imunoglukan P4H® protects what modern women care about (and enjoy) most: intensive experience at home and at work, while taking care of the health and comfort of herself and the nearest ones, in line with the slogan "Only Health Matters".

Important values are also safety, professionalism and innovation.

[www.imunoglukan.net](http://www.imunoglukan.net)  
[www.imunoglukan.ba](http://www.imunoglukan.ba)  
[www.imunoglukan.si](http://www.imunoglukan.si)



## THINGS YOU DIDN'T KNOW ABOUT...

### Imunoglukan

- P4H stands for "produced for health"
- Imunoglukan P4H® enhances the body's natural defence
- Imunoglukan P4H® is safe for long term treatment



# inside<sup>®</sup>

FURNITURE & INTERIOR DESIGN

## Market

The Ečo Company d.o.o. was established in 2002 in Sarajevo, as a limited liability company for manufacturing and sales of furniture. It started off as a small company with modest production facilities and several employees producing non-standard interior elements, but grew fast and on firm foundations.

The success of the company in BiH, and the basis for subsequent international growth is in its dedication to excellence in quality and uniqueness of the design, with fine handmade finish.

The company supplies BiH market, but also exports its products and shapes interiors in Germany, Austria, Switzerland, Croatia, and Montenegro.

## Achievements

By continuous investments in modern machinery and education of the staff, the brand "Inside" managed to stay present on the BiH market and continues to offer quality products and services, always a step ahead of others. Loyalty of its clients proves quality of its products and services. The Inside brand introduced a new service concept by offering its modern designs and functional solutions.

Production facilities of the Ečo Company are equipped with the latest machinery able to meet the need for sophisticated processing of materials and ensure finish of supreme quality. The company is a medium-size company; it employs highly educated personnel including architects, mechanical engineers, designers, economists, etc. Experienced architects and designers of its design studio create and develop modern upholstered and panel furniture in line with the world's latest trends. In addition, the design team of the Ečo Company, standing behind the brand Inside, is able to bring to life any idea the client may have, by making things happen step by step - from interior design solutions to 3D models, from execution and supervising of works on the interior; to final furnishing of the space with its own products.

Thanks to efforts of the company management and the staff, the Ečo Company started with offering



jobs, but only to those meeting special requirements in terms of rules and procedures. In order to maintain the quality of work its employees, special attention is paid to motivate them by organising various inspirational activities. Employees are encouraged to further develop their skills, to visit fairs, and every year, the most successful employees of all levels of the company hierarchy are rewarded.

## Furniture showroom

A place designed to present the essence and identity of the brand Inside became its permanent expression in the most effective and most authentic way. Inside furniture showroom is designed to present segments of interior furnished with accessories also available for sale.

## Design studio

Research and design have always been of special importance to the Ečo Company; processing of visual stimuli from the outside world and transforming them into final products. It means constant and careful observation, acknowledging and improving of change, research of modern and architectural, but also sociological trends and shaping of unique designs. In order to do that, Ečo Company established the Inside design studio made of a team of architects - interior designers and industrial designers.

The Inside design studio is dedicated to use management and engineers to establish a design policy as a basis for further development. Therefore, Inside design studio creates design solutions, 3D models and visualisation of interior design solutions.



## Professional Education Centre - Format

Realising importance of well educated and loyal staff, particularly skills a production staff needs to have to be able to respond to any demand on the market that becomes more informed on furniture and interior design, the Ečo Company established the Professional Education Centre - Format.

Format is an educational centre offering advanced studies, development, and practice of skills and competencies in design and technology of the furniture industry.

The idea of the Ečo Company is to use Format to educate its staff and build a quality team of employees, but also to support wood-processing industry in Bosnia and Herzegovina by educating employees from other companies as well.





The target population for Format education includes: designers, architects, CNC programmers, CNC operators, technologists, carpenters, upholsters, tailors, varnishers, etc.

## History

Inside - Furniture & Interior Design is a brand of the Ećo Company d.o.o. established in Sarajevo in 2002. The Ećo Company was involved in manufacturing and trade of furniture, but in 2006 it started developing designer line under the brand name Inside by Ećo. Inside by Ećo quickly became a leader in the field of design furniture manufacturing and interior furnishing. In the late 2013, the Ećo Company started rebranding of Inside by Ećo to Inside - Furniture & Interior Design, and therefore put an emphasis on its continuous dedication to production of furniture and interior design.

## Product

Thanks to continuous investments in education of its staff, and procuring of the latest machinery, the Ećo Company is able to follow worldwide trends in

production of furniture and final works on even the most demanding materials.

Product offer includes upholstered and panel designer furniture. The Inside collection offers standard models of design pieces. Apart from the standard collection, the company offers custom furniture to suit the needs and requests of the clients.

Inside upholstered furniture is made of materials of well established European manufacturers of leather, home fabrics, and exclusive fabrics. Aiming at high levels of comfort, the company uses premium quality sponge of high elasticity. Some of the products for export are made of fireproof sponge. Their furniture also offers special mechanisms for head rests or arm rests, with three or five different positions.

90% of the upholstered furniture of the Inside collection is modular; that is, made of segments, making them more convenient. Pillows are usually removable, with a lining and a zipper, for easier cleaning.

Manufacturing of each collection of furniture involves handmade details and final touches.

Panel furniture of the Inside collection is of high quality, primarily due to care and efforts invested in each phase of the process, from drawings to the finished product. Quality materials and reliable fittings produced by European manufacturers ensure reliability and functionality of the furniture.

Fair and honest cooperation with the suppliers ensures a broad spectrum of raw materials such as exotic veneer, high quality MDF panels and refined chipboards. Attention to details paid in the final stages of production result in furniture quality equal to that of European manufacturers.

The offer of panel furniture, standard or custom made, includes: kitchens, dining furniture and tables, dining chairs, sliderobes, nightstands, drawers, coffee tables, bookshelves, hallway furniture, and anything a client may desire.

## Recent Developments

Research, development and investing in machinery are of great strategic importance to the management of Ećo Company, and its capability to follow popular trends and present them as the leader on the BiH market. In 2012, Ećo Company acquired modern automatic machines for wood-processing.

The Inside product offer is constantly enriched by new products presenting more upholstered and

panel furniture that fits the lifestyle of clients.

Product development pays special attention to changes in the environment and lifestyle of clients.

Since production, distribution and management share the same facility, it is possible to ensure constant monitoring of quality, and therefore maintain high standards of work.

Quality policy, as the main principle of the company business, is confirmed by the ISO 9001:2008 certificate, and the Environmental Management Certificate ISO 14001:2004.

## Promotion

Since the beginning, Inside has been present in all the media. Its offer of products and services is presented in local printed, TV and radio media. It has years of successful cooperation with RSG radio station and Face TV broadcaster, recognised as urban media that fit the urban style of the Inside brand.

Ećo Company constantly researches needs of the market and follows worldwide trends in order to adapt its offer and provide added value to its clients.

Ećo Company is a sponsor of various cultural and educational events. Care for detail, meeting the needs of clients, and production of unique design is what made the Inside brand well known. The brand became a synonym for top design and flawless quality.

## Brand Values

The core philosophy of the company is based on the custom made approach where the entire product line is being made upon requests and desires of our clients. Company clients are sophisticated customers who recognise and appreciate design and quality, so the brand provides what customers want, in terms of both product and service.

By combining innovative technology, expert staff and unique design, the Inside team creates unique solutions for needs of its clients.

[www.inside.ba](http://www.inside.ba)



## THINGS YOU DIDN'T KNOW ABOUT...

### Inside

- Every year, Ećo Company organizes its own fair to present its furniture and accessories.
- The company regularly supports the most important marketing events in Bosnia and Herzegovina such as PR Arena and the Branding conference.
- Since 2002, more than 500 private and business interiors have been furnished. Ećo Company equips hotels in form of a "turnkey" projects throughout the Ex-Yugoslavian republics and Europe.
- The Inside design studio involves six architects who produce complete solutions and expert advice concerning interior furnishing, two 3D modulators who do 3D visualisations of interior and furniture.
- Ećo Company regularly awards the best students of the Sarajevo Faculty of Architecture.
- In 2011, the International League of Humanists awarded Ećo Company a special acknowledgment for humane and ethical management of human resources, production and environment.
- Quality Policy, as the basic principle of the company business was confirmed by the Quality Management Certificate ISO 9001:2008 and Environmental Management Certificate ISO 14001:2004







# Intertekstil<sup>®</sup> Stanić

## Market

Since 1994, when it was established, Intertekstil Stanić has been dedicated to its customers and to the idea of satisfying their demands.

The company slogan "Everything you need for a good day and sweet dreams" says a lot about it. Sales and distribution of this renowned company, the most famous on the Croatian market of home textile, operate through three channels of sale.

Today, retail includes over 40 retail shops throughout Croatia, 26 stores under the recognisable brand "Family" and 14 franchise shops. Every major city in Croatia has a store offering this company's products: Zagreb, Split, Dubrovnik, Zadar, Rijeka, Poreč, Pula, Rovinj; however, company merchandise can be found in stores in towns as well, especially along the Dalmatian coast and Istra: Vodice, Omiš, Makarska, Ploče, Vrgorac, Knin, Benkovac, Požega, Nova Gradiška, Sisak, and islands: Brač, Hvar and Korčula.

Wholesale includes sales and distribution of merchandise to corporate buyers (small, medium and large enterprises). The third channel of sale is HORECA programme, special tourism offer increasingly important over the last years, considering the tourism potentials of the country.

Long term goal is further expansion of the market in the territory of the Republic of Croatia, but of the countries of the region (BiH, Serbia) and EU (Slovenia).

## Achievements

Along with opening its own stores and in order to strengthen its position and expand on the territory of the Republic of Croatia, the company started to build a network of franchise partners.

Partners can obtain the right to sell the goods or provide services, right to know-how and have benefit from years of experience confirmed by now renowned brand "Family" and the leading position in the home textile segment in Croatia.

The franchise arrangement enables retailers to sell the brand to Croatian customers that means good quality and affordable prices, access to unlimited supply that does not require any investments, marketing support, programme support, visual identities of the store, knowledge and skills acquired through the past experience in sales, and professional team of associates available on daily basis.

In this way, Intertekstil Stanić not only provided for new jobs in the stores, but also supported the small entrepreneurs who would not be able to generate income without such support.

The company success is based on dedication and enthusiasm, as well as strong sense of responsibility and determination of its staff. They ask for a lot, but it makes them successful.

Besides having expertise and skills, employees of the company need to be dedicated, innovative, flexible, able to work in teams, efficient in communication and ready for continuous growth.

## History

Founders of the company, Zvezdan and Irena Stanić, merged their private and business paths, and in 1994, they opened their first home textile store in Zagreb at the address Slavenska avenija 22.

Today, Intertekstil Stanić is a well known Croatian importer, distributor, wholesaler and manufacturer of home textile, with a leading position on the home

textile market in Croatia. Its position, having in mind the competition that has always been present in this industry, is a result of 20 years of elaborated and professional work.

Precisely defined business strategy, continuous setting of short-term and long-term goals, through good organisation and following of technological achievements for the purpose of further company development, over 1000 partners in wholesale and more than 1,000,000.00 customers in retail, are impressive numbers speaking of the company's achievement.

Business cooperation in imports is spread all over the world, so the merchandise comes from around 30 suppliers from different countries: Slovenia, Italy, Czech Republic, Slovakia, Poland, Moldavia, Ukraine, Austria, Germany, UK, Turkey, Brazil, India, Pakistan and China.

Since Croatia has great potentials for tourism, for the past seven years, Intertekstil Stanić has been paying great attention to providing their goods to hotels, restaurants and ships. It is another motivator for the company to provide great quality service, as well in procurement as in sales.

Thanks to the mutual trust, strong and reliable business relations with the partners – suppliers, the company is able to follow changes and trends on the global market of home textile, and be the leader on the market.

## Product

The offer of the company includes several programmes – bedding programme, blanket and cover programme, pillow programme, includes duvets and quilts, curtain and decorative pillow programme, bathroom programme, kitchen programme, children programme, programme for garden and beach, furnishing programmes for hotels, apartments, restaurants, ships, public institutions, homes, kindergartens, promotion and marketing services.

Intertekstil takes special pride in its line of products

under the brand Nautika, with design protected at the Croatian Intellectual Property Office, showing old Croatian ships and protected species of the Adriatic Sea – a brand known and appreciated by many of their customers.

Special attention is paid to equipping ships with the aforementioned Nautika brand products, and customers are often provided not only with the existing offer, but also with services of designers and sales officers specialised in this particular type of furnishing, but also with custom made production solutions.

This segment is particularly important since only a few companies offer custom made merchandise, and that is exactly how more than 350 sail-boats, charters and ships have been furnished over the last three years.

Hotels offer is intended to those who want to accommodate their guests with style, elegance and quality. The company follows the latest trends in design and choice of material, taking care of the value for money. Along with a wide choice of products from the standard offer, the company provides individual approach with support from its experts and production facilities, together with professionalism and efficiency in production, sewing and installation services, all within the set deadlines.

The offer includes a promo programme allowing placement of the desired logo or implementation of your idea on the entire product offer.

How your partners and buyers see your business strongly depends on the way you present your business, so many well known companies have recognised our quality through the possibility to bring to life their wishes and ideas.

## Recent Developments

Fast pace of life, now more than ever, forces companies to adapt their business strategy focused on meeting the needs of customers. Nowadays, in the







era of market globalisation, where global companies reach out to even the smallest local markets of the world, a company that does not develop its products exposes itself to the high risk of not being able to survive. Therefore, development and expansion of the retail network is a prerogative to the development of the company Intertekstil Stanić, but also to the increase in the number of customers in wholesale and HORECA segments.

In addition, the company continuously develops certain segments of its production and business, and improves the production started back in 2004 under the name "Iglu", which brings the company a special pride.

High demands of the customers are something only the best can respond to, and that is the area in which this company provides supreme quality service. In addition, in 2013, a new investment took place and a new production facility was opened as a result – pillow filling facility; two production lines were released to operation, all for the purpose of giving more to the customers.

Special attention is directed towards training the staff, IT skills development, technical and logistics support to the business, and in 2014, a series of improvements were made to achieve better, faster, and more efficient operation using IT in stores and warehouses.

Strategy for future development of the company is based on the leading position on the market of home textile, following of new trends, extremely fast and efficient service to customers, and reliable sources of goods.

## Promotion

The company believes that the importance of marketing is evident in its strong effects on business and their results, so it turned its business concept of investing in marketing towards the needs of the clients, which is a middle-age population, and towards attracting their attention which increases day after day.

Marketing of the company is carefully and professionally positioned according to the marketing

plan defined at the beginning of each business year, and the differences can be found in long-term or short-term deadlines for different goals.

Short-term goals of the company marketing include daily, weekly, monthly, and quarterly marketing activities aimed at the target group of customers, and those mean promotion in printed media, distribution of promotion materials – flyers, radio jingles, jumbo posters, all types of posters in shop windows, bus stickers, and particularly decoration of interior in stores, entrances to buildings posters on windows, and other marketing tools that enable communication with the buyers.

Long-term goals include strengthening the Family brand and promotion of uniqueness of the specialised HoReCa furnishing services, with focus put on excellent sewing quality in the production process. These three segments are the framework and the goal of marketing activities, in order to introduce all the possibilities offered by this company to the end user.

## Brand Values

It has been found that customers tend to trust the brands that, according to other customers and experts, bring quality, so when deciding on what to buy, they will most likely choose the product marked 'Superbrand' over others.

Brand, as an asset, is what many companies see as their strength and the most efficient tool for reaching success in the market competition, so it is understandable that those who see it that way want to know the general value of their brand, but also its value compared to competition brands.

The company Intertekstil Stanić has an advantage usually due to the brand it created out of its name or the product, that is, the connection established with the customer. The brand stays in minds and hearts of the customers, and they tend to choose it over others.



The brand is the key reason why a modern buyer (who has only some 20 seconds to decide whether to buy a product or not) decides to buy a product.

Constant monitoring of the brand values is considered extremely important, so in early 2008, the company started to develop a brand Family - Intertekstil Stanić. The promotion was started through a chain of retail stores, and it was based on carefully chosen style and presentation – from the product, presentation, store decorating, window decoration, to harmonisation of the visual identity in all of the stores. That is what made them the brand of choice in the field of home textile.

[www.family.hr](http://www.family.hr)

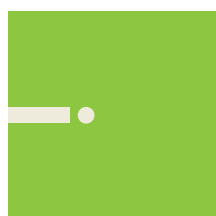
### THINGS YOU DIDN'T KNOW ABOUT...

## Intertekstil Stanić

- Intertekstil Stanić was established in 1994, it has a network of 40 retail units throughout the Republic of Croatia, and 96 employees.
- Intertekstil Stanić has its own production facilities established in 2004 under the name "Iglu".
- Intertekstil Stanić has its own brand - Family
- Intertekstil Stanić has a registered line of products under the name "Nautika".







# IVETA

windows & doors

## Market

Iveta Ltd. is a company that has been engaged in the manufacture and installation of PVC and aluminum joinery for over twenty years, and due to its fine long tradition has established itself in the domestic market.

The relatively small domestic market is quite saturated because there are over 600 manufacturers operating in it. This is an ideal situation for the customers because they have the opportunity to choose between higher and lower prices and conventional and unconventional woodwork designs. One of the benefits of competition may be proximity to the customer, but Iveta, through its showrooms (Kutina, Koprivnica, Zadar, Zagreb, Požega) and a network of distributors (22 business units), covers a greater part of the Croatian territory. With its high quality products, modernization of production and the introduction of system Environmental Protection, Iveta wants to show the customer the weaknesses of Iveta's product competitors. Iveta is currently dedicated to increasing exports, to expanding into new markets, reducing production costs and increasing production due to the introduction of new technology in the production process.

## Achievements

Commercial success of the company Iveta Ltd. is based on a continuous performance analysis, monitoring of market developments and trends and improving their services and products through constant innovation and new business models in the workflow. On an annual basis Iveta has more than 6000 satisfied customers. The fact that the company has been in the market for 22 years also speaks in favor of the company and its relations to the customer. The company aspires to have satisfied customers and endeavors to respond to all requests and perform sometimes almost impossible technical ideas of customers. The company monitors trends

in the industry and in accordance with the development needs, it conducted targeted strategic investments, introducing the necessary technology, IT technologies and so on., in order to increase production capacity, optimizing business processes and surveillance operations. Iveta is a company that has been awarded by the institutions and consequently received the award for success in business. Also the company has all the necessary certificates and the certificate for product quality ISO 9001: 2008, and for the production and installation of the same.

## History

Iveta Ltd is one of the leading Croatian companies in the production of PVC and aluminum joinery, doors, windows and related products, which aims at improving the quality of life, protection of the environment and the introduction of new trends in the Croatian and regional markets. High standards in the quality of performance, integrity, service and innovative products are characteristics of the brand Iveta, which is built around a satisfied customer: small families and large corporations.

Iveta Ltd. was founded on 10.07.1992.g. in Bjelovar as a company with one employee, and today it is a leading Croatian company in the production of PVC and aluminum joinery, with more than 140 employees. The sale was launched from the house of the founders, Ivana Peček and Snježana Kudumija Peček. In 1994, the company grew from a micro enterprise into the small business and moved to the address of today's headquarters, in a brand new production facility and business premises. That same year, the company established cooperation with the firm VEKA Sendenhorst and began to use the highest quality class profiles in the production of PVC. The business philosophy of the company is based on several strategic guidelines. It is primarily approach to customer as the central figure of a business

## SOFTLINE 82



process, than finding new technical possibilities of implementation in production and installation, expansion of the portfolio and marketing of innovation.

## Product

The company is engaged in manufacturing and services related to PVC and aluminum joinery. The product range is divided into several groups: windows, arched windows, doors, sliding doors, shutters, roller blinds, winter garden, Mosquito Nets, blinds, front doors, etc. Special products may be ordered - biometric locks, digital spy, various kinds of ornaments and glass, e-key, etc. The portfolio of



# IVETA

windows & doors

+385 43 252 800  
[www.iveta.hr](http://www.iveta.hr)





services relates to dismantling of the existing woodwork, disposal of construction waste and other waste, installation of new joinery and cleaning after installation, completing construction and minor building works. Also, the company leads at the innovation, and has never refused technically demanding order, but has discovered the ability to implement it, or helped customers to create the closest possible solution because the company is constantly doing what competition technically cannot.

## Recent Developments

Because of the growth in production and operations, in 2002, Iveta achieved the prerequisites for strategic business expansion, the establishment of a daughter company, Panetta Ltd. for the production of decorative door panels. In the past 10 years Iveta has conducted a significant step forward, upgrading of production and office space, in order to fully satisfy several functions: production, storage, administrative and commercial. Also, the company has significantly increased the competitiveness by improving of the machine park and by the introduction of electronic control CNC machines and implementing ICT solutions specializing in industrial production of windows and doors, as well as expanding the product portfolio by introducing aluminum joinery in the standard range. The company has over the years established five more subsidiaries in Croatia (Zagreb, Zadar, Koprivnica, Kutina and Požega) to ensure immediate presence in the entire area of the domestic market. Iveta has been working on the development of innovative products. Some examples are door hidden wing, PSK sliding doors, American mosquito nets in PVC performance, the roller shutters on ejection in PVC performance, hanging sliding doors, glass doors of large-volume, demanding installation of roof windows and so on. In addition, technical experts of Iveta base their innovations in other industries (e.g., In the field of wooden boards), and apply them on PVC technology, which makes the company stand out from the competition and enables placement of products with higher price points and competitiveness in export markets.

## Promotion

Iveta Ltd. conducts extensive sales and marketing activities in order to present their services and new products more effectively.

On the Italian market, an employee of the company is currently conducting an extensive market research and leading the process of

negotiations with several potential business partners. In other markets, Iveta also has business partners, with an emphasis on the German markets.

Planning of promotional activities is a part of a long term marketing and communications strategy, and includes the promotion of a company at a general level, as well as the promotion of particular products or services. Concretely, intensive implementation of marketing activities planned and launched when the company decided to start the process of rebranding included the entire system of visual identity, defined graphic standards, creation of a new and informative website through which company gets more and more inquiries for quotations.

The main marketing channels:

- Website and newsletter
- Social networks: Facebook profile, LinkedIn, Google+
- Google AdWords
- Professional conferences and trade fairs
- Leaflets and brochures
- Billboard posters
- TV commercials and advertising on national and commercial television
- The organization of prize competitions for promotional purposes

## Brand Values

The company operates in the sector of final construction works in which it is important to gain the trust of the client. The true relationship of trust with the client is created when a client recognizes the fundamental values of the company and identifies with them. The long experience of Iveta Ltd. in the production of PVC and aluminum joinery guarantees the quality of products. The company has several competitive advantages over the competition, where it is crucial to emphasize the highest quality feedstock (Veka PVC profiles top a quality) and the successful combination of unique solutions tailored to each customer. This is particularly highlighted in the domestic market, given that the company continuously accepts and implements all technically demanding queries on customer request, or advises technically feasible solution with a high proportion of incremental innovations.

The company owns various attestations and internationally recognized quality certificates, and the processes and policies of the company are in accordance with the requirements of ISO 9001: 2008, which all employees must adhere to as it provides high quality products.

Iveta Ltd. is a socially responsible company that pays special attention to protect the environment. Iveta is guided by principles of Green Manufacturing in the fully closed cycle, where partially recycled PVC profiles, recycled aluminum and storm water are used. Manufacturing is conducted on modern, several years old, CNC machines that are more energy efficient than previous models, while the junk and written off supplies from the warehouse are collected and taken to recycling centers where they are recycled completely. The second level of environmental protection is indirect and relates to



the qualitative characteristics of the products. Product features such as PVC multi chamber profiles, more professions glass with low-e coating and filled with argon (an element that conducts heat poorly) make Iveta windows and doors equally effective insulating layer as the solid walls. Therefore, the added value of products is lower level of loss of energy and reduced emission of CO<sub>2</sub>.

**www.iveta.hr**  
**www.iveta-prozori-i-vrata.hr**

### THINGS YOU DIDN'T KNOW ABOUT...

#### Iveta

- Iveta started as one of a driver in industry PVC joinery in Croatia.
- All products of Iveta Ltd. are compatible with EU norms, have CE sign and all other certificates, proving their international quality.
- Iveta's certifications includes Germany's RAL – Euro Class A (the highest class).
- Company provides industry with innovative products since it's established.
- In 2014 Iveta introduces a new product line Iveta\_Doors
- Iveta has a lot of awards for its achievements, some of them are
  - every year the company is registered in the "Golden book of Croatian entrepreneurs"
  - in 2008 Iveta was declared the "Croatian gazelle"
  - in 2012 company received "Stamp of the Bjelovar City", public recognition of the significant contribution to the economy
  - in 2013 company received "Zlatna Kuna", award for the most successful company in the county
  - for 2014 company received Superbrand and GreenSuperbrand



ISO 9001

**BUREAU VERITAS**  
Certification





## Market

KOUZON is a company which creates and develops programs offering a lot of opportunities to the young generation in the Republic of Macedonia and the region of Eastern Europe. Besides that, Kouzon has a unique concept of educational and affirmative employment programs.

Our target groups are:

- Children ( age - 7 years to 17 years ) ;
  - Teenage and students ( age – 17 years – 24 years ) ;
  - Young people from 21 years – 45 years.
- For all these groups we have provided



programs designed to improve and progress their personal and professional qualities and are aimed at creating a greater perspective in education, employment and life.

As a brand which has existed for 17 years, we have grown into a leading company that is a trend-setter in the areas where we operate.

During our beginnings in 1997 we were one of the first companies that opened a summer program for student work in America. We were pioneers in the employments in the so-called hospitality industry here in the Balkan region countries. We were leaders in offering the opportunity for employment on the world's biggest cruises companies. Today Kouzon is proud to be the absolute leader in all these areas in the region of Southeastern Europe.

## Achievements

Kouzon operates on three continents (Europe, Asia and Africa). One of our top achievements is the fact that we have made Macedonia (and Skopje) to become the Balkan employment center for the Cruise Ship industry. It sounds unrealistic to many for a country as Macedonia without sea to be the biggest supplier of sailors, but we have achieved that.

In addition, we consider as an achievement the fact that Kouzon managed to obtain the right to open European training center for the largest World Cruise Company. This professional training center aimed at new employees for Royal Caribbean Line Ltd. consists of the following programs: Restaurant and Bar Training and for Celebrity Cruises as Celebrity Service Academy.

Another achievement is that we have set standards, which are leading in the system of recruitment and employment of people for 5\* Hotels...we have founded our own training center for the employment in this prestigious industry.

Moreover, we have managed to become the only official partner for hiring new staff for the world's leading hotel brands, such as: Ritz-Carlton, Marriot, W-Hotel, Four Season, Intercontinental and many others. We succeed to be recognized for employments of people from all over Eastern Europe.

We have managed to create the largest network of employment agencies in this part of the world.

Today, Kouzon has offices in the following countries: Macedonia, the Czech Republic, Slovakia, Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Montenegro, Albania, Bulgaria, Turkey, Tunisia and Qatar...

## History

When Kouzon was founded back in 1997, it was a small agency with great plans based on our vaulting ambitions to help the future generations.

We have created a team of young employees who engaged fully with their enthusiasm and teamwork spirit in our common purpose.

This is how we managed to establish our companies in 14 different countries.

We opened our office in Bulgaria in the year 2000. After that we opened the following offices: 2004-Serbia, 2009-Turkey, 2010 Montenegro, 2011 Bosnia and Herzegovina, 2012 Croatia, 2013 Czech Republic and Slovakia and 2014 Tunisia.

We plan to open office in Mauritius by the end of 2014.

## Product

Kouzon has services which are offered as its own products. You can find all our products in the programs that we offer in the countries where we operate actively.

For the youngest population (7-17 years) Kouzon program offers "Summer Children's camp" which is



becoming one of the most popular forms of summer socializing, sports playing and holiday for the children from Macedonia.

To subsume into the great European family, Kouzon developed Language courses programs in various European countries. Considering the fact that we collaborate with the most renowned Language schools, we can undoubtedly say that we have the best to offer in this area.

For the student generation, our most popular program is Summer Student work in the USA \*Work and Travel USA. Through this program we







have managed to send more than 20.000 students, who were staying in the United States and during their stay acquired remarkable life experience and working qualifications. Although their stay is basically only 4 months, these young people were and are the true ambassadors of Macedonia in the promotion of our country and culture.

For young people from 19 years - 45 years, employments in the Hospitality Industry (Hotels and Cruises companies). These jobs are temporary and apply to jobs with working contracts from 6 months to 2 years.

Employments in the Cruise Ship Industry have gained popularity in the region since 1998. Up to now, with undiminished intensity, all young people who want to make some money, gain qualifications in the hospitality and tourism industry, see the world and the best tourist destinations that can be reached by sea, make lasting friendships and be part

of the world's jet set, are our applicants. Additionally, through their work, they are promoting Macedonia and the region to the tourists from around the world.

Apart from this product is the program that offers employments in Qatar, Dubai, Abu Dhabi and other countries in the Middle East. The

which successfully implements training for working in the 5 \* service.

### Recent developments

We have spread our activities by creating new programs and new subjects as part of our aim for continuous development.

We opened our first office in Tunisia in March 2014.

This expansion created new perspectives in developing new markets in the rest of the neighboring countries such as Morocco and Egypt.

By opening Kouzon office in Tunisia, we enhanced the activities in the Czech Republic at the same time.

This office helped in spreading the activities of Kouzon in the rest of the countries in this region of Europe.

By the end of 2014, Kouzon Czech will spread by opening a training center for training of candidates to work in 5 \* hotels as well as for cruises industry, which should become a regional center.

Kouzon also started a project for establishing regional training center for issuing STCW certificates in August 2014. This training center will have the most recent simulators for seaman training, for firefighting and protection during work.

This investment is in cooperation with the English company Fire Aid, which is one of the leading companies in England in this area.

### Promotion

The strength of our brand "KOUZON" is based on our way of functioning.

Almost every young person in Macedonia, who wants to do something more in their life has contacted us or heard about us.

Kouzon employs contemporary working techniques constantly- Customer oriented company and after sale support. By having such established functioning we have created an image of professional and responsible company.

We are very proud that our system is open 24/7 for communication and support of clients.

Besides standard forms of promotion, Kouzon is also famous for its innovative contents that bring about our image of unique company on the market in Macedonia. For all our programs we organize special public events along with entertainment program.

Guided by our motto "LIVE YOUR DREAM" we promote our programs and engage in making young people's dreams come true.

### Brand values

The values of the brand Kouzon are due to our innovation, vision, confidence and professionalism.

We are proud of the fact that we have employed and used the values of the biggest world corporations in the area of service activity.

Kouzon is recognized for its values by the best cruise ship companies, hotel chains, educational

centers for foreign languages, universities etc.

The value of the brand Kouzon can be recognized in the confidence of the parents who allow their children to be part of our programs. Those who cooperated with us once, stay loyal to the brand.

One of the greatest values of Kouzon is to motivate young people who are ready to face the challenge of independence, creating youth that has initiative and vision for the future.

I would like to mention that Kouzon indirectly develops the diligence of young people initiating their motifs for improving their careers and achieving high professionalism.

Our programs for summer student work, ship employment and seasonal employment abroad brings income of foreign currencies in Macedonia.

[www.kouzon.com.mk](http://www.kouzon.com.mk)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Kouzon

- Kouzon Corporation was founded in 1997.
- Today, there are Kouzon offices in 14 countries on 3 continents in the world.
- Kouzon is a hiring partner for the region of Europe for the 4 greatest cruise ship companies.
- We are the founders of the unique professional training center in Macedonia for employment in 5\*hotels.
- We are administrators and bearers of activities for the only European Training Center for employment in restaurant and bar department for Royal Caribbean Cruise Line and Celebrity Cruises.
- We are the pioneers in the promotion of W&T USA program (since 1998).
- Over 20,000 students from Macedonia have been to the USA as part of our work and travel program.
- Over 7,000 young people from Macedonia have been employed for the largest cruise ship companies.
- Kouzon has a unique system of programs that helps young people to accomplish their ambitions. The activities are connected through socialization, education, practical international work and temporary employments.
- Kouzon is a member of the greatest world association of companies which work on development of their programs for young people and students - WYSE Travel Confederation.



perspective of these employments is the attractive employers that are reputable companies and the best international Hotel chains worldwide.

Kouzon Training Center – training for work in the field of hospitality and tourism industry. The only professional training center in Macedonia





## Market

FI Blagoj Gjorev AD from Veles is food manufacturer whose main activity is production of vegetable oil, different types of margarines, different types of vinegar, confectionery products (delight and jelly with different smell and taste, tahan halva, fig and pumpkin preserves, jelly candy for cakes). We produce and pack powdered products (powdered sugar, starch, cacao, vegetable mix, ground salt, coconut, sesame), products of soy (soy cutlets, pellets and bits), and grainy products (lentil, beans, rice).

The story of its success begins in 1923, so that today 90 years later, successfully exist on the domestic and international market.

Most of its production FI Blagoj Gjorev AD placed on the domestic market, but our products can be found in supermarkets in Kosovo, Albania, Bosnia and Herzegovina, Montenegro. Success of the company is not only due to the long lasting presence on the market, but also due to the exquisite quality of the products.

There are around 200 employees at FI Blagoj Gjorev AD. The structure is composed of several departments functioning together successfully.

## Achievements

The success of the company depends on the people in charge. FI Blagoj Gjorev AD has many highly professional and competent employees. The head of the company is a CEO who oversees the employees and successfully leads the company according to the goals set. In the past decades, FI Blagoj Gjorev AD has created a name and corporate brand Kristal, that has become a synonym of quality and lasting tradition.

The key direction on which the main

strategy of FI Blagoj Gjorev AD is based on, are the following:

- High and standardized quality of products
- Affordable prices
- Rewarding the consumers trust
- Educating the professional staff

The main goal of the company is to always meet the expectations of the consumers through the impeccable and constant quality of the products. Wanting to maintain the high rank on the market and the trust of our customers, which is being passed on through generations, FI Blagoj Gjorev AD continues to walk the path as manufacturer of healthy and high – quality food.

Development plans of holding are heading towards wide



export orientation with emphasis on strengthening the leading position on the regional market.

Our advantage in terms of the other producers of refined sunflower oil in Macedonia is that it is only us which can produce oil from seed to a final product, i.e. from raw sunflower oil to a final refined sunflower oil "Kristal".

FI Blagoj Gjorev AD has been taking part at many expositions, it has won many recognitions and medallions for the quality of the "Kristal" sunflower oil. Our company has been

awarded with many gold medals and grand prix for high – quality food products.

## History

Food Industry Blagoj Gjorev AD from Veles is oldest production capacity of refined edible oil in Republic of Macedonia, while in the Balkan is a member of the three largest industrial facilities to operate successfully today, under the prescribed highest quality standards. The tradition of manufacturing process dates back to 1923, when it was manufacturing pressed sesame oil, with the best quality on the Balkans. Continuing the tradition of producing refined edible oil from seeds, plant continuously expanded and technologically improved production always keeping in touch with the latest trends in quality systems.

Today, FI Blagoj Gjorev AD has a unique capacity in Macedonia for storage and processing of oil seeds. The most modern technological equipment and machinery purchased by leading companies for processing oil seeds (Krupp, Rozdaun, Alfa Laval), also has the factory.

Technical capacity of factory has in its possession:

- Over 50.000 tons annually to refine oilseeds
- Tanks for storage of 15.000 tons of raw oil
- Refinery for manufacturing 100 tons of refined oil daily
- Assembly line for eatable oils

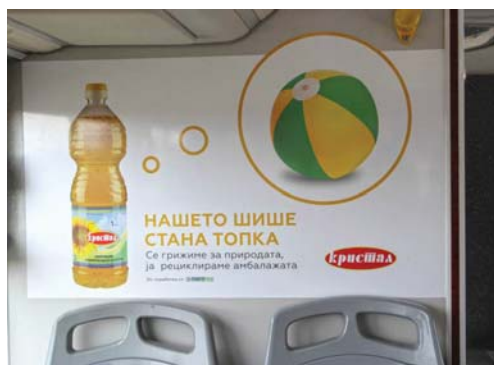
for 100 tons daily

- Production of margarine and other solid fats from 7000 tons annually
- Production of other products (halvah, Turkish delight, fig and pumpkin preserve, jelly) from 1000 tons annually
- Manufacture of vinegar (alcohol, wine and apple)

High quality edible oil which is produced of PI







Blagoj Gjorev AD bears the trademark Kristal which speaks of clarity, purity and irreplaceable quality of this and other products of the company.

## Product

All products are prepared exclusively from high – quality ingredients. The quality of FI Blagoj Gjorev AD products has been recognized by the Macedonian consumers and it is confirmed by the award Superbrands.

A great contribution for the high quality of the raw material and work and production technology is achieved with implementing and maintaining the HACCP (Hazard Analysis and Critical Control Points) and ISO 9001:2008 (International Organization for Standardization) certificate.

FI Blagoj Gjorev AD produce healthy and safe food that meets the needs of the Muslim community and that is confirmed with procured HALAL certificate in June 2014.

The most popular products of the brand Kristal are:

- Sunflower oil “Kristal”

Kristal sunflower edible oil is produced by the first class refining technology of crude oil made of high quality sunflower seed from Macedonian fields. Edible oil is with sophisticated taste, recognizable appearance and pleasant odor. Kristal edible oil is with excellent stability and permanent quality, winner of many recognitions, gold medals and goblets.

- Margarine “Kristal”

First class cube margarine “Kristal” is made of high quality vegetable fats and oils as well additives. This margarine has long – standing tradition and unlimited possibilities for preparing the sweet and salty cakes at your home. It is excellent for dough, cake and creams as the butter substitute.

- Tahan halvah

Tahan halva is produced of high quality sesame seeds and sugar glucose with addition of active matter (tchuen extract). Following the instructions of the old masters in confectionery trade this product is with permanent quality and long tradition. It produces two types of sesame halvah: the standard white halvah, as well as cacao halvah

(halvah with cacao addition).

- Turkish delight (lokum)

Oriental sweet product produced of sugar, starch, syrup and additions. We produced Turkish delight with rose flavor, with nuts as well as Turkish delight cocoa nut. It is recommend it as dessert with your black coffee. It is also used for preparing sweets, cakes, and cake decoration.

## Recent developments

The innovation and the continuous development are corporate values imprinted since the establishment of the company. In the company constantly makes investments that allow necessary modernization of the production, improvement of the quality and quantity of raw oil, as well as the certainty in the high quality of the product. The developments projects of FI Blagoj Gjorev AD are aimed at the modernization of the existing production facilities, as well as towards the expansion the range of products.

It is expected to start operations the latest investment in the company department for producing bottles.

During 2014, FI Blagoj Gjorev AD is to complement its range of products with another new product. It is a ground spice salt, which can be found in two flavors: hot and mild.

The company constantly invests in its human resources, mostly in its staff of experts from the field of production and sales.

## Promotion

Many years ago, FI Blagoj Gjorev AD uses advertising as a powerful and effective means for communication, promotion and sales of its products. It is a company which constantly builds its reputation on the market, using non - aggressive and non – conventional promotional activities. The tradition of communicating with the consumers in a proper way has been maintained until this day.

Marketing strategy of the company is on the level of total

communication and includes the production of TV ads, promotional events and tasting actions at the points of sales, prize – winning games on social network facebook etc. In order to reach as many potential customers as possible, FI Blagoj Gjorev AD uses the new media to promote its products, such as websites, social networks and portals.

On the motive occasion of nine decades of operation the company had launched the campaign “What to cook tomorrow” throng which to successfully bring new potential customers.

FI Blagoj Gjorev AD created its marketing and communication strategy based on researches of current market preferences, long – term analyses and market expectations.

## Brand values

All company activities are oriented toward satisfying consumers, as well as producing quality and healthy service. The main values of this trade mark are high – standard of quality, confidence, long tradition, safety and availability.

FI Blagoj Gjorev AD is a socially responsible company, which takes care and helps society,



produces safe and high quality products in a way which does not endanger the environment.

The management of FI Blagoj Gjorev AD has a permanent assessment for consistently implementation of policies to protect the environment which is achieves guided by set procedures and preventive pollution of the environment in order to preserve the biological balance. In FI Blagoj Gjorev AD environmental protection is a permanent commitment of all employees.

The guarantee for top and constant quality is the basic condition for a brand to maintain itself on the market for a longer period of time, and to satisfy the needs of the most selective consumers. Maintaining the direction, the brand Kristal has enjoyed the trust and loyalty of its devoted consumers.

[www.kristal.com.mk](http://www.kristal.com.mk)

## THINGS YOU DIDN'T KNOW ABOUT...

### Kristal

- Until 1999 FI Blagoj Gjorev AD operated as an oil factory when it was transformed in Food Industry as a result of wide range of products from its own production.
- FI Blagoj Gjorev AD is one of fourteen companies that possess HALAL certificate awarded by the Islamic community.
- The promotional campaign “What to cook tomorrow” aims to advertise products of FI Blagoj Gjorev AD to population on social networks.







**LidlSlovenija**

## Market

Lidl is an international retail chain carrying food and non-food products, which is quickly and successfully expanding across Europe. It has more than 10,000 stores in its sales network and it is on the market in more than 25 European countries. Lidl has been present in Slovenia since 2007, and since then it has opened 46 stores throughout the country. It currently employs 1,200 people, and it expects the successful growth of recent years to continue, which is why it is further growing its network of stores and looking for new team members.

Lidl belongs to the so-called discount retailer segment, with 2 additional players present in the Slovenian market. The share of discount retailers in Slovenia continues to rise, reaching almost 20% in 2014.

## Achievements

**Customers:** Lidl Slovenija welcomes more than 20 million shoppers per year. Its sales strategy in Slovenia is based primarily on strengthening its role as the most affordable provider of products for everyday use.

**Recognitions:** Lidl's commitment not to compromise when it comes to the quality of the products it sells has paid off; in independent testing carried out by the Slovene Consumers Association in 2013/2014, 3 of its store brand products were selected as the best in the Slovenian market: Dentalux Complex 3 Mintfresh toothpaste, W5 All in One dishwasher tablets, and Cien Q10 daily wrinkle cream.

**Family-Friendly Company:** Lidl Slovenija received the basic Family-Friendly Company certificate in 2014. The procedure for obtaining this certificate was conducted by the Ekvilib Institute, and is supported by the Ministry of Labour, Family and Social Affairs and the European Social Fund. Lidl Slovenija has committed to adopting 17 measures in the next three years in terms of organization of work, information and communication policy, human resource development, leadership skills, and organizing events for employees' family members.

**Let's Make a Better World:** In June 2013, Lidl Slovenija concentrated its commitment to socially



responsible operations in the project Ustvarimo boljši svet (Let's Make a Better World). This sustainable initiative aims to confirm the company's reputation over the long run as green, healthy, and responsible. To achieve this it also invites its employees, business partners, and customers to collaboration. The [www.boljsi-svet.si](http://www.boljsi-svet.si) website is a hub for activities, trends, and ideas for a better world.

## History

Lidl's beginnings go back to the 1930s, when it was founded as a grocery wholesaler. Its first retail store was opened in the surroundings of Ludwigshafen in Germany in the 1970s. The stores' success made it possible to expand the retail network quickly in the 80s. At first the company was focused only on the

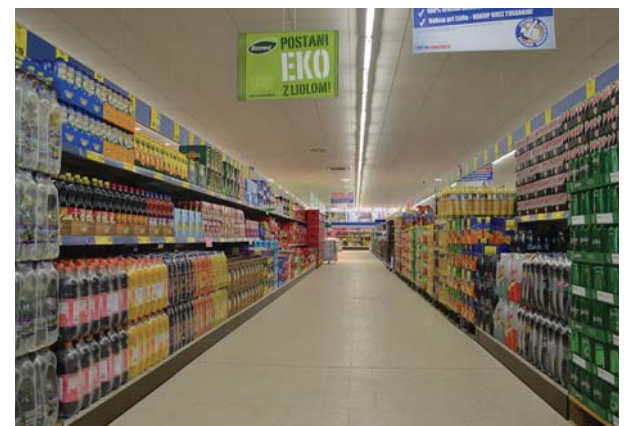
German market, but continuous growth, which started in the 90s and is still going strong today, made it possible for Lidl to make a successful entry onto almost all European markets. Today Lidl has the fastest-growing grocery retail network in Europe.

Even from the beginning, the discount retailer Lidl's strategy was clear – to offer its customers high-quality everyday products at affordable prices. The Lidl Group is still keeping that promise, today.

Lidl entered the Slovenian market in 2007, when it opened 23 stores throughout the country. At that time, Lidl employed a little more than 600 people. In 7 years the number of stores, and with it the number of employees, doubled. An attractive range of products for the Slovenian consumer and intensive collaboration with the local environment helped the company become a recognizable brand in those 7 years, with high-quality yet affordable goods, a pleasant shopping experience, and fair and responsible operations.

## Product

Lidl Slovenija wants its range of products and services to fulfill the everyday needs of the average





Slovenian family. Lidl's emphasis in doing so is on the quality and freshness of the products, no matter whether it comes to produce, bread and baked goods, or meat and dairy products. The range of products and services on Lidl's shelves is mostly store brand products, which also includes numerous products from many of the most important Slovenian producers, and the selection is rounded off by products from other popular Slovenian and global brands. The concept of store brands makes it possible for Lidl to test the quality of its products often and continuously, while at the same time to offer them at attractive prices, as due to wholesale discounts Lidl can negotiate for favorable operating conditions, which trickles down to all its customers. Offering store brand products greatly contributes toward maintaining the most competitive prices on the domestic market.

Along with the products for everyday use, Lidl Slovenija boasts exciting offers on non-food products, such as cycling and running gear, and gardening and DIY tools. These include textiles, clothing for the whole family and casualwear, seasonal items like skiing, camping, and kitchen appliances and gadgets, children's toys, products for babies and pets, and similar. Offering something for everyone is the company's guiding principle, and the popularity of promotions on non-food items shows that this is the right strategy.

## Recent Developments

**Upgrading the stores to offer an even more customer-friendly range of products and services:** In 2013, Lidl Slovenija undertook a comprehensive overhaul of its stores, modernizing its appearance, as well as constructing additional functional spaces, including corners in many stores for freshly baked goods. Freshly baked bread and other delicious baked goods have become one of Lidl Slovenija's strongest suits, as confirmed by its customers.

### **Tomaž vs. Mate:**

Lidl wants to provide its customers with a high-quality, extensive range of diverse products, and it wants the choice of products to bring the tastes of domestic and global cuisines closer to its customers. Accordingly, it launched its "Tomaž vs. Mate" project in autumn 2014, taking a step forward in culinary education. Two master chefs, Tomaž Kavčič and Máté Janković, were invited to the project, using their culinary tips to inspire everyone to try their hand at cooking at home. Every week, they speak to Lidl's customers through TV ads and by publishing recipes and cooking tips, while Lidl Slovenija makes sure that its customers can get the main ingredients in that week's recipes at even a better price.

**Lidl's Themed Weeks:** Lidl's range of gourmet specialties from all over the world is already well-known among customers. In 2014 it introduced along with its weekly specials on food from a specific corner of the world, such as Asia, Spain, Germany, United Kingdom, France, the USA, etc., special themed weeks, an even more extensive and specialized set of products, including great deals on select non-food items.

## Promotion

For a retailer like Lidl Slovenija, cultivating a relationship with its customers and the broader public is of the utmost importance, a fact which the



company is well aware of. In addition to the regular promotional leaflet that many households in Slovenia receive, as well as the direct marketing communication Lidl has with the public through traditional media outlets, as of September 2013 customers have been able to use a mobile app, giving them an overview of Lidl's current range of products and services, a list of store locations and their working hours, as well as the option of putting together a shopping list of select Lidl products. The app is free and available for iOS and Android devices.



Lidl Slovenija has also taken a responsible approach to communicating with the public over social networks. Its objectives in doing so is to encourage the loyalty of Slovenian customers to the Lidl brand, as well as increasing awareness about individual promotions and segments of the product range.

Lidl's goal is to become and remain Slovenia's most recognizable brand on Social Media networks, such as Facebook and Twitter, building upon the honest relationships it has with its customers.

## Brand Values

The **trust** of Lidl's customers is extremely important. The selection of providers offering goods on its shelves is therefore based on the constant pursuit of quality. As Lidl wants to provide its customers with the very best, it is constantly keeping up with the price of products in the market and regularly adjusting them to its main mission: to offer the best cost to quality ratio.

Since Lidl Slovenija is always putting its customers at the forefront, its modus operandi is to adjust its operations and business processes to their wishes. Its Customer Assistance Department faithfully responds to various questions, considers

suggestions, and ensures the transparent handling of potential complaints.

**A Friendly Shopping Experience:** In addition to kindness to its customers' wallets, one of the values of Lidl Slovenija is also cultivating a pleasant shopping experience. This also includes as short as possible wait times at cash registers.

**Safety and Quality of Goods:** The safety and the satisfaction of its customers are extremely important for Lidl Slovenija. Before an item goes into production, the Quality Assurance Department checks whether all the required criteria and standards of quality and safety have been met. Final products are under constant surveillance from recognized, accredited institutions, and Lidl's suppliers must ensure throughout that international and Lidl's standards of quality are adhered to.

**Fairness:** Lidl Slovenija strives in its operations for a fair relationship to its customers as well as business partners. In its business relations it always clearly and up front determines the extent and conditions of collaboration, and transparently keeps its agreements with suppliers.

**Employees:** Lidl Slovenija is one of the most enterprising Slovenian companies, and would like to confirm its reputation as a modern employer caring about the welfare of its employees. It realizes that a company's success is overwhelmingly dependent upon its customers, who loyally and dynamically help create the company's story. It offers its employees a safe workplace, diverse tasks, attractive pay, and excellent opportunities for advancement and development in both the local and the international working environment.

[www.lidl.si](http://www.lidl.si)

## THINGS YOU DIDN'T KNOW ABOUT...

### Lidl Slovenija

- More than 1,400 items can be found on the shelves of Lidl stores in Slovenia, the most of any of the discount retailers in Slovenia. In addition, it also features weekly specials on so-called "in & out" items, which are available only for a short time, or while supplies last.
- Every store has certain employees who are "freshness guards". Their task is to continually check the quality and freshness of the items stocked, from produce and bread, to fresh meat, flowers, and other products.
- Lidl Slovenija's central logistics center is more than 30,000 square meters in size.



# LJEPOTA&ZDRAVLJE

## Market

Ljepota & Zdravlje (Beauty & Health) magazine has been present in Bosnia and Herzegovina since February 2008, and it immediately resulted in one of the goals – to have it accepted by readers as its own, domestic brand. High quality and low price made it the leading magazine for women. Careful selection of topics results in contents attractive to readers of different profiles.

Ljepota & Zdravlje is a magazine for women, family magazine, lifestyle monthly magazine, for readers who want to improve their lifestyle, who need a magazine that provides information on new trends in cosmetics, healthcare, and nutrition.

Constant improvements, following of world trends and setting of new ones have placed Ljepota & Zdravlje on the leading position with the highest circulation and popularity among women of BiH.

## Achievements

High set goals and contemporary concept have always depended on dedication of the editorial team so each new issue could provide more than the previous. The proof that all the efforts have given results is in the fact that a copy more is being asked for throughout the country.

Ljepota & Zdravlje is the first magazine that introduced fashion editorial created and produced in BiH, setting a trend for others to follow. Ljepota & Zdravlje organised the world's famous Stiletto run in Bosnia and Herzegovina, providing young women with an opportunity to take part in something they could only read about. The first meeting with our readers has been organized in May 2014, at which they had opportunity to hear about impressions and proposals to improve the concept and content of the magazine.

Thanks to the exceptional marketing team, many

brands recognised BiH market as an interesting and profitable area and started campaigns that eventually supported development of advertising companies.

However, the greatest achievement of the Ljepota & Zdravlje team is in joy and pride of readers holding fresh copies of their favourite monthly magazine.

## History

The first issue of Ljepota & Zdravlje was released on February the 1st, 2008. Due to high interest of numerous clients and friends, two promotions were held, in Sarajevo and in Banja Luka. New, modern magazine fully adapted to the local market was welcomed with enthusiasm and numerous business offers. Issues that followed have shown that the team behind the magazine has a clear vision how to meet the needs of readers in BiH. Articles, initiatives and

promotions in Ljepota & Zdravlje have been informing citizens in an interesting and accessible way, but also increasing the awareness on social responsibility.

Glamour is one of the regular topics. In regular columns we publish interesting stories about celebrities who positively inspire others, and where would like to particularly highlight the exclusive interviews with Giorgio Armani, Patrick Dempsey, Fergie...

Policy of continuous improvement and the introduction of innovations is applied from the first issue of the magazine in order to meet the market needs and readers different tastes. Therefore, we introduce regular changes in design and content, and introduced new sections.

By following to the pulse of readers and the market, but also because of the constant striving to set new challenges ahead of us, from April 2014 our local stars also smile from the front pages of Ljepota & Zdravlje. The whole team of experts gathered around these projects. We are choosing local personalities with special attention, those whose life stories, career and accomplishments in private life inspire us and deserve to be our cover story.



## LJ&Z DRUŽENJE

Prvi susret sa LJ&Z čitateljicama održan je nedavno u restoranu "Philippe" u Banjaluci. Uz kafu i kolače razmijenili smo poneki savjet, a one su nam otkrile zbog čega im je Ljepota&Zdravlje omiljeni magazin



## Product

Ljepota & Zdravlje is a monthly magazine with a circulation of 40,000 copies. The contents include several thematic segments. The first and largest segment is dedicated to beauty, care, the latest beauty products and celebrity beauty tips. The second, equally important segment concerns health – development and research, advice on preventing illnesses and adopting new and healthy habits. This section also includes articles on nutrition and fitness, two burning topics of modern times. Psychology and sexology, ecology and lifestyle, trends and other contemporary issues have also been subjects of interest in Ljepota & Zdravlje.

Constant positive feedback from readers and offers for cooperation from experts in different fields show that the name of the magazine became a synonym for quality you can trust. Interesting and well developed topics, top quality fashion photography, modern layout and quality paper brought excellent results and tens of thousands of loyal readers.

From April 2011, when Ljepota & Zdravlje launched its electronic version – web portal [www.ljepotaizdravlje.ba](http://www.ljepotaizdravlje.ba), the number of readers that follow us online is growing from day to day. The first BH lifestyle portal for women [www.ljepotaizdravlje.ba](http://www.ljepotaizdravlje.ba) is intended for a modern woman (17-77 years of age) who wishes to find, at one place, all the necessary information to live healthier, better and happier. Our associates from the area of medicine, beauty experts,



In February in Sarajevo, Ljepota & Zdravlje magazine, as the only regional magazine brand for women, organized the first women's conference "Pro Femina 2014: Women's Health in Focus", a unique event in Bosnia and Herzegovina. The conference, aimed at highlighting the problems of women's health in our country, provided answers to numerous questions about disease prevention, problems in the functioning of the health care system, the rights of female patients. Through two panel discussions - "To prevent and to treat" and "What when you get sick" - our renowned experts responded to questions such as: what can we do to prevent disease, factors that threaten the health of women, as well as the responsibility of the community, her family, the company she works for and broader social environment towards her. The conference also included questions: what are the rights of women when they become ill and who represents them, which laws are not supporting them, and what are the

possibilities for their changes ... Organizing this conference presented a great challenge, but the results and reactions followed after the closing of the "Pro-Femina 2014" showed that it was a huge success. With this, Ljepota & Zdravlje justified the epithet of socially responsible brand and demonstrated the strength it has, thanks to numerous readers who were following it for years, who trust it and expects it to work in their interest.

Although the conference was held in Sarajevo, all interested parties were able to watch it via live streaming on [www.ljepotaizdravlje.ba](http://www.ljepotaizdravlje.ba), but also to participate through social networks Facebook and Twitter:

The "Pro Femina" conference with some other topics will be organized in the coming years also.

## Promotion

In different media appearances, organisation of events and sponsoring, Ljepota & Zdravlje is in the public eye all year around. Humanitarian and social responsibility projects are especially valued; however, the magazine supports projects that present world famous brands and offer active participation to local audience. Thanks to extravagant and exclusive events, Ljepota & Zdravlje enjoys coverage in other media reporting on such events.

In April 2014, the editorial team introduced a new type of promotion, by organising in Banja Luka the first event intended to discuss the content and quality of the magazine in direct contact with readers, in a more intimate atmosphere.

The participants welcomed this kind of promotion because they could directly get all information about the way the magazine is prepared, its future, as well as to become

initiators of some future topics, columns, a new approach to work.

However, traditional forms of promotion have not been forgotten. Ljepota & Zdravlje is advertised on television with TV ads broadcasted throughout the day, presenting articles of the current issue in a recognisable manner. In addition, Ljepota & Zdravlje is somewhat less present in outdoor, electronic and printed media.

## Brand Values

Although electronic media have been dominating the fast transfer of information for quite some time now, quality and beauty of the printed issue of *Ljepota & Zdravlje* attracted loyal readers and established the position of the magazine amongst printed media. In fact, number of advertisers and clients is constantly rising, increasing the number of pages, and therefore the share in marketing space on the market.

Positive reputation of the magazine also resulted from ethical and responsible approach to collocutors, clients and readers.

Distinguished appearance, indisputable quality and good reputation are long recognised characteristics of Ljepota & Zdravlje. Its influence on readers is exclusively affirmative and positive, as can be concluded from its slogan: Be beautiful, healthy and fit.

**www.ljepotaizdravlje.ba**

## THINGS YOU DIDN'T KNOW ABOUT...

## Ljepota & Zdravlje

- ▶ Although it was primarily designed for women, Ljepota & Zdravlje is also one of the most popular BiH magazines amongst men.
- ▶ It is estimated that more than a million readers reads Ljepota & Zdravlje each year.
- ▶ Electronic issue of Ljepota & Zdravlje, [www.ljepotaizdravlje.ba](http://www.ljepotaizdravlje.ba), is the most visited internet portal "for women" in Bosnia and Herzegovina.
- ▶ The publisher of Ljepota & Zdravlje, NID Color Media B-H, is also publishing BiH issue of the famous Italian fashion magazine GRAZIA, as well as magazines Moja beba (My Baby), Pošalji recept (Send a Recipe) and Svijet (World), that have been among the most popular magazines in Bosnia and Herzegovina.

**LJEPOTA IZ PRAVILNE**

www.ljepotaizpravilne.ba  
Broj 75 • April/Tравanj 2014. • Cijena: 2,50 KM

*Džepila Glavović Džuz*  
**Živim svoje snove**

**Da!**  
VRIJE ME JE VJENČANJA

**ENERGIJA NOVCA:  
KAKO DA JE POKRENETE**

**KAKO VAŠ MALI STAN MOŽE POSTATI PROSTOR**

*Carstvo čula!*  
SVE ŠTO TREBA DA ZNATE O SEKSU

**10 FASHION PRAVILA ZA TOPLA DANA**

**BUDIEKO!  
USKLADIS PRIRODOM**

**GASTRO IZAZOV  
HRANA ORIJENTA NA VAŠEM STOLU**

**Vaš beauty plan**  
**SAVRŠEN TEN**

2013/14  
**Superbrands**  
Genuine and Recognizable Choice

ISSN 1512-9624







## Market

Marodi is a leading Croatian producer of premium pasta. As a market category in Croatia, pasta has a big growth potential as an average Croat consumes seven kilos of pasta a year, while an average neighbouring Italian consumes twenty-six kilo of pasta a year. Marodi pasta is recognized as a pasta with best price and value ratio decided by Croatian consumers, who were participating in a national survey provided by Croatian Chamber of Commerce in 2012.

## Achievements

Marodi premium pasta is being awarded day by day, with every new purchase and consumption by consumers. People inquired in Croatian Chamber of Commerce's survey in 2012 confirmed that Marodi premium pasta is the best pasta on Croatian market if you compare value and price. From 2006 Marodi pasta is being produced according to HACCAP standard and from 2013 Marodi is following IFS (International Food standard) production principles, which emphasize product quality and safety in production process, according to TUV NORD CERT system.

## History

Production of Marodi pasta started in 1992, in Domašinec, little town in Međimurje county. Business was founded due to market chance recognition, as the owners concluded that housewives in Northern part of Croatia, do not have enough time to produce homemade pasta anymore. Homemade pasta production was a ritual in Međimurje region in the past and this new fact had a spillover effect throughout the country. From the very beginnings Marodi pasta was based on the best durum wheat, which contains much more protein than average wheat, both with more beta-caroten and less gluten content. Durum wheat and fresh eggs are key ingredients assuring premium quality and high nutrition value of Marodi pasta. In 1997 Marodi production hall has been transferred to Čakovec. Due to steady growth and need to production capacity extension in 2011 Marodi transferred its headquarters and

production hall to Nedelišće business zone, where nowadays Marodi produces more than 1.000 tones of premium pasta a year, on 2.200 square meters of space.

## Product

Marodi product range has more than twenty shapes of egg and egg-free pasta. All Marodi products have premium quality, but pasta products with eggs have even a higher level of protein (up to 16%), which is clearly emphasized on product packaging. In Marodi pasta production, durum wheat is a key ingredient and its quality can be surely tasted if pasta is prepared AL DENTE (hard boiled), which means that pasta is boiled for the exact time shown on product package and in the sufficient water amount. For instance, to prepare 400 grams of pasta and







achieve the best quality, pasta should be boiled in four litres of water.

Besides above mentioned ingredients and the way of preparation, premium quality of pasta is achieved with pasta drying on lower temperatures, which ensures better maintainance of its nutritional values.

### Recent Developments

Due to market needs, in 2014 Marodi extended product range, with new shapes of pasta (penne and spaghetti). However, special attention should be put to "fuži" pasta, representing the very top of premium pasta because of highly complexed production process, having many similarities with homemade pasta production process.

Marodi research and development team is constantly researching market and trying to satisfy consumers' needs, so in 2015 it is possible that Marodi product range will be even wider, but with the same recognizable design and premium quality.

### Promotion

Marodi premium pasta with its slogan "More than a side dish" (hrv. "Više od priloga") states that Marodi pasta is a very important ingredient within most of Croatian families who are preparing main dishes on pasta basis. In 2014

marketing focus has been transferred to new pasta shapes (penne rigate, spaghetti, fuži). Throughout all promotional channels Marodi tends to emphasize a premium quality of its products and strives to educate consumers on product characteristics determining product quality (share of proteins in pasta), so consumers could choose the best pasta on the market and be sure that they prepared it in a way that ensures maximum quality (al dente preparation of pasta).

### Brand Values

Marodi brand values are based on four key principles: quality, tradition, responsibility and passion for learning. Quality is a key strategic direction of brand development and it is achieved through ingredients of highest quality, modern technology usage, constant control and expertise and hard work of Marodi employees. Tradition and our country with its heritage and habits of producing homemade pasta provide Marodi company with strength and know-how for producing premium pasta. Responsibility is a principle, which Marodi employees live every day and show it above all towards consumers, suppliers, clients, co-workers and environment. Learning is a path toward improvement and development, so with that in mind it is possible to provide consumers with the best value for money on the market.

[www.marodi.hr](http://www.marodi.hr)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Marodi

- Average Croat consumes seven kilos of pasta a year. In USA average consumption per capita is nine kilos, while in Italy average Italian consumes twenty-six kilos of pasta a year.
- Protein percentage within pasta is one of the key indicators of pasta quality.
- To prepare pasta al dente, pasta should be boiled in great amount of salted water and for the exact time written on a product package.
- To achieve maximum quality of pasta, it should be boiled in a hot water in a ratio 1:10 (200 grams of pasta boiled in 2 litres of water).





# MojPosao



## Market

MojPosao is the leading job site in Croatia and the most trusted source for job seekers and employers. Since the year 2000 MojPosao has formed the market of on-line recruitment as a pioneer in the business; at the time when the market was still mainly focused on print media.

Year-to-date MojPosao has assisted more than 180.000 job seekers and nearly 60.000 business clients in their recruitment process. From the very beginning MojPosao holds a position as a recognizable and leading brand.

Today, MojPosao is among top 15 most visited websites in Croatia, with more than 600.000 monthly visitors. MojPosao is operated by Tau on-line Ltd., which is part of Alma Media group, one of the largest media companies in Europe.

## Achievements

Over 54,000 companies use MojPosao as their main recruitment channel and there are more than 600,000 registered users on the portal.

MojPosao acquired numerous awards and accolades over the last 14 years of existence:

- Prime-Minister's Web Award in 2002
- The best web site award according to Vidi Top 100

• Among top 10 international non-English speaking job sites in terms of traffic and popularity according to the independent statistics Alexa

- Superbrand and Gazela status in 2008
- Among the top 50 fastest-growing technology companies in Central Europe in 2009, according to Deloitte

## History

MojPosao was launched in the year 2000 as a hobby project of Mr Nenad Bakić. In the beginning, MojPosao served as model for the development of a

financial site. This site was intended to monitor financial market, but it soon became evident that the true potential lies in a recruitment website. Realizing this, MojPosao decided to focus completely on this market segment and this turned





out to be an excellent decision.

In the last 14 years of existence through its continuous growth and development, MojPosao job site has become the market leader and Croatia's most widely used recruitment channel.

In March 2007, MojPosao became a part of Daily Mail and General Trust Group, one of the leading European media companies. Further, in September 2007, MojPosao broadened its services to regional/global level. It joined The Network affiliation – the largest global online recruitment network which adjoins recruitment sites in 59 countries in the world. MojPosao also developed a strategic partnership with the leading job boards in the South East Europe – Serbian Infostud.com and Bosnian Posao.ba.

In November 2012, MojPosao has been acquired by Alma Media Group from Finland. This acquisition enabled the access to new technology solutions, services and sales network of the leading online recruitment group in the region.

## Product

MojPosao portal allows employers to post job openings on a daily basis, search through the largest database of submitted CVs and present their companies by creating their own profile on the site. Furthermore, MojPosao offers its clients a very valuable tool called 'Ljudevit', which enables employers to receive and collect job applications and helps them in determining the most suitable candidates for the specified position.

In addition to its core business - job posting services, MojPosao job site has done a number of labour market researches, as well as implemented various human resources-related projects. Some of the most successful projects are listed below.

### HR Days ([www.hrdays.net](http://www.hrdays.net))

Annual conference dedicated to actual topics in the field of human resources management. It is organized by MojPosao and Croatia's leading executive search company, SELECTIO KADROVI Ltd. The first conference was held in 2013 and it gathered a large number of HR professionals and business executives.

### Regional Virtual Career and Education Fair ([www.dankarijera.com](http://www.dankarijera.com))

Virtual career and education fair gives visitors an opportunity to apply for job vacancies, review educational programs and communicate directly with a number of companies and educational institutions from Croatia, Serbia and Bosnia and Herzegovina.

### Education portal EduCentar ([www.educentar.net](http://www.educentar.net))

Established in 2002, EduCentar represents today the leading online education portal.



### „Career“ Book ([www.moj-posao.net/Knjiga-Karijere](http://www.moj-posao.net/Knjiga-Karijere))

A comprehensive job search guide featuring profiles of leading Croatian employers and educational institutions. It provides essential information on domestic labour market.

### Best HR practices award

Annual award for best selected practices in human resources management.

### Best employer award ([www.najboljiposlodavac.hr](http://www.najboljiposlodavac.hr))

The annual public award given to companies with the highest average score achieved in the research assessment on general working conditions and organisational climate. The research is traditionally carried out among employees of registered companies.

### MojaPlaca service ([www.mojaplaca.hr](http://www.mojaplaca.hr))

The service that provides up-to-date salary information based on the location, industry, education and experience. It serves both job seekers and companies in determining the average salary.

### Employers of first choice ([www.poslodavac.hr](http://www.poslodavac.hr))

Annual public research on the most attractive companies to work for in Croatia.

### Labour market surveys

Since 2005, MojPosao conducts regular labour market surveys which offer relevant information on Croatian labour market trends.

## Recent Developments

The company is constantly looking to expand its business operations. In the year 2012 MojPosao has launched the mobile version of the portal, as well as

the enhanced portal platform that has also enabled job search through social networks.

Apart from working on new ideas and solutions to make the portal even more user-friendly to both recruiters and job seekers, MojPosao also takes part in numerous projects that promote equality of all participants in the labour market.

## Promotion

Internet marketing is MojPosao main promotional channel, even though traditional advertising through print media, radio and TV, still plays an important part. Social media marketing has also become an essential way to engage with portal's users and clients. MojPosao informs its users on a daily basis about new job posts, labour market trends and other useful information.

## Brand Values

MojPosao mission is to provide its customers with excellent service and high quality information. MojPosao consultants provide support and assistance to every client and offer them the best recruitment solutions for their businesses. The portal's main goal is to ensure the transparency of application processes and provide job seekers with up-to-date information.

As mentioned above, MojPosao regularly informs its users and the public on labour market trends, which clearly confirms its position as a relevant source of information.

## [www.moj-posao.net](http://www.moj-posao.net)

### THINGS YOU DIDN'T KNOW ABOUT...

## MojPosao

- MojPosao is among 15 most visited web sites in Croatia, with more than 700.000 monthly visitors.
- So far, more than 54.000 clients started their recruitment process on MojPosao portal.
- In October 2014, MojPosao celebrated its 14th birthday. On this occasion the most creative and loyal fans were rewarded.
- On the occasion of the Croatia's accession to the European union, MojPosao has rewarded 28 registered users with a professional revision of their CVs. This way they would be fully prepared to compete for positions on EU labour market.

# EduCentar





## Market

"Moj san" is a modern industry of sleeping systems with the main objective to provide a good night's sleep for healthy life by using innovative technology, quality and modern solutions, and continuous monitoring of modern global trends in this field.

The "Moj san" brand is owned by Delibašić poliuretani d.o.o company from Kakanj and is the leading brand in the field of sleeping systems in Bosnia and Herzegovina.

"Moj san" products are represented on the entire market of Bosnia and Herzegovina.

Distribution is conducted through five different sales channels: sales in our own specialized retail stores, sales in partner showrooms, direct sales, Internet sales and sales on the foreign markets. In 2013 and 2014, "Moj san" earned 50% of its revenue on the foreign markets. Until 2014, "Moj san" produced for well-known brands of mattresses in Croatia, and in 2014 "Moj san" is working intensively to expand exports to other EU countries.



## Achievements

From the very beginning, "Moj san" has decided to offer quality products to the market. With an innovative and creative approach in presentation of new products, "Moj san" was able to gain an impeccable reputation within esteemed customers and directed its business strategy entirely towards satisfying the customers' needs. Eight years ago, when "Moj san" appeared on the market, the buyers of mattresses in furniture showrooms did not have much knowledge about the sleeping, sleeper's needs and possibilities which mattress can provide in order to ensure good sleep. From the outset, "Moj san" is performing continuous education of its customers about the importance of healthy sleep and considers the success they made in transforming customer awareness of the importance of mattresses for human health as great achievement.

"Moj san" has developed a range of products for different body types and made possible for each customer to qualitatively and quantitatively test the comfort of the mattress in their specialized shops. The effects of the so-called "word of mouth" marketing can already be seen in the constant increase in the number of customers who are buying "Moj san" products based on the recommendations of a large number of satisfied customers.

## History

The family company Delibašić poliuretani was founded in 1997. In the beginning only a small production was organized, which included only five employees and the main activity of the company was the confectioning of soft polyurethane foam, i.e. sponge for furniture industry. As the market in Bosnia and Herzegovina and the neighbouring counties developed, a need came up for our own production of sponge. In 2004, in cooperation with Slovenian partner Plama-pur d.d., a factory was built and a continuous production of soft polyurethane foam, i.e. sponge was started.

In 2007, our own production of soft polyurethane foam, made possible for the company to start working on development of new production program that encompasses in its range all products necessary for sleeping. "Moj san" brand was created.

## Product

The team of "Moj san" is truly trying to follow global trends of production of sleeping systems. "Moj san" is using high quality materials for its products that can be found on the world market. "Moj san" products are: mattresses, top mattresses, duvets, pillows, covers, bed linen.

The main feature of "Moj san" mattresses is to







support the body, provide comfort and durability. The same type of mattress does not provide comfort equally for every person. Caring for the health and good sleep begins with choice of mattresses and pillows on which we sleep. Good sleep provides us with the physical and intellectual vitality necessary for daily work. The importance we give to the mattress is more than justified, because we spend at least a third of our life sleeping. Each person should choose a mattress only for himself/herself. You should dedicate your time for the purchase, get informed, try a mattress and ask for help from a trained staff in stores.

Antibacterial materials with different treatments based on natural methods are combined with single-layer and multilayer cores and as such meet the market demands. Over twenty different types of mattresses combined with slatted bed base give the perfect combination of comfort and strength of the sleeping system.

Pillows, duvets and covers are made from natural and cotton fabrics in combination with wool, cotton and polyester fillings. From year to year, the range of each group of "Moj san" product expands and improves, driven by the objective to meet ergonomic standards of sleep.

### Recent Developments

"Moj san" didn't fall behind even in the times of economic crisis. From 2010, it increased its production capacities by six times and doubled the number of employees. "Moj san" had especially significant growth in 2013 when the production was working at 50% capacity for the domestic market and 50% for exports. This growth trend has resulted in the decision to expand capacity and create new opportunities in the manufacturing process. A new factory was made in Kakanj for the manufacture of mattresses, which began with work in November 2014.

**moj san**

**Zen Dream mattress**

✓ Height 25 cm  
✓ New technology for healthier sleep

**Additional values:**  
Multilayer core of soft polyurethane foam with air channels:  
 >> supports your body in all points  
 >> allows constant air circulation in the mattress  
 >> gives you a comfortable feeling of softness when sleeping

**actipro** probiotic hygiene

ACTIPRO cover with probiotic microflora:  
 >> eliminates the allergens produced by house dust mites  
 >> neutralizes unwanted and unpleasant odors from the environment where you sleep  
 >> provides superior hygiene of the mattress  
 >> greatly reduces the risk of allergic reactions and respiratory problems  
 >> works hard and fights allergens while you are sleeping

1 ACTIPRO® cloth 2 Zipper  
 3 Venting tape 4 PES cotton wool 400 g/m²  
 5 felt 25 g/m² 6 Inner cover  
 7 PU foam PN3540 8 PU foam PT3044  
 9 PU foam PT3550

[www.mojsan.ba](http://www.mojsan.ba)

### Promotion

"Moj san" implements successful promotional campaigns through web, TV, radio and print media. Advertising has intensified since 2010. In 2010 and 2011, through the campaign "My dream from day to night", "Moj san" was one of the main sponsors of the Hayat TV show "You could be a star". In 2012, under the slogan "Sleep like a baby on the "Moj san" mattresses, anytime, anywhere!" we implemented a campaign with the concept of an actress which sleeps on branded "Moj san" mattresses in the centres of major cities in BiH. TV Sarajevo followed the promotional activities in 2013 and 2014. A face to face sales or direct sales is the way the marketing of "Moj san" operates every day, including presentations and demonstrations of products to customers at the pre-arranged points of sale. Internet communication with customers is inevitable and continuous.

### Brand Values

"Moj san" is a dynamic brand which is using its own marketing information system to permanently improve its products for the satisfaction of all interest groups. Feedback system that is deeply integrated into the essence of the business minimizes the duration of the process of improving the products according to customers' requirements.

At present, "Moj san" is offering its customers trust and honest relationship for a fair and correct price. Consumers recognize the core values of the "Moj san" brand: support to the body, sleeping comfort and product durability.

[www.mojsan.ba](http://www.mojsan.ba)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Moj san

- > During our life we sleep in average for 23 years or 8516 days. The mattress is part of furniture at home where we spend a third of our time.
- > A good mattress maintains the natural position of spine like it is in a standing position. When you allow your body to rest in its natural position, muscles are able to relax nicely and sleep is invigorating.
- > Using highly sophisticated sensor technology, "Moj san" provides opportunity to determine which mattress best fits your body.



# Montenegro

## Market

Montenegro is one of the few Macedonian companies that can boast of a long family tradition of quality, commitment, and innovation for nearly 50 years. Montenegro is a company consisting of three successful divisions: retail food products, import and wholesale of food products, and imports and sales of exclusive Italian furniture.

In the food business, Montenegro is a representative and a distributor of many European brands present on the Macedonian market, and is one of the market leaders in meat and dairy products in our country. Among the most famous brands that Montenegro represents in Macedonia are: Paladin, Maestro, Goranovic, Milkana, Greisinger, RUP and many others. The initial business of Montenegro is food retail in Gostivar,

a symbol of Italian quality, excellent service, and contemporary design.

Montenegro furniture for many years has been helping Macedonian buyers make their homes modern dream corner made according to the latest and biggest world's trends. Montenegro works with furniture produced in Italy and is an importer of many

Italian brands like: Aran, MaksDivani, Newform, Tonon, KaliaItalia and others.

## Achievements

Montenegro as a Macedonian company has experienced a steady growth in all sectors. Starting from a small shop in Gostivar, today it has three supermarkets and an extensive distribution network level in Macedonia. It is interesting to note that the most successful market that still exists in Macedonia is the small shop from which the story of Montenegro started.

Montenegro is responsible for the appearance of several major brands on the Macedonian market, and is also the reason why many Macedonian buyers today can taste the best dairy and meat products. Montenegro is one of the few distributors in Macedonia that has a full focus on dairy and meat products, so therefore it becomes an expert in this type of products that require special maintenance. In 2007, Montenegro became the owner of the Serbian milk factory Maestro, which produces many products including Maestro cream and feta cheese which has a leading market share in Macedonia.

In the furniture business, Montenegro started with one furniture shop in Gostivar, and later with the opening of a showroom in Skopje, it became closer to its customers and became a leader in Macedonia in the field of Italian furniture. Since its

opening until today, Montenegro has continuously presented the latest global developments, trends,

innovations, and designs from the furniture industry on the Macedonian market.

As a corporation, Montenegro today employs 165 people and is the largest private employer in Gostivar. Thanks to all those employees, Montenegro today has an excellent team which continuously progresses in its activities. Montenegro is one of the few firms originating from Gostivar that constantly hire and invest in the city.

## History

Montenegro is a private family company founded in 1963 in the Republic of Montenegro. In 1988 with the opening of the first shop in Gostivar, it transfers its capital to Macedonia where the second generation of family Pejchinoski starts working. In January 1994 it expands its business to the furniture industry and it opened two exclusive stores, firstly in Gostivar and then in Skopje. The year 1998 was especially significant when the first distribution center in Gostivar was opened. With the opening of the distribution center, Montenegro became a representative of many well-known European



and today Montenegro owns three stores that are a longtime symbol of quality, service, and tradition. In the furniture business, it can be said that Montenegro is an absolute leader on the Macedonian market. In this segment Montenegro is





companies in the food business. This will be an encouragement for Montenegro in 2007 to expand its business beyond the Macedonian borders and to become a multinational company with the acquisition of the Serbian milk factory Maestro. With this step Montenegro becomes one of the rare Macedonian companies investing in the Balkan countries.

## Product

In the food business, Montenegro offers its customers high quality meat and dairy products from well-known European companies from Germany, Austria, Denmark, Greece, Serbia, Montenegro and others. Montenegro in its portfolio includes a wide range of products from European brands such as: BMA, the largest dairy company in Germany with the famous yellow and blue cheese; Greisinger, Austrian meat company known for products that do not contain gluten, preservatives and additives; Goranovic, the largest



**Una casa di vivere...**

**Montenegro**  
www.montenegro.mk

ARAN CUCINE, NEWFORM, CALIA, MARCHETTI, Chateau d'Ax, ALPI, NOVAMOBILI, TONON, MAXDIVAN, Tonip, BONTempi, Sedit, HOMES, ORME, CLEVER, NARDI, INTERNI, MISTRAL, SAN MICHELE

Изложбен салон Скопје: 389 2 3214 002 email: montenegromebel@gmail.com  
Изложбен салон Гостивар: 389 42 221 260 email: montenegro@i-home.mk

meat industry in the Republic of Montenegro, with the famous prosciutto and njegushka budzhola; Milkana, a French brand that owns over 100 factories around the world, known for its young dairy spreads and cheeses; and Maestro, its private brand known for the feta cheese and Maestro cream, which are among the top selling products in Macedonia.

Montenegro furniture helps Macedonian buyers find everything they need for furnishing their homes or offices. Besides the attractive and beautiful furniture that Montenegro has, it also offers advice, suggestions and 3D animations from its highly professional team of architects and designers, while the team of installers delivers and installs the furniture in the fastest and most professionally way.



## Recent development

On the occasion of its two anniversaries, 50 years from beginning and 25 years establishing business in Macedonia, Montenegro in 2013 expands its business further by opening two supermarkets, one of 430 m<sup>2</sup>, and the other with an area of 1,300 m<sup>2</sup>. The opening of these markets brought an employment to more than 80 people in Gostivar. In the same 2013, the company modernized and expanded its warehouse facilities to the highest NASSR standards with an area of over 3,000 m<sup>2</sup>. Montenegro is continually working on expanding and improving in each of its sectors and industries.

## Promotion

It is well known that Montenegro furniture does an active promotion of their products, and three times during the year it offers its customers the opportunity to buy furniture for extra reduced prices, which can range from - 25% to - 50%. In its shops it also offers, for promotional and discounted prices, exclusive furniture showed at the Milan Fair. Throughout the year, it broadcasts numerous commercials on national TV to inform consumers about the activities that follow.

Montenegro as a food supplier and vendor organizes promotions, tasting, and discounts of the products that it represents in its own and others' supermarkets throughout Macedonia. In its supermarkets, Montenegro also organizes monthly and weekly flyers that inform consumers about their products with discounted prices.



awards at Skopje Furniture Exhibition, Award "Global Trade Leaders Club" for leadership, and image quality, and many others.

Besides taking care of its customers, among the basic values of Montenegro as a brand is the care and protection of the environment by using environmentally friendly materials and its care for the society by organizing and participating in numerous humanitarian projects.

**www.montenegro.mk**

## THINGS YOU DIDN'T KNOW ABOUT...

### Montenegro

- Currently the oldest supermarket which still successfully exists in Macedonia is the small Montenegro supermarket
- In 2013 Montenegro received a global recognition from the prestigious organization "Global Trade Leaders Club" based in Madrid, for leadership, reputation and quality, and also become their member
- Montenegro became champions in the Business League of Macedonia 2014 football competition
- Montenegro is the owner of its sister company, the milk factory Maestro located in the Republic of Serbia



## Brand Value

Montenegro's brand value besides quality products, professionalism, and continuous innovation, is in its focus on customers and their needs. The best proof of the quality and excellence of Montenegro in its activities and products are numerous domestic and international awards and prizes including the award of Skopje "Trade Month 2008", numerous



# Novalac

## Market

Novalac brand offers a wide range of premium milk food for infants and children up to age three. Novalac is a global brand present on five continents and more than 50 countries. It is planned the brand will expand to new markets. In 2011, The French Company, UP Medi-Europa SA, the developer and manufacturer of Novalac products, expanded its modern and top of the line production capacities to Germany. From 2009 to today, extremely successful operation of the company based on experience in children food and gastroenterology resulted in 100% increase in sales of Novalac products.

In Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Austria, and Hungary, Novalac is sold by a distinguished pharmaceutical company - Medis d.o.o. In 2013, sales in these countries resulted in more than 4.5 million € of income.

Exclusive points of sale for Novalac are pharmacies, since they offer professional advice which is of great importance when it comes to this type of products intended for the youngest. Children are the greatest treasure, and their tender ages need only the best.

## Achievements

Production process of the adapted milk formulas of Novalac is fully harmonised with the international standard ISO 9001:2008. Before being put on shelves, each lot needs to pass more than 700 rigid controls such as: control of raw materials (milk, water), control of equipment and production process adequacy, and control of the finished product. These controls of physical, chemical and microbiological status ensure premium quality of these products, from raw materials to pharmacy shelves.

The high quality of Novalac products is due to the fresh milk used. Milk is supplied by dairies usually located within the radius of 30 km, as required by the latest standards. Only the use of fresh milk can ensure processing into flawless, premium quality formula, with a possibility of milk contamination reduced to the minimum. Even the fodder fed to the cows is in line with applicable regulations that guarantee fodder free of animal flour. Novalac formulas are made from non-genetically modified sources.

The manufacturer of Novalac products, UP Medi-Europa SA, is a member of the National Institute of Agricultural Research of France, and it cooperates with many distinguished European universities (in Belgium, Spain, France, and Germany).

## History

It has often been the case that mothers who could not breastfeed their children resorted to adapted milk formulas. In 1890s, diluted cow milk was the common replacement food for infants, although it was actually inappropriate. It was often the cause for scurvy and rickets in infants, as well as for different bacterial infections. Consumption of orange juice and fish oil somewhat reduced incidence of these conditions. The first baby formula was developed in 1867 by Justus von Liebig, and it was called »Liebig's Soluble Food for Babies«.

In the 1930s, it was widespread practice, particularly in the USA, to feed infants with powdered cow milk. Increase in use of homemade replacement food instead of breastfeeding, interested scientists in comprehensive research on contents of human milk and in attempts to replicate its formula by adding and removing particular ingredients. In 1912, it was possible to get powdered milk for infants added with maltose and dextrin, but only if prescribed by a doctor. Even though, the use of plain powdered cow milk was quite coming until the late 1950s. Introduction of improved baby formulas at affordable prices made the adapted milk even more popular, so in 1970s three quarters of children in the USA were fed with this replacement food.

The 1970s were the years of promotion of breastfeeding as the best choice for feeding infants, and the idea was supported by different promotional programs. The use of adapted milk food was recommended only if breastfeeding is not possible.

Novalac brand was created in 1992, as a response to different needs and conditions of infants, such as: bloating, colic, reflux, constipation... The market was supplied mainly with universal milk formula that did not necessarily meet specific needs of infants. Novalac formula was developed by a multidisciplinary group of top paediatricians, chemists, nutritionists, pharmacists and food technologists who joined their knowledge and experiences.

## Product

Novalac brand includes universal and special feeding formulas. Universal feeding formula includes products Novalac 1, 2 and 3, specially prepared for infants and children of different ages (ages 0 – 3). Novalac formula is best suited to the needs of children of different age groups, and closely resembles the contents of human milk. Other Novalac feeding formulas are specially prepared for different purposes.

Novalac IT is a formula for children suffering from constipation. Constipation is often caused by low intake of fluids or fibres in infants, and Novalac IT provides a relief. In addition to other necessary nutrients, Novalac IT contains increased lactose (milk sugar), and decreased casein (protein insoluble in milk), increased magnesium, and an optimal calcium and phosphorus, which helps in achieving soft and more frequent stools.

Infants under six months often experience reflux due to feeding with liquid foods and undeveloped muscles closing passage from the stomach back to the oesophagus. The relief is provided by thickening of liquid food once it reaches the stomach. Therefore, Novalac AR contains corn starch that enables thickening and prevents reflux to the oesophagus.

Colic is quite common in first months of life of infants, and it is

characterised by excessive crying in late afternoon or evening hours. Novalac AC is a formula with reduced levels of lactose since it is one of the main causes of colic. Lactose can ferment in intestine and result in bloating





and pain.

Novalac NF is intended for infants who wake often due to hunger. It contains slowly digestible carbohydrates that create a feeling of fullness. It also contains long chain triglycerides that slow down bowel movements. Despite changed formula, the product is not of increased energy value.

Novalac CC is milk food for infants prone to allergies and with a weak immune system.

Therefore, Novalac CC is added with the most researched strains of bifidobacteria and lactobacillus that help in balancing intestinal flora. In addition, it contains special long-chain fatty acids (LCP AA and DHA) for optimal growth and development of eyes and brain.

Novalac Allernova AR is a formula for children sensitive to cow milk proteins, who also suffer from reflux.

All Novalac formulas are made in line with European and international guidelines. They are of premium quality, each containing all ingredients necessary for healthy development and growth of infants.

## Recent Developments

In 2011, the UP Medi-Europa SA Company modernized and expanded its production of Novalac products in accordance with all applicable standards for manufacturing of adapted milk food, and moved it to Germany. Its products are manufactured using the same production line in order to guarantee the same quality regardless of the target market.

R&D Centre is located in Rennes, France, where a group of experts in different fields takes part in numerous studies of Novalac aimed at ensuring efficiency and safety of the products.

## Promotion

Advertising of adapted milk formulas for infants is regulated by law, thus the limitations to promotion opportunities for this brand. Market research has shown that Novalac primarily aims at three target groups, the first being end buyers - mothers with children under three. The communication with this particular target group is established through traditional media, but also through modern communication tools such as the internet, Novalac internet club and Baby Growth application. On the 3rd Slovenian Conference on Digital Communications DIGGIT, held on 4 and 5 June 2014 in Ljubljana, the Medis company has won the golden award for a mobile application Baby Growth Novalac. The DIGGIT rewards digital solutions which use the advantage of the digital environment in an innovative and creative way, and they were awarded for the first time in 2014. Medis applications Baby Growth Novalac won in the category of Pharmacy.

The second and third target groups include



## Napokon zadovoljni

*"U apoteci su mi savetovali pravi izbor mliječne hrane Novalac."*



Važno obavijest: Majčino mlijeko je najbolja hrana za dojenčad. Mliječne formule primjenjuju se samo po preporuci stručnjaka s područja medicine, farmacije ili prehrane, odnosno druge stručne osobe koja je odgovorna za brigu o majci i djetetu.

UP Medi-Europa SA

[www.novalac.ba](http://www.novalac.ba)

MEDIS

professional public, namely pharmacists and physicians. Since pharmacies serve as an exclusive distribution channel for Novalac products, communication with pharmacists is of great importance, namely its educational nature. It results in end buyers being provided with comprehensive, professional advice. Effective professional support to Novalac brand includes lectures, professional seminars and conferences. Similar activities involve paediatricians who are in daily contact with

mothers, and therefore serve as a valuable source of information on child nutrition.

## Brand Values

The main value of Novalac brand are children, maintaining of their health, and their wellbeing in general. Every child is unique and special, so Novalac aims at meeting these different needs by specially adapted formulas. The values also include innovation and professionalism since Novalac products always keep pace with the latest scientific discoveries in the field of infant food. Infants and toddlers are extremely sensitive target group, so values of credibility, trust and responsibility are ensured by numerous quality controls and standards.

[www.novalac.ba](http://www.novalac.ba)

## THINGS YOU DIDN'T KNOW ABOUT...

### Novalac

- In the past, mothers used to adapt cow milk by adding water, cream, sugar or honey.
- A day old newborns have a stomach of 5-7 ml in volume, which is the size of a larger marble.
- High-birthweight newborns usually eat less than newborns with lower birth weight.



[www.novalac.ba](http://www.novalac.ba)



Prikupljene informacije o prehrani dojenčadi i male djece



Skenirajte QR-kod i posjetite našu stranicu.





## Market

Odeja is the largest and leading industrial company in Slovenia, specialized in manufacture of quilted textile products. Odeja successfully fulfils their mission to help people get healthy sleep, energy restoration and enjoyment in resting by using Odeja's excellent products.

Their product range includes all sorts of products for accessorizing beds of children, young people and adults: quilts, pillows, mattresses and uppermattresses, covers, bed linen and unique home accessories. They also offer the option of customised quilted and unquilted products for major customers: retailers, decorators of large facilities and vessels, bed manufacturers and others.

Odeja products are a result of their own knowhow, many years of experience and continuous investments in development and modern technology. They annually produce around 500,000 different products, about 40% of products are sold in Slovenia and 60% is exported. The company has their own retail network in Slovenia and a global online store. The key export markets of the Odeja company are: Austria, Croatia, Denmark, Germany, Hungary, Norway, Russia, United Arab Emirates and USA. Successful collaboration with these markets means a continuous capacity building and a confirmation of the excellence of the Odeja brand.

## Achievements

Odeja is one of the oldest and most reputable brands in Slovenia. The story of its achievements is the result of creativity of their own development team and intensive engagement of all employees that have brought Odeja at the very top of quality product manufacture.

Recognisability and success on export markets, excellent business connections, that enable Odeja the selection of high quality and certified materials and a remarkable brand reputation are all proofs of the brand's success.

A great success of the Odeja brand is the recognisability of their products, their distinctive unique design and a renowned consistent high quality. The products and services are presented every year at the biggest textile fair, Heimtextil in Frankfurt.

Odeja has received numerous awards and prizes for the unique design of their products both, at home and abroad.

Odeja received the certificate of quality system ISO 9001 in 1998.

Odeja products have the Oeko-Tex certificate, which ensures that they correspond the high norms of being people and environment friendly.



## History

Odeja has grown from a small workshop, founded at the beginning of the previous century in the centre of a wonderful medieval town of Škofja Loka in Slovenia, EU.

The first origins date back to the year 1927, when Rado Thaler, a businessman from Škofja Loka, hired some workers and organised a manual production of quilts in a near shack and thus complemented the supply in his stores. Five years later, in 1932, the manufacture officially became a factory producing quilts. The company has worked under Thaler's leadership until the end of World War 2, when the national government of Slovenia took the factory in state administration in 1945. In that time, the company employed 23 workers and annually produced 21,000 quilts. The five-year period 1967-1972 was the time of progress for Odeja in all areas of operation. The production programme of uppermattresses was expanded (a novelty in Yugoslavian market at that time), which enabled a more continuous work throughout the year. The large amount of work required the construction of a new factory in Trata, where 130 workers moved in 1973. When the market grew more and more demanding, the company felt the need of their own development department, which brought changes with the product mix. A lot was invested in hardware, which enabled the manufacture of new products and increasing productivity.

After the independence, there was an increase in the regularity and quality of products and business in accordance with the international ISO 9001 standards, which brought them the certificate of system quality in 1998.

Today, Odeja employs more than 100 people and is a successful and modern textile company with the development and production facilities in Slovenia and presence in global markets.



## Product

**High quality textile products for healthy sleep and beautiful home**

Odeja develops and manufactures high quality textile products for home: bedding, bed linen, home accessories. Odeja products are known to be made from high quality and certified materials, which are environment and health friendly.

Odeja also offers special product brands for all the different expectations and sleeping habits:

- Odeja Medical: wonderfully airy and comfortable bedding made of clinically tested materials for people with asthma and allergies
- Odeja Natur: high quality bedding products







made of certified natural materials: down, cotton, sheep wool, camel wool, flax, buckwheat.

- Odeja Organic: bedding made of organic sheep wool and organic cotton with GOTS certificate.
- Odeja Design: unique collections of satin bed linen and unique home accessories made by renowned designers

#### Textile furnishings for facilities

For owners and decorators of restaurants, hotels and similar facilities, Odeja can offer highly durable bedding, bed linen and accessories made for easy maintenance and high quality of living.

Odeja is renowned for their flexibility and trustworthiness. Thanks to their expert development team, controlled selection of materials, and their own manufacture they can adapt to specific needs regarding the choice of materials, method of manufacture, dimensions, amount of products, and time of delivery.

#### Development and production of quilted and non-quilted textile

Odeja's partners include renown and world-class brands, for which they manufacture textile components of various products. One of those products are superb custom made mattress covers.

Odeja will make textile that will perfectly suit client's expectations while ensuring satisfaction of product end user. They offer superb services: innovative development solutions, careful selection and use of high quality materials, manufacture of different types of quilting and types of closing, possibility of ordering smaller quantities, renowned

excellent and precise manufacture by experienced seamstresses.

#### Recent Developments

One of the most important Odeja's strategic development orientations is the production of unique products with a higher added value. Therefore, Odeja constantly follows technological novelties, analyses the offer of materials in the market and develops products that match the modern style of living and sleeping.

In recent years, the company has invested heavily in connecting with suppliers of verified quality materials, which enable the company a manufacture of products with certificates that reflect their excellence. They have developed various very specific programmes of products for healthy sleep, which are intended for specific needs and meet the highest standards of quality: products for allergic people and asthmatics, products of natural materials, products of organic materials, bed linen designed by renowned designers.

Expanding on the global market, increased demand for specific high quality products requires constant adjustments and modernization of our technological park. The latest acquisition is the newest model of a multineedle machine for quilting.

Odeja also collaborates with various educational institutions (Faculty of Design, Faculty of Engineering and others) with the development of specific products, various researches and student projects.

#### Promotion

The main promoter of Odeja is the guaranteed and consistent quality of their superb products and services. The excellence, uniqueness and competitiveness of Odeja have been known since the foundation of the company in 1932, therefore the brand presents themselves with the slogan "Quilted magic".

Beside the product quality, other key elements of brand promotion are:

- modern, aesthetic and informative product equipment that presents the quality and specialty of Odeja products to the customers;
- educated and friendly sales staff, both in Odeja retail stores and in wholesale business on global markets;
- building a personal contact and dialogue with customers, which enables an understanding of the market and quick adaptation;
- the "Open door" day, where the development and manufacture of Odeja products is presented and they also inform their customers about the positive impact of quality products on healthy sleep;



- digital media that enable presence on various world markets and contribute to a fast and two-way communication with customers.

Odeja is also heavily involved in local community; they regularly collaborate with kindergartens and schools with carrying out creative projects and contribute to various humanitarian activities with their products.

#### Brand Values

- Excellence and heart in each of Odeja's products
- Communication, based on sincerity and trust
- Steady development, based on experience and positive energy
- Responsible selection of materials and superior production
- Varied and top of the line product range
- Creative and dedicated personnel

#### Quilted magic

Odeja principles are quilted into everything they produce. Users of Odeja products can feel them as a positive energy, bringing them healthy sleep and a comfortable living in a lovely home.

[www.odeja.si](http://www.odeja.si)

#### THINGS YOU DIDN'T KNOW ABOUT...

##### Odeja

- Odeja logo presents a bear that sleeps covered with soft quilts.
- The Odeja company has been mostly run by female directors through history.
- We use a quilt and pillow for approximately 2,900 hours per year.
- Customers often gratefully write to them after buying Odeja bed accessories to say that they previously had problems sleeping due to inappropriate bed equipment.
- 90% of customers that buy an Odeja product come back to Odeja.
- The Odeja company is capable of manufacturing 1,500 quilts per day.
- The quality and long service life of Odeja products is also visible by the fact that they often receive calls from customers that have been using the same Odeja product for 45 years.







Feel free to have fun!

## Market

ORYX Group provides various useful services to both experienced and future drivers, in Croatia. The services include driver education, defensive driving, car insurance, property and life insurance, vehicle inspection, vehicle rental, roadside assistance for both passenger and commercial vehicles, marine assistance and, since recently, home assistance. The mentioned services ensure a complete set of services for both experienced and future drivers, as they are complementary and make a unified whole.

## Achievements

Although ORYX Group has only recently entered the market (in 2007), particular services from the Group's portfolio have already managed to become market leaders in their respective segments, which has not gone unnoticed by the customers. Some of

the Group's achievements definitely worth noting are the two awards received in the segment of rent-a-car services. In 2012, ORYX Rent A Car became the first and only company in Croatia to receive the BestBuy Award (2012/2013) for ensuring 'best value for money' and winning 1st place in the category of rent-a-car services for the business segment. Two years later, the Company defended its title in the mentioned category winning its second BestBuy Award (2014/2015), which made its employees truly proud. In 2013, ORYX Rent A Car was the first and only company in Croatia to receive the QUDAL – QQuality meDAL (Croatia 2013/2014) for ensuring the highest quality of service and winning 1st place in the category of rent-a-car services for the business segment.

The principles of corporate social responsibility are integrated into the operations of the ORYX Group. In many of its activities, the Group, as a strong and successful entity, proves its commitment to the community in which it operates. In 2012, ORYX Group signed a five-year cooperation contract with UNICEF, thus earning the status of the "Corporate friend of UNICEF". Since traffic accidents are the primary cause of death in children throughout the world, the goal of the mentioned partnership is to raise the awareness of the safety of children in traffic as well as raise funds for the most sensitive groups of children and organize events to this end.

## History

ORYX Group is a member of the Zubak Group (AutoZubak, ORYX Group, Crobus, Veladrion), a leading Croatian group engaged in the sale and maintenance of motor vehicles with more than 35 years of experience in the market.

Until April 2011, ORYX Group was known as Auto Management Center. In 2007, the Group included the following business lines: a driving school, a safe driving center, a technical inspection station and a financing services department (now provided by AutoZubak). In 2008, the Group introduced rent-a-car services. Two years later, roadside and marine assistance were added to the portfolio. The services that had been carefully developed over many years deserved to be presented in the market in a more representative manner, so that in 2011 the Group conducted a comprehensive rebranding process and not long after the formerly unknown brand grew into a recognizable modern, reliable and fun brand. Already in



2012, Branddoctor, the company that conducted the rebranding process, received the global award for rebranding services, ReBrand 100, for its achievements associated with the rebranding process conducted at the ORYX Group. The rebranding did not only result in changing the name of the brand, but also in embracing a completely new brand strategy.

## Product

The Group's services offered to Croatian customers make a unified whole.

ORYX Driving School offers driving courses for future motorcycle and passenger vehicle drivers, teaching them traffic and safety rules, first aid administration and how to properly operate a vehicle applying modern vehicles and knowledge, advanced technology and a wide range of actual and simulated traffic situations.

ORYX Safe Driving Center builds on the already acquired knowledge offering defensive driving courses for motorcycles, passenger and commercial vehicles, enabling the participants to test their knowledge, skills and limits, learn how to react properly in dangerous situations as well as operate the vehicle more safely embracing the instructions received from top-notch instructors and participating in simulations of different unpredictable and extreme traffic conditions. The Center also offers ECO driving courses. The most significant benefits of eco driving are the cost savings resulting from a significant reduction in the fuel consumption and emissions of harmful gases into the atmosphere. The entire Center and its infrastructure may be rented for the purpose of holding different events, such as product/service presentations, conferences, team buildings, and similar.

ORYX Insurance Representation Agency offers car, property and life insurance policies in cooperation with partner insurance companies Allianz, Croatia insurance and Euroherc.

ORYX Technical Inspection Station offers regular, preventive and extraordinary technical







inspection, vehicle registration and additional services (registration permit renewal for used vehicles, gas fitting inspection, tachograph configuration, transfer of car ownership, issuance of attestations for all types of vehicles and similar).

ORYX Rent A Car and ORYX Assistance are the two Group offerings that deserve a special mention.

Shortly after it was established, ORYX Rent a car became a market leader on the basis of the quality of its services, size and number of received awards. With 19 branches and a fleet comprising almost 1,900 vehicles, ORYX Rent a car provides some of the best offerings in Croatia. In addition to short-term and long-term rental of all types of vehicles, the customers have the possibility of renting other items that make their travel easier, such as child seats, GPS devices and mobile WI-FI devices allowing easy access to the Internet while on the road.

ORYX Assistance offers technical roadside assistance on the territory of Croatia and Europe. The marine and home assistance services are provided only on the territory of Croatia. ORYX Assistance services are available 24 hours a day, 7 days a week, 365 days a year. ORYX Assistance services can be used regardless of the make and age of the car or vessel. To use the services, one must not be a registered member. However, registered members enjoy certain benefits (free services) depending on their membership level (on-site repair services, vehicle towing, and similar). Registered members can also take advantage of their individual savings program, including discounts at a large number of partner companies. There are many different membership levels depending on the customer's traveling habits. Over time co-brand products were developed with many partners, such as the Diners Club ORYX credit card.

ORYX Assistance today represents the largest private membership system among Croatian drivers, recording more than 250,000 members at any given moment.

### Recent Developments

One of the more significant and more attractive products developed in the Group's creative workshop (ORYX Assistance) is the increasingly popular mobile application – Drive Angel. Most simply put, Drive Angel is an application that saves lives. It refers to an application for mobile phones (iOS, Android, Windows Phone) which, in case of an accident, automatically sends the relevant GPS coordinates to the ORYX contact center along with the information concerning the relevant vehicle and driver, as well as alerts emergency services, including ambulance, police, fire department and roadside assistance. The main goal is to reduce the time required for emergency services to appear at the scene of the accident, thus ensuring that accident casualties are taken care of in the shortest possible period. Application users can additionally adjust the settings according to their own wishes. The Drive Angel application includes, besides its main function, additional functions, such as the speeding alert, rest break alerts when driving long distances, driving status updates sent to the closest ones, and similar.

### Promotion

The members of the ORYX Group are recognizable by their logo – a strong, fast and elegant antelope that embodies freedom and the spirit of adventure – presented in various colors depending on the type of service offered. The most successful marketing campaigns were the entertaining and funny TV spots created for the promotion of ORYX Assistance services (e.g. a young playful couple interrupted by the unexpectedly quick ORYX Assistance on-site intervention team) and the campaign carried out in cooperation with Diners (the rushing James Bond saved by an attractive female ORYX Assistance mechanic).

ORYX Rent a car distinguishes itself from others not only by organizing regular promotional activities and marketing campaigns, but also by sponsoring large-scale events, such as the Snow Queen Trophy on Sjeme and the Ultra Europe Music Festival in Split.

In its promotional activities and marketing campaigns, ORYX always strives to be different and innovative, while taking into



consideration the brand strategy and the target group it wishes to reach. For example, ORYX Rent a car gives a complementary bottle of Jana water to foreign tourists renting ORYX vehicles. The company thus gives away more than 30,000 bottles of Jana water per year, thus emphasizing and promoting the quality of Croatian products and ensuring an additional benefit to its clients.

### Brand Values

The brand values are best described in the mission and vision statements of the company.

The vision of the ORYX Group is to make every mile of one's ride comfortable, safe, fun and economical.

Everyone at ORYX believes that each person deserves a chance to become a superb driver and enjoy driving at all times. The Group's mission is to make the driving experience more carefree, safe, fun and economical. The innovations developed by the Group are a result of the efforts of the highly educated and experienced employees, excellent vehicles and facilities, and availability ensured at every step and every moment. This is also what distinguishes them among competitors.

[www.oryx-grupa.hr](http://www.oryx-grupa.hr)



### THINGS YOU DIDN'T KNOW ABOUT...

#### ORYX Grupa

- If all the ORYX Assistance members established their own town and moved there, it would be the second largest town in Croatia by population size!
- If we lined up all ORYX Rent A Car vehicles, the line-up would stretch along the entire Maksimirska and Vlaška streets, both ways!
- In 2008, Lexus decided to hold the European presentation of its newest model, Lexus RX450h. Guess where? At the ORYX Safe Driving Center in Mičevci!
- The average time required for the ORYX Assistance team to take care of a broken-down or crashed vehicle is only 34 minutes from the first call!
- On average, ORYX Rent A Car customers travel 50 million kilometers per year, which is the same distance they would cross if they traveled 65 times to the Moon and back!







## Market

With 90 years of successful pharmaceutical experience, PLIVA is today a member of the Teva Group, one of the largest global pharmaceutical companies. We at PLIVA are dedicated to providing our customers with high quality, affordable medicines for a better quality of life.

PLIVA is the largest pharmaceutical company in Croatia and one of the leading companies in Southeast Europe thanks to its highly competent employees, innovative technologies and continuous investments in production. PLIVA is also one of the major exporters in Croatia with over 80% of products intended for exports, and its major markets are Croatia, the USA and Russia.

PLIVA's production portfolio includes a high number of finished dosage forms covering almost all therapeutic groups and active pharmaceutical ingredients. Focused on development of generic and niche products, PLIVA has the broadest portfolio of generic medicines in Central and Eastern Europe.

Thanks to the approvals by the US Food and Drug Administration (FDA), the British Medicines and Healthcare Products Regulatory Agency (MHRA) and those of other relevant European agencies, PLIVA is one of the manufacturers complying with the highest global quality standards required for international markets.

PLIVA's success and status may be largely attributed to its in-house research and development of finished dosage forms and active pharmaceutical ingredients, and Zagreb is therefore today one of the leading R&D centers in the Teva Group.

Thanks to the strength of its brand, PLIVA firmly holds its leading position in Croatia, and its brand is recognized and highly appreciated across the region. PLIVA holds the leading position in Bosnia and Herzegovina, it is close to the leading position in Macedonia, and it has stable operations in Serbia, Albania and Kosovo. We believe that this trend will continue in the years ahead.

### PLIVA IN MACEDONIA

PLIVA has been present in the Macedonian market for 35 years, first via its representative office and since 1993 via its subsidiary headquartered in Skopje. The primary activity of PLIVA Skopje d.o.o. is to supply the Macedonian market with PLIVA's and Teva's medicines. In addition to sales, PLIVA Skopje also has its own warehouse which distributes products to local wholesalers. Despite market size, a restricted healthcare budget and payment issues, PLIVA Skopje has achieved higher than market growth, an optimized portfolio and significantly improved

business results. It also plans to increase sales, become one of the top four companies in the country, increase market share and expand its portfolio. The company has achieved numerous accomplishments and outpaced its main competitors. It has entered the oncology business, which currently accounts for 16% of the total market, and launches 10 new products per year. Macedonian customers have recognized PLIVA Skopje as a reliable partner and one of Macedonia's strongest brands, which resulted in PLIVA Skopje receiving the 2011/2012 SUPERBRANDS Award.

## Achievements

### Sumamed

The discovery of azithromycin was a breakthrough in the history of PLIVA and of the Croatian pharmaceutical industry in general. Azithromycin, as

best known for its results in the research and development of sulfonamides, and it was one of the first sulfonamide manufacturers in the world in the thirties of the last century. Vladimir Prelog, a Nobel Prize Winner, is one of the many scientists of outstanding talent and expertise who worked in PLIVA's Research and Development.

In the middle of the fifties PLIVA had galenical, tablet and injection departments, and in 1952 it founded its own Research Institute. The department for the preparation of production worked on granulation, granulate drying and tableting. Although it had modest equipment, some tablets were sugar coated, even back then. In addition to finished dosage forms, PLIVA currently also manufactures a large number of active pharmaceutical ingredients. The discovery of azithromycin, the first azalide antibiotic, was a landmark in both PLIVA's history and the history of the entire Croatian pharmaceutical industry. This discovery made PLIVA one of the few pharmaceutical companies with an in-house developed original medicine and Croatia one of only nine countries with its own antibiotic. Thanks to its outstanding therapeutic properties, Sumamed has become and remained one of the most successful blockbuster medicines worldwide.

Until about twenty years ago PLIVA was a typical local company, generating about 75% of its revenues from medicines on the domestic market. Following its successful privatization, expansion to new markets and business operations in a number of countries, PLIVA was transformed from a local player into a strong regional player and one of the most well-known brands in Central and Eastern Europe. The investment cycle reached its peak in the nineties with the opening of the new production facilities for azithromycin in Savski Marof and oral solid forms in Zagreb, as well as the opening of the New Research Institute. The main focus in PLIVA's business at that time was its internationalization. Following its shift to the generic business, PLIVA became a member of the US-based company Barr in 2006, and again changed its owner in 2008 when it became a member of the Israeli Teva.

PLIVA, now a member of the Teva Group, is the largest pharmaceutical company in Croatia and the leading pharmaceutical company in Southeast Europe.

## Product

PLIVA's operations comprise of the production of finished dosage forms and active pharmaceutical ingredients, commercial operations in Croatia and Southeast Europe, and the research and development of generic medicines and active pharmaceutical ingredients. PLIVA's product portfolio includes oral solid forms and injectables, creams/ointments, OTC products, cytostatics and

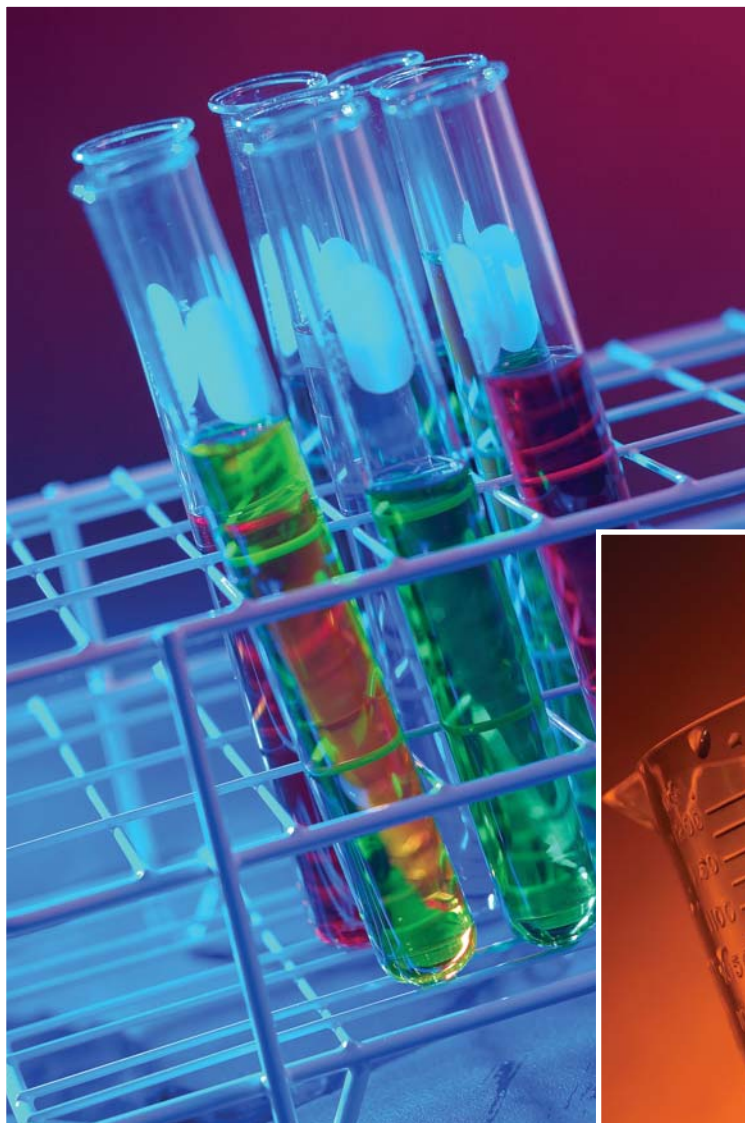


the first azalide antibiotic, made PLIVA one of the few pharmaceutical companies to have developed their own original drug, and Croatia one of the nine countries only having their own antibiotic. Thanks to its superior therapeutic properties, PLIVA's Sumamed caused a revolution in treatment, and has become one of the most successful drugs on the global level. The team responsible for discovery of this global blockbuster received the "Heroes of Chemistry 2000" award in Washington.

## History

Established in 1921, PLIVA has over seven decades of experience in research and development. It is





have been well established.

Andol SINCE EVER – FOREVER

PLIVA's Andol has been a synonym for an efficient antipyretic, analgesic and anti-inflammatory drug to a number of generations. Its main ingredient is acetylsalicylic acid, a substance used for ages. The effects of salicylin, a willow bark extract, were known already to the ancient Romans, who used it for elevated

among the leading brands in their fields in terms of image and customer recall for already a number of years. This is best illustrated by the Super Brand status awarded in 2008 to three OTC products. In 2007, Maxflu also received a prestigious status of the Trusted Brand. As one of the biggest



active pharmaceutical ingredients. Thanks to approvals by the US Food and Drug Administration (FDA), the British Medicines and Healthcare Products Regulatory Agency (MHRA) and those of other relevant European agencies, PLIVA's manufacturing processes comply with the high global quality standards required for international markets.

A wide range of PLIVA's OTC products includes Andol, Plivadon and Maxflu that acquired the Super Brand status in 2008 in Croatia. OTC drugs are drugs whose efficiency and safety of administration



pharmaceutical company in CEE region, PLIVA has a huge responsibility not only in terms of successful performance and market supply with high quality and affordable medicines, but also in terms of a responsible relationship with all stakeholders in its environment. It is exactly this relationship towards the community, employees, professional publics, environment and business partners that makes PLIVA and its brand so distinctive.

#### CORPORATE SOCIAL RESPONSIBILITY

PLIVA has gained the position and built the status of a socially responsible company, made possible by the quality of its products and its firmly established relationships with customers, users and business partners within the healthcare system. Its position and status also result from its approach to employees, environmental protection and its entire social and economic environment. This approach has made PLIVA globally competitive and has enabled it to comply with the requirements of legislation and the requirements of other stakeholders. PLIVA has been reporting its sustainable development achievements in line with GRI guidelines, which cover economic, society and environmental performance indicators, for ten years.

[www.pliva.com](http://www.pliva.com)

#### THINGS YOU DIDN'T KNOW ABOUT...

##### PLIVA

- That PLIVA is an acronym for Proizvodnja lijekova i vakcina (production of medicines and vaccines)?
- That Maxflu effervescent tablets are efficient already 25 minutes following their administration, while the usual tablet preparations require up to an hour and 25 minutes?
- PLIVA's specialized healthcare portals [www.plivazdravlje.hr](http://www.plivazdravlje.hr) and [www.plivamed.net](http://www.plivamed.net) are leading healthcare portals in region?



body temperature. As an ingredient of pharmaceutical preparations, acetylsalicylic acid has been used for more than 100 years, and its efficacy and safety have been substantiated by almost 3000 articles published in professional literature. There are more than 50 various drugs containing acetylsalicylic acid as the active substance, and PLIVA's Andol is one of them.

It is important to differentiate between Andol (300 mg of acetylsalicylic acid) and Andol 100 (100 mg of acetylsalicylic acid), which is used exclusively for the prevention of cardiovascular diseases.

#### MAXFLU – DISSOLVES FLU IN A GLASS OF WATER

Maxflu is the first drug in the form of effervescent tablets and containing three active ingredients for alleviation of flu and cold symptoms. Its advantage with regard to similar preparations lies in its twice as rapid onset of action. Maxflu has three main ingredients: paracetamol, which acts against pain and elevated body temperature; pseudoephedrine, which helps with a runny nose and irritating cough, and vitamin C, which meets daily vitamin C requirements during infections. Thanks to its rapid action and efficacy, Maxflu alleviates flu symptoms and helps maintain everyday activities.

#### Brand value

The value of PLIVA's brand is best reflected in its perception by physicians and other healthcare providers for whom PLIVA's brands stand as synonyms for tradition, quality, reliability and ethics. The research has also shown that PLIVA's brands enjoy customer confidence, and that they have been



# POLLEO<sup>®</sup>sport

## BITI FIT LAVOVSKI JE POSAO



### Market

Polleo Sport is the leading multi-brand fitness-led health and supplements retailer in Croatia. Its brand mission – to champion everyone's right to feel good – guides everything the brand does. Each day Polleo Sport helps its customers feel inspired to take control of their health and physique needs by offering them advice and support alongside the broadest product range.

The sports nutrition market is growing ever closer to having a total sector value grossing up to high 5% of the entire food industry sector and is slowly becoming one of the most visible categories, with its added value to food sector faring better than many others in this challenging economic climate. Nutrition supplements are a key category within this and Polleo Sport has established itself as the nation's favorite sports supplement retail brand thanks to its versatility, innovation and engaging marketing campaigns.

### Achievements

Polleo Sport has made significant contributions to the world of sports nutrition from the start, continuously investing in pioneering research and innovative developments that enabled the brand to really recognize the dietary needs of different individuals.

Over 1000 pounds of Polleo Sport proteins are being eaten every day, with half of them being consumed out of Polleo Sport's own brand shakers! Various brand selections are just some of the exciting innovations Polleo Sport is proud of. Polleo Sport creates campaigns to capture the public imagination and increase the number of individuals, athletes or amateur athletes to include offered products into their everyday life. To accomplish that they patroning variety of public events placing the products in front of real customers. One of the examples is World Streetworkout cup in Zagreb.

Assortment of organic and superfood supplements has lead to many valuable

acknowledgements and one more time confirmed its compatibility with highest rigorous global criteria in nutrition industry.

Polleo Sport has been recognized time and again for achievements in its field, innovative work environment, and dedication to award-winning customer service. Polleo Sport stores and web shop have proved themselves as the most-visited fitness & health retailer in Croatia with over 50000 individual client entries per month. Also, Polleo Sport is number one online sports nutrition store.

### History

Founded in 2008 with a clear vision and precise objective focused on unified placement of unique global standards in Croatian sports retail industry, Polleo Sport quickly became the largest retail chain in South East Europe and former Balkans.

The brand itself was endowed by professional socially responsible athletes dedicated to their goal, establishing a living partaking society with the passion for health adjacent, active lifestyle.

Applying planned strategic investments and constantly evolving their offer, in March 2011, Polleo Sport became the exclusive regional distributor of world's most renown sports nutrition brand, Optimum nutrition, and with its inclusion into the offer, it further strengthen the leading position in the wholesale sports nutrition industry in Croatia.

Polleo Sport has

developed a strong distribution network in the regional markets through which, in addition to its own product portfolio and distributes its product range of external partners. Polleo Sport own sourcing and logistics network provides regular delivery of state of the art supplements and equipment to customers. Its operations are structured to tightly control the quality and consistency to ensure company consistent high standard.

The company's headquarters are in Zagreb, while sales units are strategically located in Osijek, Zadar, Rijeka and Split on an expansion plan to the regional markets.

Due to the constant market uprising, this retailer had open 6 new stores (and counting) throughout Croatia as well as its own branded fitness centre, City Fitness in Osijek.

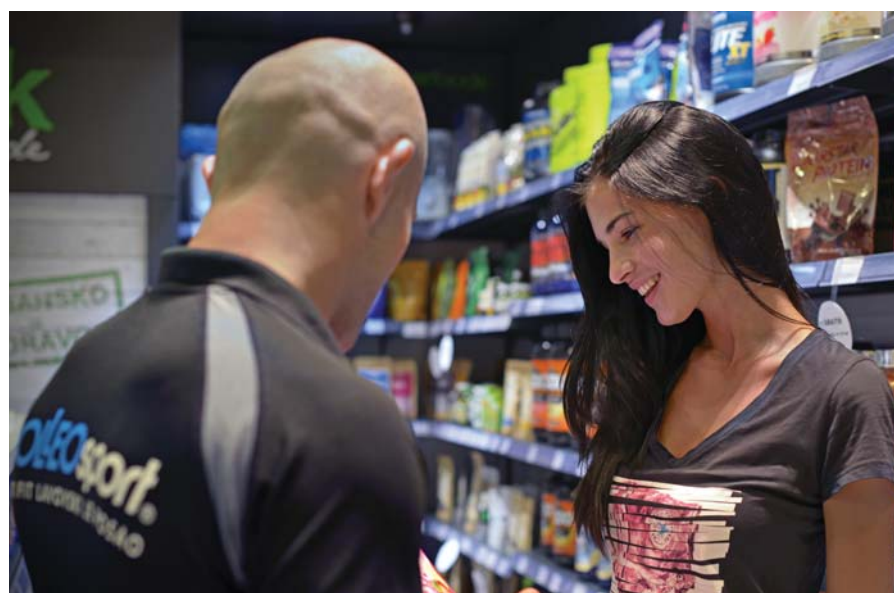
Today Polleo Sport is a company with over 100 employees (and counting), highly developed national distribution, having exclusive sale rights over 60 renown brands and eight retail locations.

### Product

Polleo Sport offers a wide selection of sports nutrition supplements (commonly known as the protein market), vitamins and nutritional supplements, organic and superfoods supplements as well as largest selection of fitness equipment regularly enjoyed by professional athletes and individuals who appreciate healthier outtake on everyday life.

Polleo Sport believes in the integrity of its end product, the quality of which depends on the versatility of their public offer compatible with National Institute of Public Health standards. NIPH lays out one consistent set of standards and requirements throughout Croatian food supply chain, in order to have the same or comparable standards for all nutritional materials regardless of where they are sourced. All nutritional ingredients are placed to match exacting specifications and high standards. In its stores, for instance, all proteins are marked with quality stamp seals which confirm nutritional ingredients authenticity. Consecutively, national Ministry of Health also approved the quality of each product without exception.

The company established the cooperation with many international companies such as Optimum Nutrition, Reebok, Garmin, Bad Boy, Scitec nutrition, Atlantic Group Ltd, Hut group and many others.





With main mission to provide public with professional advice, in all of the Polleo Sport stores you will find a highly trained staff that knows and can offer advice on how to live a more active, healthier life, inciting people to reach any personal or athletic goal faster and safer. Being in a narrow area of specialization, such as sports nutrition products and other supplements they stimulate professional culture of proper and timely advice as the right tools to achieve any objective.

Using this approach they also highlight the importance of education in order to improve the quality of life liberated from disease, obesity and complex.

## Recent Developments

Polleo Sport continually innovates to present or develop new, private label products or service formats. Much of its research is aimed at finding out what is missing from the market and how they can deliver the exact thing. Polleo Sport's focus is on unique approach and innovation, which makes the end product exciting to shop. Even if it is a smaller brand intended for a specific audience, the emphasis is repeatedly on adding value with an improved athletic experience for the consumers.

In order to increase efficiency and productivity, 2014 has been manifested by numerous activities related to business improvement and significant results have been achieved in the area of quality control. Internal organisational changes have been successfully implemented, strategic goals have sharpened and various technical improvements enabling exceptional human resource management have been implemented.

By the end of 2013, company has seen the nationwide launch of a huge new shop in Arena shopping centre in Zagreb. 2014. began as a big year for the brand, Polleo Sport store has been opened

## Promotion

The ultimate goal of all promotional activities of Polleo Sport is to provide truthful, proactive and personalised service, as well to establish long lasting and warm communication with all customers. With focus based on clients' decisions in the first place, understanding that clients have a broader spectrum of needs and expectations than the product itself. By creating long term, educational relationship, sympathy and uncompromising attention to details. Polleo Sport strives to entirely understand the needs of its clients and wholesale partners, offering them adjustable solutions which will contribute to the community, expanding the possibility for developing better quality of life and empower the sports community itself. To present day, the relationships have come to life by building mutual trust, and in 2015, the company

strives for even more engagement with customers by always adding original values to its own core identity.

## Brand Values

Polleo Sport is a company that's big enough to survive, yet small enough to care. It also believes that the difference between being ordinary and extraordinary is in that little "extra". Every day, Polleo Sport stands for quality and commitment to safety, finest quality products, premium nutrition and value for money. That's why they're pledged to providing exceptional customer care, pursuing innovative possibilities and administering active guidance.

Polleo Sport strives to become an international sports nutrition retailer with the widest spectrum of branded supplements. Company's core values include promotion of

education, socially responsible entrepreneurship and raising awareness about health.

Improving the quality of people lives by taking care of their nutrition and thus, their well being. Polleo Sport products are about professionals and regular individuals looking magnificent and feeling great. It's about being there for people.

[www.polleospport.hr](http://www.polleospport.hr)



in Zadar, being biggest store in Dalmatian region. By the end of 2014. Polleo Sport has introduced its portfolio to customers in Rijeka being the only multi-brand sports nutrition retailer in Kvarner region. Expanding with great force, the positive market attitude defies global economic circumstances, Polleo Sport stands out as an authentic leader in sports nutrition market and fitness equipment in the South East Europe region.

## THINGS YOU DIDN'T KNOW ABOUT...

### Polleo Sport

- Polleo Sport retail concept is globally unique
- Polleo Sport shop opening event in West Gate Centre Zagreb was the only time in history of the centre for which occasion all of the complex lighting (power) in the centre was turned off during working hours
- Polleo Sports is the largest chain of sports nutrition stores and fitness equipment in Croatia
- Polleo Sports was the sponsor and co-organizer of the First Streetworkout World Cup held in Central Eastern Europe
- First flash mob featuring Croatia's biggest pop star Lana Jurčević held on the occasion of the opening Polleo Sport shop in Arena Center is largest flash mob in the region.
- Polleo Sport is a company with the largest market growth in the history of the Croatian market of sports nutrition and equipment
- After his last fight in decade long career against Lennox Lewis, Željko Mavrović made his "comeback" to the ring for the occasion of Polleo Sport store opening in December 2013.
- More than 10,000 people a year changed their physical appearance and improved health with the help of Polleo Sport staff and products
- Average body fat of Polleo Sport salesperson/ advisor is 9%
- Average time spent on Polleo Sport staff education before employment amounts up to 180 hours
- Polleo Sport is long time partner with Croatian Paralympic Committee supplying it with nutrition dietary plans.



# portanova®

www.portanova.hr

## Market

Portanova is the most exciting shopping destination in eastern Croatia and the first and still the only regional shopping mall designed in accordance with international standards for shopping centres.

Portanova is situated at the western entrance to the city of Osijek. This fact inspired the name for the shopping centre. Portanova or "new door" is a term that is conceptually based on the characteristics of the local environment. The idea was to create an entirely new entrance to the city, but also an entrance to a new world of friendship, fun and enjoyable atmosphere.

Opened in March 2011, Portanova offers more than 100 brand names, a hypermarket, great children's playroom, a casino, a bowling alley, a multiplex cinema, an exclusive restaurant and numerous bars that are situated on three levels of the shopping mall. One level of Portanova (the underground level) is a car park.

Portanova offers all this with a single goal – to satisfy all the needs and wishes of the consumers from the city of Osijek, the surroundings and the region. The catchment area that includes Portanova is 600,000 potential buyers from five eastern counties of Croatia, including the border regions of Hungary, Serbia and Bosnia and Herzegovina.

Since its opening, Portanova has been visited by more than 5,000,000 customers.

## Achievements

Portanova is the first and largest shopping centre in eastern Croatia, including the border regions of neighbouring countries. Portanova's uniqueness derives from a mix of diverse world top brands, distinct architecture, rich content and exceptional site accessibility, all of which contributes to an absolutely new and exciting shopping experience and entertainment. The high standard definition of the entire offer and the provided service attracts a large number of loyal customers and generates a high frequency of their visits, which is only growing with time.

Through the value it delivers, Portanova has created loyal customers and changed the common perception of shopping, socializing and fun.

With its exceptional attractiveness in the wider geographical surroundings, Portanova has become a prominent symbol of the city of Osijek and of the entire region, as well as a recognized tourist shopping destination.

With great pride Portanova carries the



"Superbrand 2013/2014" title. Portanova was awarded with the status of a leading market brand in Croatia in the shopping mall category. In addition to that, Portanova's web site was included amongst TOP 10 commercial web sites in Croatia provided by Vidi Web Top 100, the largest national and regional competition for best web sites in Croatia and the region in 2011.

## History

The construction of Portanova is a success story of modern architecture and at the time of the building process it was the largest construction project in eastern Croatia.

The basic idea of building the centre was sparked in 2007 and the work began after all permits were granted, on May 15, 2009. Every day Portanova got bigger and bigger and slowly began to take on an appearance that was introduced in 2007. There were over 1000 people of various skills and professions active on the project. Project completion and opening of the centre took place in March 2011. Investments in Portanova exceeded 85 million Euros.

The investor behind Portanova shopping centre is Amplitudo d.o.o. Development teams that were involved in the project are the companies CBRE, Mace Group Ltd, Studio XXL, Chapman Taylor

Architetti and Gradnja from Osijek. Portanova shopping centre opened its doors for the public on May 24, 2011 and at that time it was the 6th largest shopping centre in Croatia.

Gross floor area is 79,000 m<sup>2</sup> while GLA is 40,240 m<sup>2</sup>. Portanova has more than 1,600 free parking spaces that are located outside of the center, in the garage and on the roof.

## Product

Portanova offers two floors of shopping units which include more than 100 brand names and a hypermarket. Apart from the shopping area, Portanova offers an exclusive restaurant, cafes, a casino, a multiplex movie theatre and a bowling alley. Together they create a fun zone which is located on the third level of the shopping mall. Plenty of car spaces on several levels ensure carefree experience to a number of shoppers and fun enthusiasts.

Anchor tenants that distinguish themselves from other tenants are Konzum hypermarket, H&M, Zara, C&A, s'Oliver, New Yorker, Muller, Blitz-Cinestar and many others.

Portanova pays special attention to children's needs; there is a children's playroom with professional personnel, nursing areas on every floor for the youngest visitors and free strollers available to make shopping experience as pleasant and carefree as possible. The number of drugstores and stores for children's needs have made Portanova the number one destination for families with children.

Portanova has provided free bus transportation for all our visitors, taking them from the city centre to the shopping centre and back. The bus runs every hour, every day in a week.

Portanova provides service units of exchange office, post office and ATM's, as well as those of Croatia's most distinguished phone and mobile carriers.

All visitors to the shopping centre Portanova can freely surf the Internet from anywhere inside the mall, free of charge.

**Bezbroj ideja  
1 odredište**

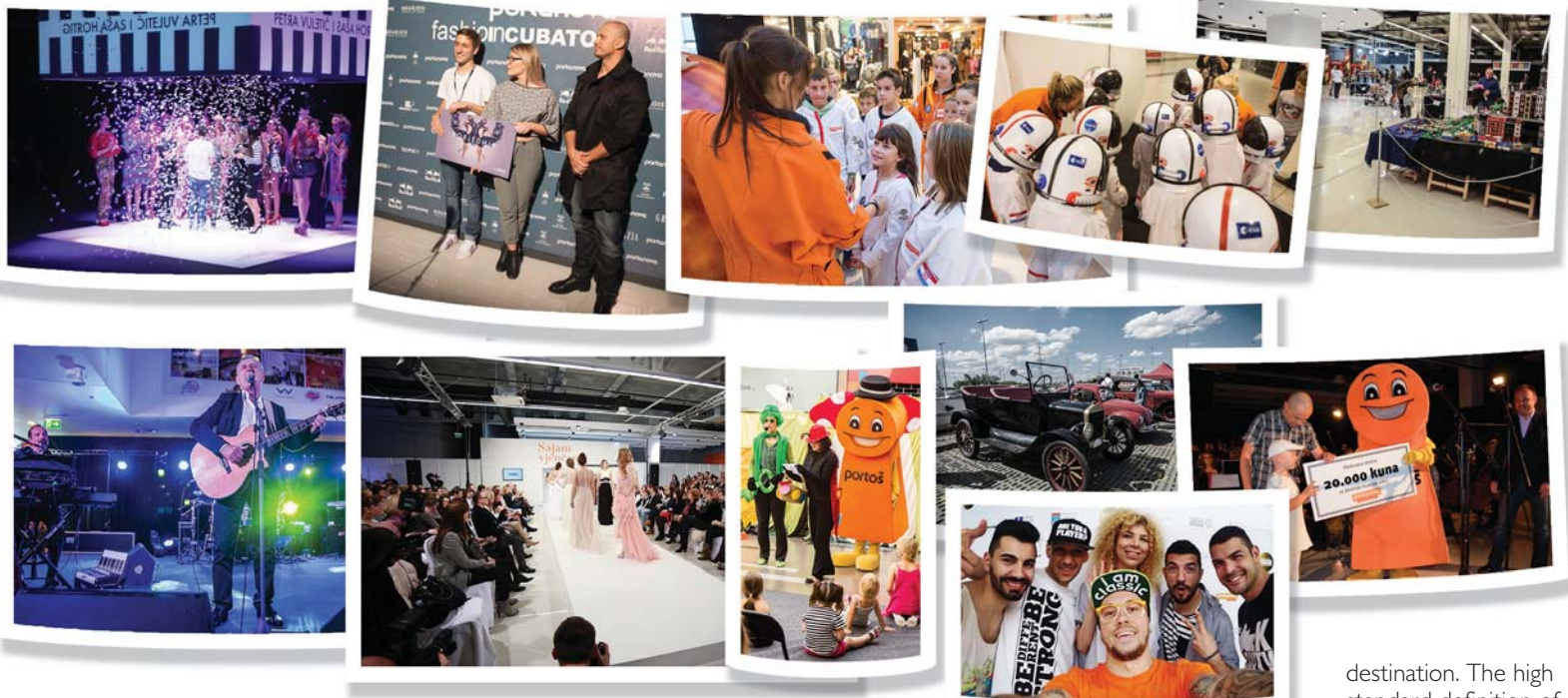
**portanova®**  
trgovački centar

www.portanova.hr

Osijek







destination. The high standard definition of the entire offer and the provided service attracts

## Recent Developments

The shopping centre is a living organism that changes from one day to the next. Constantly tuning in to the wishes and needs of visitors and respecting the supply and demand in the market, Portanova improves the offer of business units within the centre. During 2014, 9 new sales units were opened in the shopping centre Portanova, the most significant tenant among them being Muller.

## Promotion

Portanova communicates with its visitors on a daily basis. All communication channels are in use, and creative solutions are handled with extreme care. Through web site, social network profiles, newsletters, in-house radio, flyers and posters from inside and all major channels of communication outside the centre, Portanova brings news about its offer, discounts and upcoming events to all potential visitors.

Portanova organizes events on a weekly basis, from small working areas for the youngest, children's plays and sport activities, to large recurrent events such as Portanova Fashion Incubator, Portanova Tenant Fashion Show, Wedding Fair and even concerts with some of the most popular Croatian singers that gather thousands of visitors to the event. Every Tuesday is a day reserved for mothers and mothers-to-be, with discounts in children-oriented stores, while every first Wednesday in the month Portanova's stores offer discounts to visitors within "I Love Wednesday" shopping day.

Portanova cooperates and provides its areas for social-oriented organizations such as Unicef, Red Cross and Rotary Club Osijek, which provide the basic necessities for those in need. Organizations that care for animal shelters are also present.

Visitors have got used to being rewarded for visiting Portanova with free shopping sprees or traveling prizes.

Portanova is very proud to have its own fashion blogger, whose posts can be read on Portanova's web page.

Portanova is the only shopping centre in Croatia that has its own mascot. His name is Portoš and, as could be expected, the youngest visitors are his biggest fans. The centre has enhanced Portoš visibility and likeability by continuously offering fun and educative activities and materials, such as Portoš Colouring and Cartoon Book or a unique children's play "Portoš and 4 Magic Keys".

Portanova also issues a free lifestyle magazine named Portanova INside Magazine. It's a free promotional magazine of the shopping mall Portanova. On 52 pages, from issue to issue, the magazine promotes sections devoted to fashion trends, beauty, home décor and cuisine, and a special section is devoted to entertainment, sport and the most recent information about the mall.

## Brand Values

Portanova's uniqueness derives from a mix of diverse world top brands, distinct architecture, rich content and exceptional site accessibility, all of which contributes to an absolutely new and exciting shopping experience and entertainment. With its exceptional attractiveness in the wider geographical surroundings, Portanova has become a prominent symbol of the city of Osijek and of the region and of the entire region, as well as a recognized tourist shopping

a large number of loyal customers and generates a high frequency of their visits.

Its integration within the society is best illustrated by nicknames that visitors have given Portanova, calling it "Portika" or "Porta", thus expressing their feeling of friendship towards Portanova shopping centre and everything it has provided them with.

[www.portanova.hr](http://www.portanova.hr)



## THINGS YOU DIDN'T KNOW ABOUT...

### Portanova

- Portanova is the only regional shopping centre in eastern Croatia, according to the International Council of Shopping Centres.
- Portanova has a catchment population of 600,000 people within 60 minutes' drive.
- Portanova has been developed and is held privately by a local entrepreneur and it is an exclusively national brand.
- Portanova has the biggest vertical green plant wall mounted in a European shopping centre: it reaches through tree floors and it is clearly visible when using the panoramic elevator.
- Portanova is the first shopping centre in Croatia which has its own mascot - Portoš







## Market

Propoint is founded in 1996. This year, 2014, marks 18 years of its existence on the market and a rapid growth and development in the printing services. The capital, the number of employees, the client list and all printed materials that are encounter daily are a proof for the excellent performance of the company. The company was slowly but surely gaining and justifying the trust and loyalty of many Macedonian customers and many customers outside the borders. Propoint maintains its market position with regular monitoring of technological developments in the printing industry, and the continuous investment in new technology from leading European manufacturers such as Heidelberg, Muller Martini, Rile Cart, Kodak ... The drive towards development and improvement meets the needs and expectations of the customers.

## Achievements

With all its projects implemented over the past years, Propoint strengthens its position among the market leaders in the printing industry, and builds a recognizable brand image. The policy of the success and achievement is based on innovation and good cooperation with the customers in order to meet their needs for quality products and short deadlines. The great cooperation with suppliers of high quality materials should not be forgotten. Good organization, teamwork and positive attitude are the main features of the working atmosphere in Propoint.

## History

In the beginning Propoint is set in a small garage space and does only screen printing. The enthusiasm and belief in the success helps Propoint start offset printing in only 4-5 years of its existence when the greatest growth and development of Propoint happens. With a good economic plan developed, Propoint continuously invest in manufacturing, vehicles, and real estate (production and warehouse space) and



permanently increases the number of employees - experts in their field. Propoint during its existence has changed its workplace several times, always in a

bigger one. Starting with 30m<sup>2</sup>, then 120m<sup>2</sup>, then 800m<sup>2</sup>, now Propoint is moving in a facility of 5200m<sup>2</sup> which they own. The result of the success





is due to the use of leading technology, high quality materials from renowned brands and professional staff and their unwavering support.

## Product

Offset printing is one of the most common ways of creating printed materials, magazines, brochures, catalogs, flyers, books, office supplies, etc. Compared to other methods of printing offset printing is best suited for the economic production of large quantities with high quality. Precisely because of this data research, Propoint directed towards investment in offset printing. Their product is various and its main business is manufacturing of all types of printed materials including: catalogs, brochures, manuals, price lists, menus, books, monographs hard back and paperback monographs, magazines, leaflets, cartons, folders, calendars, and all representative and advertising materials.

## Recent Development

This year Propoint marks a major development in its existence. It is investing in its own production and warehouse area (5200m2), and in its manufacturing process, more precisely, purchasing: machine for printing B1 format (Heidelberg cd 102-6P2-LYYLX) UV varnishing machine for MGI

machine for thermal plates B1 (Kodak trendsetter 800 Quantum III) machine for paper cutting (knife) B1

## Promotion

The main driving force and promoter of Propoint is their success and realized projects as well as the team of staff who selflessly engage in all projects. For them, there is no "it cannot be done." Everything in the field of offset printing can and is done in an incredibly short time frame. Each new product is a new challenge for the company and of course a new story. The success of the projects done sets (requires) high criteria for any future project.

## Brand Value

Investing in impeccable quality, a correct relationship to the clients, and the fast delivery period is supported by



strong will and love for the work. Just because of this, Propoint has acquired and constantly is reinforcing the trust of many customers from the country and out. There is much more to say about Propoint, still, the most important for Propoint are the satisfied customers. So, we leave something for them to say, too.

[www.propoint.com.mk](http://www.propoint.com.mk)

## THINGS YOU DIDN'T KNOW ABOUT...

### Propoint

- They have 18 years valuable experience, but are still young and full of enthusiasm.
- They have brought in the first machine Heidelberg B1 6 colors + UV coating + water dispersible coating in Macedonia.



## Market

Continually paying regard to patients' needs and exceeding their expectations, Re-Medika has become prevalent and increasingly demanded in the domestic market since it was established, which has been acknowledged by more than 150,000 patients.

The strategy the hospital has adopted is not only confirmed through trust of patients in our country seeing it as a choice of a health institution, but by patients throughout Europe and elsewhere. Cooperation with a number of insurance companies in the world has opened the market for all patients who prefer the Re-Medika Private Health Institution (PZU).

## Achievements

From our modest initial start with an accent to gynaecology and obstetrics, Re-Medika now provides a wide range of medical services in all areas of surgery, diagnosis, which it strives to get closer to users in our country. To that end, acting under the motto for getting closer to patients, the hospital has expanded its capacities by opening a Radiodiagnosis Clinic in Tetovo and a Polyclinic in Strumica.

PZU Re-Medika is the manager of a project for public-private partnership between the Ministry of Health of the Republic of Macedonia and the Zelezara Public Health Institution and PZU Re-Medika, the first such project in our country owing to which it has expanded and modernised the capacities of the general hospital. With the extension of 1,500m<sup>2</sup>, Re-Medika will expand the capacity of its clinics by 60%, the intervention rooms by 25%, as well as the capacity of the daily hospital that will increase by 40%; additionally, the increase of the capacities of the IVF Laboratory and the Diagnostic and Biochemical Laboratory ensures meeting of the requirements for laboratory conditions, which is owed to the expansion of the clinic and the hospital parts.

Today, Re-Medika boasts experience, knowledge and skills of its specialised teams, who continually follow and implement the latest world's known and recognised methods of diagnosis and treatment.

## History

Re-Medika is the first private general hospital in the Republic of Macedonia, established on 7 April 2005. The world's health standards were implemented for the first time in our areas with the establishment of

Re-Medika.

The hospital meets the requirements of citizens for high quality and dignified health care, which means that it is in function of improving the general health of the wider community.

The hospital building is located in a peaceful district of Skopje, at the foot of the Gazi Baba Forest-Park. The three-storey building covers an area of 5,200m<sup>2</sup>, surrounded with parks and verdancy, far from the busy traffic and still only 3km away from the Skopje centre. Re-Medika has in total 56 hospital beds. Accommodation is left to our patients' choice among 15 luxury suites and double rooms and 10 beds for intensive care. All

mothers and their newborns.

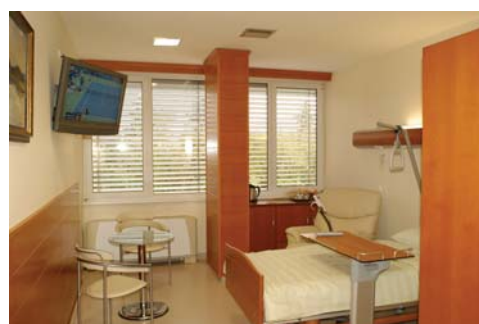
## Product

The product of PZU Re-Medika is medical service that is provided with the highest quality by all employees, regardless of where they are positioned, which is testified by the users of the service and numerous social awards.

The patients rightfully deserve to be in the centre of attention and receive maximum time and care devoted by the staff. Nowadays, patients are educated, they know what to expect and are fully aware of the reasons for which they give their trust to a hospital. Our patients build their positive

experience in the following departments:

- Gynaecology and Obstetrics
- Assisted Reproduction and in Vitro Fertilisation Centre
- Neonatology and Paediatrics
- Surgery: General Surgery, Laparoscopic Surgery, Thoracic and Vascular Surgery, Orthopaedic Surgery, Urology, Plastic and Aesthetic Surgery; ORL, Neurosurgery (surgeries of spine, peripheral nerves, stereotactic surgery), Children's Surgery;
- Laser Surgery (vascular, thoracic surgery, urology, abdominal surgery, gynaecology, ORL)
- Anaesthesia and Intensive Care
- Diagnostics: Orthopaedics, Endoscopy and Invasive Gastroenterology, Internal Medicine, Cardiology, Neuropsychiatry, Ophthalmology, Dermatovenereology, Psychology and Psychotherapy, Physical Therapy, Osteopathy, Biochemical Laboratory.
- Radiology (X-rays, MDCT, Mammography)
- Prima - Med - Regular



rooms are luxuriously furnished enabling comfort, discretion, a relaxing atmosphere, highly ranked standards of sanitary facility planning, with special emphasis on hygiene. All suites are comfortable, well lit with a view to the vegetation surrounding the hospital. In accordance with the needs of patients, cable TV and high-speed ADSL internet connection have been installed in the rooms. Inpatients have a choice of diverse menu adequate for their daily needs. The hospital has 4 ultramodern surgery rooms with digitised transfer of data, an opportunity for telemedicine and equipment for recording surgeries. The state-of-the-art machines are installed in two delivery rooms with a possibility for application of the most advanced ways and method of delivery. The Gynaecology and Neonatology Department are the warranty for the highest quality accommodation of

Medical Check-ups

- Radio Diagnostic Clinic - in Tetovo
- Polyclinic - in Strumica

## Recent Developments

The general hospital invests constantly in its development, including provision of modern medical services, which is the subject of a third party independent assessment.

Within the processes of certification and accreditation for quality and competence, we have got unbiased and independent confirmation of the fulfillment of internationally recognised standards by international accredited bodies.

• The In Vitro Fertilisation Laboratory with the Gynaecology and Obstetrics Department is the first laboratory of the kind in the Balkans and is among few in Europe that has obtained the



certificate for quality and competence in line with ISO 15189:2013.

- The hospital's Diagnostic and Biochemical Laboratory has been also accredited under the same standard that applies to medical laboratories.

The accreditation procedure of the IVF Laboratory and the Diagnostic and Biochemical Laboratory was carried out in March 2014 by the Institute of Accreditation of the Republic of Macedonia, the member of the International Laboratory Accreditation Cooperation (ILAC) and the International Accreditation Forum (IAF), by an international committee.

- Re-Medika is the first general hospital in the Republic of Macedonia which has acquired and maintained in continuity the quality certificate in line with ISO 9001:2008

"This certificate is a third party verification of the fulfillment of standards that are of exceptional importance for good managing and functioning of a



health institution. That is the base for treading a step forward in meeting the other standards"

- Re-Medika has been declared the Macedonian champion in the category of the environment and corporate sustainability by the Association for European Business Awards, which has confirmed it as the leading business by prominent business professionals, politicians, academicians and entrepreneurs throughout Europe.

- Re-Medika has signed a contract for cooperation with the Goce Delchev University in Shtip for additional training and education of students of medicine.

- Re-Medika has built an annex to the building that is energy efficient and meets the requirements of the Green Hospital standard, the first of the kind in the region.

- Re-Medika continually invests in development of its human resources thus promoting and



attracting the highest ranked professional staff in the country.

- The strategic development of Re-Medika and the application of modern methods of treatment supported with the most advanced medical equipment enable fast recovery of the working ability of patients and improvement of their life quality.

## Promotion

PZU Re-Medika is primarily promoted by its satisfied patients, who rely on the medical teams both preventively and for resolution of their health problems and sincerely recommend the hospital to their kin and friends. Such a manner of promotion contributes to mutual building of a brand, and the brand exists and lives in and for the community.

Services and achievements of PZU Re-Medika are promoted in a free quarterly, REVITA, a magazine with educational character for all ages,



covering current topics in the area of health. The authors of texts are doctors employed in the hospital. Educational and information providing brochures are available in the hospital to users of medical services, and for the general public, they are available at events of public character throughout the country.

Promotion of the hospital also includes activities important for the society where the hospital is continually publicly present, for which it submits a report to the United Nations. The report encompasses relations with service users, employees, the environment, support and donations as well as testimonies of NGOs and satisfied clients. The hospital is an initiator and organiser of campaigns that boost the awareness about the importance of health as the greatest treasure of the man and the importance of sharing one's knowledge and achievements in wider frameworks. It has thus additionally gained reputation with its campaign related to the importance of timely diagnosis of scoliosis, the education for early detection of malign diseases, a campaign for raising the awareness of the importance of blood donation - "It is great to be young, it is cool to be humane" and many other important activities.

PZU Re-Medika takes pride in its work that is recognised by clients, associates, associations and certification and accreditation bodies, which is confirmed with numerous awards and certificates.

## Brand Value

The Re-Medika brand has not been developed by and is not restricted to physical indicators alone but is recognisable through trust, safety, quality, affordable prices and excellent doctors, the five basic values of the hospital. The extent of a challenge to create a brand in medicine is shown by the very example of the first private general hospital in Skopje, Re-Medika. The hospital creates and cherishes values, which are based on ethics, mutually

developed internal and external communication, trust with suppliers, business partners and the society. The impeccable code of ethics and creation of values is present in all spheres of work, and is constantly developed and improved.

As is the care for health and greatness of life limitless so is the affordability of services in Re-Medika available.

Re-Medika, a Brand Living for and in Its Community



Elica Jordanova,  
Director of Re-Medika

„A brand in medicine is more than a name. It means connection, confidence building, constant investment in its staff, sophisticated equipment and meeting the highest standards for patients and employees. Giving trust to the Re-Medika team means believing in the team's impeccability and experience and results.

We have been given that trust by 150,000 patients in the past years."

[www.remedika.com.mk](http://www.remedika.com.mk)

## THINGS YOU DIDN'T KNOW ABOUT...

### Remedika

- PZU Re-Medika is the first private general hospital in the Republic of Macedonia, established in 2005. Thus, the foundations for world standards and protocols in health were set for the first time, for which it was awarded the best investment in Southeast Europe.
- Re-Medika is the first general hospital in the Republic of Macedonia that has acquired and maintained in continuity the quality certificate in line with ISO 9001:2008
- The In Vitro Fertilisation Laboratory with the Gynaecology and Obstetrics Department is the first laboratory of the kind in the Balkans and is among few in Europe that has obtained the certificate for quality and competence in line with ISO 15189:2013. The Diagnostic and Biochemical Laboratory of the hospital has been granted the same certificate.
- Re-Medika is the first general hospital in the Republic of Macedonia that has applied stereotactic biopsy.
- Re-Medika is the first hospital in the Republic of Macedonia that has been awarded for the best socially responsible practices.
- PZU Re-Medika, the Neonatology Department, completely implements the concept of Postpartum Treatment of newly born babies using the "hospital, the babies' friend" principle.
- PZU Re-Medika, the Neonatology Department, has established an educational centre for mothers of newborns in breastfeeding, with the 98% success.
- The first baby in the Republic of Macedonia from a frozen egg cell was born in Re-Medika.
- For its responsible business towards patients and the society, PZU Re-Medika has been declared the national champion for 2013/2014 by the European Business Commission.



# RETRO®

## Market

To operate a business in today's conditions of rapid market transformations with literally instant access to information on all available products, in a regulatory and in an administrative environment that is inhospitable and non-stimulating for the entrepreneur, is rather difficult by itself.

If the chronically weak purchasing power of the customer who has an undiminished level of demand and, what's more, the wish to have his or her needs met as optimally as possible is added – then business requires a systematic and innovative approach.

The Retro brand did not only successfully adapt to aforementioned conditions, but it also manages to, in a very saturated and open market, increasingly distinguish itself as the leader in its field of activity. Retro is currently developing two concepts parallelly in the Bosnia and Herzegovina market, namely Retro Shoes i Retro Home.

Retro Shoes offers a wide range of footwear and fashion accessories. The primary goal is to offer fashion-conscious people the best products, with a maximally balanced price-quality ratio. The current retail chain totals 15 branches in Bosnia and Herzegovina and its ambition is to establish retail networks in all cities and places with a population of over 30,000.

Retro Home, decoration and gift assortment, is intended for both households and all those business partners with the need or interest to further their offer or present it in a more quality way by creatively incorporating Retro Home products into their concept, thus creating a positive synergetic effect. The retail chain consists of 7 branches and it works rapidly on its further expansion. This concept has been very well received, and it is already in the phase of entering the markets of the neighbouring countries.

Besides strengthening its own retail trade, there



are serious activities regarding wholesale placement, and a special offer is being created in this respect. Customers are offered a very competitive product based on special design, quality and reasonable prices.

## Achievements

Retro has become a serious and reliable partner, and a strong partnership has been built with well known manufacturers that produce directly for Retro or whose brands are directly distributed by Retro.

Direct import constitutes a significant part of the

offer and ensures a very competitive market position. Retro insists on independence and flexibility in the preparation of offers in accordance with market assessments.

Retro is among the most desirable employers in its branch, with currently 110 employees. This number is increasing rapidly due to the opening of new retail branches. Creating a stimulating and pleasant work climate and good working relationships is understood as a prerequisite for a successful business.



## History

B&B New Look d.o.o. Mostar which was founded in 1997 is a 100% privately owned company and the creator and owner of the Retro brand.

Apart from continuously investing in the Retro brand, which includes business under the concepts Retro Shoes and Retro Home, the company also owns three branches which conduct trade with multibrand women's and men's apparel in the 'Kuća Mode' department store in Mostar where the company is based.

Retro Home is a relatively new project, and the first branches were opened in the autumn of 2013.

## Product

RETRO offers its customers a carefully selected assortment of products at the most competitive prices on the market.

Retro Shoes, apart from its product line in its shops, also offers products by renowned global brands, such as: Replay, Bullboxer, S.Oliver, Lacoste, Bugatti, Pikolinos, David Jones,



Marco Tozzi, Cat, Divine Folie, Biana, Inuovo, Desigual, Doca, Bufalo, Timberland, Jack&Jones, etc.

The line of footwear and bags manufactured under the Retro brand, which was exceptionally well accepted and whose prices were maximally adapted to market conditions, stands out in particular. It distinguishes itself through modern and trendy design with excellent manufacturing and material quality.

Retro Home assortment is entirely manufactured under the Retro Home brand.

A lot of attention and effort is also invested in this young product line which proved to be refreshment to the market, much to the excitement of many customers.

Retro Home covers and meets the customers' huge range of needs, ranging from the smallest decoration items and various household articles of daily use up to large furniture. It also has a market in the business/entrepreneurial sphere and cooperates excellently with and is complemented by hotels, restaurants, cafes, apartments, motels, various retail and wholesale of consumer goods, architecture firms, flower shops, bookshops, photo studios, etc.



with the aim to ensure the customer a more pleasant experience and greater enjoyment while shopping at RETRO.

The planning of the expansion of the retail market in the countries of the region as well as further activities for strengthening the gained positions is also underway.

### Promotion

The strategy of the promotion of the Retro brand is appropriate and unobtrusive advertisement with an emphasis on the most optimal ratio between goods, price, service and the shopping experience in general. Most attention is paid to the outlets as well as to always putting customers and their needs first.

This type of business is followed by regular seasonal sales, however, Retro also organises special promotions adapted to certain occasions, and, apart from that, a certain assortment always awaits the customer during the constant rotating promotions which are always a pleasant surprise for the

customers and an additional motivation for them to visit us more frequently.

One of the features is the Retro Loyalty Card which, in the very short period of only one year, gained 40,000 members, and this number rises rapidly.

What is special about it is that the customer does not get confused with points but rather approves a direct accumulated discount on every purchase, which is not deleted at the end of the year, but carried over to the next year.

In accordance with its strategy, Retro very appropriately and seldom sends text messages with a precisely stated and undoubtable advantage for the customer to Loyalty Club members.

### Brand Values

As a result of constantly insisting on excellence and the continuous investment in goods and services, Retro earned the customers' trust which it tries to justify daily.

Retro developed a recognisable image based on innovation and the identification of the needs of various customers' categories.

A socially responsible business and the obtained reputation are the basis of planned future business projects.

[www.retroshoes.ba](http://www.retroshoes.ba)  
[www.retrohome.ba](http://www.retrohome.ba)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Retro

- The B&B New Look d.o.o. Mostar company, apart from business operations under the Retro Shoes and Retro Home concept, also engages clothing retail in three shops in the 'Kuća Mode' Mostar department store (Boss, Polo, Ralph Lauren, LaCoste, Pierre Cardin, Bugatti, Scotch & Soda, Pepe jeans, Replay, Garcia, Jack & Jones, Selected, Vero moda, Only, Vila, Desigual, Jacqueline de Yong, etc.).
- Customers can shop online at [www.retroshoes.ba](http://www.retroshoes.ba) and [www.retrohome.ba](http://www.retrohome.ba) with the possibility to purchase on account and with bank cards.
- Retro subscribed 40,000 members to the Retro Loyalty Programme in one year, and this number grows rapidly.
- Retro has made an application system available candidates interested in employment may use to apply and become a part of the Retro team.







## Market

In Bosnia and Herzegovina there are currently 143 radio stations broadcasting a variety of programs, of which 79 are private, 61 are public radio stations. Given that Bosnia and Herzegovina's advertising market is not particularly well developed, radio stations account for approximately 5% of this market. There is not much room left in the market for a large number of radio stations. Thus, offering better and more competitive programming is imperative.

## Achievements

Relevant public, professional and social institutions have recognized RSG's ability to provide a unique commercial service in Bosnia and Herzegovina. RSG has received numerous, prestigious awards. Out of many awards given to RSG the most prestigious are:

The "Linus Puling" Golden Charter of Peace which was received in 2005; International Award from the International League of Humanists - contribution to truth and justice through its highly professional, consistent reporting in providing information to the domestic and international public; RSG was recognized seven times for its leading position in the media industry (2003-2009); the Directorate for Selecting the Best Manager in Bosnia and Herzegovina awarded RSG and its Director, Mr. Adnan Osmanagić; We are particularly proud of the fact that for four consecutive years (2008, 2009, 2010, 2011/12) RSG has been the only radio station in Bosnia and Herzegovina to be rewarded with the prestigious Superbrand status; and also chosen as the best radio station for 2013 by the Association of Journalists of Bosnia and Herzegovina.

## History

RSG was founded in February 1993. The station's programs are broadcasted via FM transmitters in Sarajevo, Mostar, Tuzla, Zenica, Travnik, Bugojno, Goražde, Bihać, Neum, Trebinje, Doboj, Čapljina and Brčko and from its Bjelašnica site covering the Sarajevo, Central Bosnia Canton, Herzegovina-Neretva Canton and Zenica-Doboj Canton, including also part of Southeast Bosnia and Herzegovina.

On April 6th, 2009, RSG Radio gave the citizens of Sarajevo a gift; the new city program RSG 1 Sarajevo, which was renamed to Antena Sarajevo on 6 December 2012. With its 14 transmitters, RSG Radio covers a large part of Bosnia and Herzegovina and is undoubtedly the leader in the radio industry. It is both recognized and respected in Bosnia and Herzegovina and internationally. Additionally, the program is broadcast online ([www.rsg.ba](http://www.rsg.ba) i [www.antena.ba](http://www.antena.ba)) and via satellite on Eutelsat W2.

## Product

RSG Radio and Antena Sarajevo are commercial radio stations that use a collage format. Mixing different styles allows the station to meet the needs of a number of different demographics. The station's goal is, of course, to provide listeners with consistently objective information, but with high-quality entertainment as well. Radio is for listeners of all ages and ethnic, religious and political beliefs.

## Recent Developments

RSG Group keeps up with rapid technological development. It enables its listeners to follow programs of RSG Radio and Antena Sarajevo through applications for mobile phones and tablets anywhere and at all times. Applications can be downloaded via PlayStore for Android operating systems, and the App Store for iOS.





Following the ways of modern communication, the RSG Radio team transformed their web pages, [www.rsg.ba](http://www.rsg.ba) and [www.antena.ba](http://www.antena.ba) into active portals not only to its current online listeners, but for all internet users. The portal includes program announcements and details about specific programs and their hosts. Portal visitors can listen to audio materials from RSG Radio and RSG I Sarajevo. Interaction is possible via Facebook Page and the portal provides information about the station's marketing services. Simply by visiting [www.rsg.ba](http://www.rsg.ba) and [www.antena.ba](http://www.antena.ba), visitors can listen to all of RSG Radio and Antena Sarajevo programs.

In the process of reconstruction and modernization, the RSG Radio made a crossover, in which the station began using state of the art digital equipment for the production and broadcasting of radio programs.

## Promotion

RSG Radio is an indispensable media partner when it comes to the promotion of cultural, athletic and socially important events and activities. The station's status as the exclusive radio partner for a number of successful projects has been highly promoted and contributed to its positive image of the radio.

For three consecutive years, first the RSG I Sarajevo and after Antena Sarajevo, enhanced its broadcast programming via a special program from the city center. The Open Air Studio, which lasts for one month each summer, hosts more than 100 celebrities from Bosnia and Herzegovina's public

and cultural life. RSG and Antena Sarajevo serve as the official and exclusive radio partner for Bosnia and Herzegovina in the context of a number of important regional projects. These include the Adria Music Conference, Papaya Day, the Summer Nights Festival, the Weekend Media Festival and Days of Sarajevo in Belgrade, etc.. A significant chunk of RSG's marketing budget is allocated for advertising. The radio station's promotion, especially via television and print media, is essential for promoting RSG. RSG also makes use of the station to promote both its own activities and those that are related, but not part of the domain of radio.

## Brand Values

Despite the fact that the intimate experience of listening to the radio is subject to personal, different tastes in music, RSG has managed to become a generally accepted brand. It is acknowledged for its undoubted professional values, and highly respected by its audience, whose preferences help choose the content broadcast. RSG respects established legal,

professional and ethical standards, both in relation to relevant institutions, but also in relation to its employees. The company is proud of its responsible and fair ways of conducting business with its listeners, who are largely responsible for creating the station's positive image. RSG enjoys professional recognition not only by representatives of the media sector, but by the general public as well.

RSG's strengths lie in its motivated and creative employees, loyal audience, a wealth of programming content, advanced infrastructure, strong marketing capabilities and popular status. These benefits will allow RSG Radio to realize ambitious plans in the future.

[www.rsg.ba](http://www.rsg.ba)



## THINGS YOU DIDN'T KNOW ABOUT...

### RSG radio

- RSG Group is an informal group of 2 radio programs (RSG radio and Antena Sarajevo), a web portal ([www.rsg.ba](http://www.rsg.ba) i [www.antena.ba](http://www.antena.ba)) and the NETRA MEDIA SERVIS marketing and production agency – production of radio informative services
- Everyone can be a part of a unique radio story! RSG meets its listeners and guests at the Radio Caffee at Štrosmajerova 4 street in Sarajevo
- RSG is available anywhere in the world through smart phones and tablets via free applications at APP or Play Store.
- External consultants are engaged in training of RSG Group staff at all times. RSG works with fast, modern software which enables the highest quality of services.





## Market

Sarajevski kiseljak d.d. is the oldest, largest and most modern mineral water filling plant in BiH with more than 120 years of history. It is a leader in production and sale of natural mineral water in BiH. It has affirmed its long-standing leader position primarily due to its high and recognisable quality of mineral water, constant modernisation and development of production processes and business operations, and by adjusting its business policy to market requirements and consumer needs. With the quality of its products, strength of its brands, developed distribution network and strong marketing support, Sarajevski kiseljak continues to grow and develop, strengthening its leading position on the market of Bosnia and Herzegovina.

In terms of quality, Sarajevski kiseljak natural mineral water is one of the best natural mineral waters in the world. Besides being the leader on the BiH market, the company is also showing good export results: around 17 percent of total production is being exported to international markets in Croatia, USA, Sweden, Australia, Canada, Serbia and Netherlands.

## Achievements

Sarajevski kiseljak, a brand of exceptional quality, has received numerous domestic and international awards.

In 2007 Sarajevski kiseljak d.d. adopted and implemented the ISO 22000:2005 standard, thus becoming one of the first companies in the region to introduce this new safety management system for food products. Certification was carried out by a reputable French organisation, Bureau Veritas Certification.

In 2011, Sarajevski kiseljak d.d., as a socially responsible company, implemented the ISO 14001 standard for environmental management, which shows its concerns regarding preservation of the environment. Thus the company has chosen modern trends in environmental protection and sustainable development, and by using the best practice described in the international standard ISO 14000, it has developed its own environmental management system.

Based on the research that has been conducted by the Posao.ba website for two years in a row, Sarajevski kiseljak d.d. has been selected as one of the most desirable employers in the production-sales sector. Names of the companies included in the research were not disclosed during the evaluation process, so the choice was based exclusively on opinions of users who have indicated companies they would like to work for.

Sarajevski kiseljak has also been awarded with the prestigious international Superior Taste Award seven years in a row. The International Taste and Quality Institute (ITQI) from Brussels, in a tough competition of products from all over the world, awarded this prestigious Superior Taste Award with a maximum of three stars to Sarajevski kiseljak natural mineral water for excellent taste and superior quality. In today's world, when it is getting increasingly difficult to attract consumers and win their confidence, this award serves as a guarantee and confirmation that a product carrying the label of Superior Taste Award is truly distinguished on the market for its taste and quality.

For seven years in a row, Sarajevski kiseljak is placed amongst the leading domestic and international brands in BiH by the Superbrands international

organisation, which is an independent and global branding authority. The Superbrands BiH award once again confirmed high quality and recognisability of this brand.

## History

The importance of mineral water Sarajevski kiseljak is best illustrated by the fact that Kiseljak, the town where the water spring and company headquarters are seated, has always built its identity and recognisability on healing and medicinal properties of this mineral water. The oldest available data on Kiseljak date back to the 16th century, 1530 to be exact, when "Sauer Brunnen" water was mentioned by Benedikt Kuripesic, a Slovenian, in his records of travels with the imperial delegation to Constantinople, written in German language.

During the Ottoman reign in BiH, in 1659, a Turkish travel writer Evlija Celebija wrote about Kiseljak, then called "Eksi su", which means "sour water"; he wrote that this water had healing qualities and that merchants are taking the bottles, "from village to village".

Travelling through Bosnia, an Englishman James Creagh stayed in one of the inns, and in his work "On the Borders between Europe and Islam" he compared mineral water from the Kiseljak spring with the water from the French spa Vichy. Creagh wrote:

"The taste of mineral water from this well is quite similar to the taste of the water that the French spa is bragging about, but the refreshing and invigorating power of this Bosnian spring exceeds the power of the French spa water by far. If elderly people drink this Bosnian water full of vitalizing power for twenty days, they leave Kiseljak thoroughly invigorated by the power that, according to the beliefs of Oriental civilisations, one can only hope to find in Heaven, provided he gets there. Digestive system conditions, and resulting bad mood and lack of appetite all vanish under the influence of this tasty water. Patients return home fresh and invigorated, without any signs of premature aging".

The first expert analysis of mineral water in Kiseljak was conducted in 1886 by professor E. Ludwig, court counsellor from Vienna, commissioned by the Bosnian government to study and analyse mineral waters in Bosnia. His analysis showed that "this mineral water is extremely rich in CO<sub>2</sub>, Glauber's salt, and iron; therefore, it is a true treat amongst the European mineral waters".

The history of bottling of Sarajevski kiseljak starts in 1891. Back then, the water

was shipped to different regions, from Dalmatia and Styria to Bombay, India.

Thermal Spa Health Resort Kiseljak was opened in 1947, and its services include medical spa treatments, accommodation and food for patients, as well as exploitation and sales of mineral water.

Having acknowledged the importance and potential of exploitation and bottling of mineral water, the Sarajevski kiseljak company was established in 1961. Initially, it operated as an independent legal entity, and since 1965, as a part of Kiseljak Health Resort, as an independent business unit. The first automated production line was installed in 1963.

Production was suspended during the war in Bosnia and Herzegovina. It was re-launched at the end of the war, and in 1996 a new line was launched for PET bottles of 1.5 litres and 0.5 litres.

Throughout its history, Sarajevski kiseljak went through different organisational and ownership stages, constantly increasing the scope of production and sale of mineral water, maintaining through all this time the position of market leader and largest mineral water bottling plant in Bosnia and Herzegovina.

In the period since its establishment in 1961 to date, with constant investments in modernisation of production capacities, development of distribution, new products, employee education and marketing, Sarajevski kiseljak has built a recognisable image which, along with tradition and proven quality, became a synonym for natural mineral water of excellent quality, especially after 2001 when it became a member of the Agrokor Group after successful privatisation.

## Product

Natural mineral water Sarajevski kiseljak springs from a depth of 150 to 300 meters. So natural and crystal clear, with naturally balanced

minerals ratio, it is bottled using state-of-the-art



technology, and without any





external influences. As it flows through old eruptive rocks, natural mineral water Sarajevski kiseljak collects minerals necessary for normal functioning of the body.

Given the modern way of life and great exposure to stress on daily basis, minerals are an essential need. Scientific research increasingly confirms that the best minerals are those of natural origin. That is why Sarajevski kiseljak is the best solution for health and reinvigoration.

Sarajevski kiseljak tastes great and goes well with any meal without changing the taste of food. It is an excellent choice for those who enjoy food and want to preserve their health.

Its pleasant and refreshing composition makes it suitable for mixing with quality wines. It also mixes excellently with juices and high-quality wines, and it is suitable for refreshment and daily consumption by the entire family.

Natural mineral water Sarajevski kiseljak is bottled in refundable glass bottles of 1 litre and 0.25 litres, and in PET packaging of 1.5 and 0.5 litres.

## Recent Developments

Sarajevski kiseljak d.d. is a company that continuously invests into quality and development of its products. A new period for Sarajevski kiseljak symbolically began in December 2000, when the Agrokor Group, through the Jamnica Company, became the majority owner and started investing into development. This was the start of a planned investment scheme aimed at ensuring environment protection, after which the company, in addition to being the largest and oldest, also became the most modern bottling plant for mineral water and one of the leaders in the segment of modern business operations and production in Bosnia and Herzegovina.

From 2001 to 2012, the company made substantial investments into development, which importantly contributed to products reaching the maximum level of competitiveness at the market. With the construction of new manufacturing halls and purchase of new bottling lines, the company was modernised and production capacities increased to an impressive 170 million litres annually. State-of-the-art equipment enables bottling the mineral water without external influences.

Continuing its planned development, at the end of 2002 Sarajevski kiseljak entered a new market area by expanding its product assortment with refreshing carbonated beverages, under the brand SKY (flavours Cola, Orange and Lemon), characterised by excellent blending of the original base with Kiseljak spring water, modern design and practical PET packaging. In 2005 new packaging was launched for the hospitality and catering industry; refundable glass bottles of 0.25 litres for natural mineral water. Sky juices PET packaging of 1.5 litres was replaced with 2 litres PET bottles, which helped to increase the sales volume. In April 2009 Sarajevski kiseljak launched a new line of non-alcoholic



TO JE MOJA TAJNA



carbonated drinks under the brand SKI, in 1 litre refundable glass bottles, expanding its product range with flavours Tonic, Mango-Orange and Apple-Mirabelle, joined in 2010 by the latest flavour SKI Orange.

In July 2010 the label of Sarajevski kiseljak was redesigned, giving the brand a refreshed and new visual identity. In August 2010, a redesign of the labels on SKI juices was made, so during 2010, all brands of Sarajevski kiseljak were refreshed with a new and modern look. In late 2012, a new PET bottling line was installed to offer a brand new, convenient and modern bottles for Sky carbonated beverages, and an addition to the offer in form of 1 litre bottles.

Sarajevski kiseljak constantly expands its product range to offer its customers a wider choice of beverages. In 2013, it released Sarajevski kiseljak Sensation on the market, which immediately established itself as the absolute leader in the category of flavoured mineral waters. That same year, it presented to its customers a special line of Sky products, now available in three irresistible flavours: Sky Selection Bitter Lemon, Sky Selection Mandarina Tangerine and Sky Selection Brazilian Orange.

Following the market trends, in 2014 Sarajevski kiseljak prepared for its customers a redesign of the labels and packaging of Sarajevski kiseljak brand, introducing a completely new visual identity to the market. The new visual and graphic identity are a strong step forward that even more highlights the well acknowledged quality of Sarajevski kiseljak.

In response to the high demands of consumers across the region Sarajevski kiseljak introduced yet another new product: Sky Cola Green, the first drink on our market with energy-reduced natural sweetener steviol glycoside - obtained from the leaves of the plant stevia.

Today, after 120 years of its history, Sarajevski kiseljak remains the same, ageless natural product that keeps pace with modern times, worldwide trends, increasing its value and market position.

## Promotion

Apart from long-term investments in quality, modernisation and development, Sarajevski kiseljak builds its brand through continuous care for its consumers and communication with the market. Integrated marketing communication, constant interaction with consumers and a wide range of marketing activities are the advantages of Sarajevski kiseljak.

In addition to its market position, as a true superbrand, Sarajevski kiseljak is also a leader in all fields of promotion. Intensive activities are organised at points of sale throughout the year, along with advertising on TV, radio, printed media and internet, and outdoor advertising. Sarajevski kiseljak receives strong support through inventive and a range of POS and POP materials.

Sarajevski kiseljak regularly sponsors sport competitions, cultural and art events of public importance.

## Brand Values

Sarajevski kiseljak is a traditional and high-quality brand that provides refreshment on any occasion. For more than a century, the Sarajevski kiseljak brand has developed a recognisable and strong image. Unique taste, proven quality and long-standing tradition are the values of Sarajevski kiseljak.

[www.sarajevski-kiseljak.com](http://www.sarajevski-kiseljak.com)

## THINGS YOU DIDN'T KNOW ABOUT...

### Sarajevski kiseljak

- Sarajevski kiseljak mineral water contains magnesium, also called the "anti-stress" mineral. It helps in fighting depression, digestion problems, and supports fat burning mechanisms in the body which help in losing weight.
- First time in his career, world famous actor Rade Šerbedžija, appeared in a commercial for Sarajevski kiseljak where he expressed his loyalty to the brand. In his second commercial for Sarajevski kiseljak, he leads viewers through a movie set and upon arriving to his director's chair, he reveals his secret - Sarajevski kiseljak.
- In 1934, Bosnia and Herzegovina's great bohemian and famous poet Tin Ujević wrote something about Sarajevski kiseljak that could be loosely translated as:

"He who was jolly  
And used to drink wine  
Should drink Kiseljak  
To feel just fine.

If wine burns it  
Kiseljak cools it down  
He who needs a drink  
Of Kiseljak should think."







## Market

The Securicom Company has been present on the Macedonian market since 2000. Its founder is Mr. Wolfgang E. Gamper, owner of the company

to the expert personnel at the headquarters in Austria.

Securicom's determination to work with and only with reputable equipment suppliers, as well as

market.

Another difference between Securicom and its competition is the fact that it represents the products of the world renowned manufacturer Kärcher. The professional cleaning machines from Kärcher are suitable for use in many different industries, but also for cleaning of business premises and residential buildings.

## History

Service provision, as a core activity of the company Securicom, a subsidiary-company of the Austrian company Securicom International, has a very long history. The successful story of Securicom International originates from the first security company in Vienna. The initial activity of the company was providing security services, but over



Securicom International. Today Securicom is a well-known brand that offers and delivers service packages for professional cleaning, technical maintenance, security and typing services.

The use of modern equipment and machines that fully meet the Macedonian and European standards, in addition to the use of environmentally friendly supplies produced in the European Union Member States which guarantee the preservation of nature and the working environment, ranks Securicom among the companies that practice a modern way of doing business and operations.

manufacturers of equipment for professional cleaning who apply high-quality standards in their business processes, makes the company an undisputable leader on the Macedonian

## Achievements

Being a successful, well-known and leading brand in one's field within the domestic market are accomplishments resulting from years of successful managing. The development of a strategic model, based on a devoted team that flawlessly deals with everyday challenges and guarantees successful business results, is the key accomplishment of Securicom.

The application of strict standards and diligent quality control, flexibility, dynamics, 24-hour availability, professionalism and trust characterize Securicom's operations in the past 11 years. Certainly, aiming to be in full compliance with the European standards applied in this field, the employees have the opportunity to upgrade their skills through the continuous training provided



time the activities expanded to providing professional cleaning services, technical maintenance of buildings as well as typing and secretarial services.

## Product

One of the key characteristics of Securicom is the provision of high-quality services, confirmed by the quality certificate ISO 9001:2008 that the company has attained, as well as the implementation of the environment protection standards and the occupational health and safety of the employees. The core activity of Securicom is the provision of services in the field of professional cleaning of business and industrial facilities, caring for the creation of a pleasant and clean working environment. Every professional cleaning product used for professional cleaning has been examined by the National Health Protection Institute.

The security sector guarantees professional





protection of the entrusted facilities, by licensed, highly-trained and experienced employees, 24 hours a day. The technical support offered by the sector through the surveillance video-systems, the installed alarm system, radio-stations, its own vehicle fleet, the physical control of entry and exit of clients, the employees and vehicles, are among the services provided to beneficiaries on a daily

basis.

The technical maintenance sector has 80 employees and provides prompt, professional and quality tackling of all technical defects. Technical interventions on the electrical, heating and plumbing systems, maintenance of green spaces, painting services and the maintenance of access trails during winter conditions, in addition to the



professional supervision of the services provided and the materials used, are among the services provided by this sector on a daily basis.

The typing sector offers fast, professional and creative preparation of texts and tables in accordance with the Macedonian language standard and Macedonian writing rules. Professionalism, promptness and reliability in the preparation of texts are a daily practice of this sector.



## Recent developments

Securicom's vision is to be a leader in the country and the region, recognizable for providing innovative bundled services for a clean, functional and safe working and living environment.

Today, with a list of nearly 1250 hired employees, established business cooperation with over 150 legal entities, the company serves more than 600 various buildings over the entire territory of Macedonia. The headquarters are located in Skopje, and the remaining 29 offices are spread around Macedonia. It is precisely this level of dispersion that allows for an easy, quick and efficient way to respond to the clients' needs and requirements.

Following its development policy aimed at providing services to the regional market, Securicom opened a new office in Belgrade, Serbia. The

opening of the new office allows for direct provision of services to the future beneficiaries in the Serbian market, in the field of professional cleaning and ongoing maintenance.

## Promotion

Offering and providing services with a consistent top quality is the basis in the communication with clients.

The international experience, long-term partnerships with Securicom's clients, the wide range of services, contributions to culture and sports, as well as the nurturing of corporate values, all together influence the building of the positive image of the company.

Securicom is aware that employees are the best marketing agents, and thus the best promoters of its services. The corporate slogan "Service is our challenge" remains a primary goal and the driving force of the company.

It can certainly be emphasized that Securicom has built an image of a company that can be relied on, making clients happy with our services.

## Brand Values

Securicom is a renowned, widely-known brand in Macedonia. The responsibility toward clients, responsible management of 1,250 employees hired by the Securicom Group, the quality service and care for the environment are incorporated company values.

Guided by the mission statement "Securicom is a company with international experience and tradition, dedicated and recognized to offer quality services for professional cleaning, ongoing maintenance, security and typing services, through continued care for the employees and the use of modern technologies, Securicom most certainly creates added value for its partners."

The quality of services, responsibility toward clients and the reliability established over the years, remain the highest priorities of the company.

[www.securicom.com.mk](http://www.securicom.com.mk)

## THINGS YOU DIDN'T KNOW ABOUT...

### Securicom

- The logo-type of Securicom is two protecting hands, i.e. palms positioned towards each other.
- The successful story of the company Securicom International originates from the first security company in Vienna.
- At the celebration on 01.12.2010 on the occasion of 10 years anniversary of Securicom in Macedonia, special anniversary awards and certificates of gratitude were awarded to clients that had been cooperating with Securicom for ten, eight, seven, six and five years.





# SEMOS

## education

### Market

Semos Education is a complete educational service in the area of information technology, management, business education, graphic and web design.

With a share of 55% percent in the non-formal education, the educational programs of Semos Education complement the formal education system in Republic of Macedonia, gradually entering the system of values of each individual, and via the business community directly influence the society.

In order to remain competitive on the market, over the years, the company made strategic decisions in several directions: investment in

during which via free Microsoft exams the scholarship winners were selected. LLPA is the largest educational center network which includes the best and largest educational centers of each country.

In 2011 in Astana, Kazakhstan on the business forum of the European Bank for Reconstruction and Development the General Manager of the company Valentina Taseva received the first award "Women in Business – Outstanding Achievement in Industry".

In 2010 on the Hacker Halted conference in Miami, the management of the EC-Council

courses for end users and for children for Microsoft Office, which then rapidly in the period until 2004 are supplemented with certified trainings for IT professionals when Semos Education becomes authorized training center of Microsoft, Autodesk, Adobe and Cisco.

In 2005 as a result of a successful project, Semos Education establishes a new educational company in the area of managing and running businesses, Clear View BTC which today operates as an independent educational institution.

The College for Graphic and Web Design was established in 2006. In the same year the company



licenses for authorized training center of world renowned software companies, researches on meeting the client needs, permanent education of employees and trainers, investment in the most modern computer laboratories.

Its vision, Semos Education achieves with continual maintenance of the quality of the educational process and respecting the standards implied by the world renowned software companies. The company regularly conducts market researches to control the quality of the provided services while providing clear view of the educational needs of the existing and potential clients.

### Achievements

As of June 1995 until today Semos Education develops a strategy of positioning the brand in accordance with the highest international achievements in the IT industry. Individually and as a group the company receives prestigious awards which confirm the high quality level and market competitiveness.

In 2013 in Reykjavik, on the Microsoft Leading Learning Partners Summit, Semos Education received the first award for best marketing solution, for the campaign "I Chose Semos Education". The campaign promoted the summer schools,

awarded Semos Education with the "Best Newcomer" for 2010.

In the 5 year existence of the College the students were the best in the category of poster design on the subject: "Enter the Business World! Become an Entrepreneur!" and "Anti-corruption" and also for the campaign "Old Habits for a Better Future". On international level the College received the second prize on the subject "Tolerance – a Global Achievement".

Semos Education, over the years, acquired partnership status with the largest software vendors such as Microsoft, Cisco, Oracle, Java, Adobe, Autodesk, EC – Council, VMware.

### History

With tradition in the computer training since 1995 Semos Education is the first and largest, leading training center in the region, with 20 educational programs, over 219 different courses, 55 certified trainers and over 45,000 clients. The company shares knowledge in the IT area for over 19 years and believes that the learning process is an experience which can exert powerful transformation in the individual and in the companies.

The onset is associated with organizing

began to offer training for Project Management.

The possibility of expansion in the markets of Kosovo and Albania was first noticed in 2007. In a short time the company successfully implemented the first attempt to penetrate the European markets.

Between 2009 and 2010 Semos Education accomplished several more partnerships that will provide authorized training for EC-Council, Java and Oracle.

Between 2010 and 2011, the information security as a top issue in the market, is offered by Semos Education on the European markets intensifying the export activities of the company.

Soon after this, Semos Education introduces the service for distance learning in real time. Since then until today, the company regularly exports its services worldwide through trainers conducting training abroad or through distance learning link.

### Product

Over the years, Semos Education establishes standards in the area of computer education and today has modern work conditions for monitoring teaching and distance learning laboratories.

Semos Education provides official and customized trainings for several target

groups, professions and profiles, as well as for all ages.





According to the teaching units, the trainings can be long and short term. The curricula are practically oriented, according to the need and demand of the labor market, and the end result is obtaining internationally valid certificates. The trainings are held by 55 highly educated and experienced training staff, with years of professional experience in their area of expertise, undergoing rigorous evaluation procedures and taking exams depending on the requirements set by the respective vendor.

The official IT trainings are intended for

**СТИПЕНДИИ ЗА ЛЕТНА CISCO ШКОЛА**  
ПОЧЕТОК НА УСПЕШНА КАРИЕРА

1 целосна стипендија од 1670 €  
5 делумни стипендии од 335 €

**СТИПЕНДИИ ЗА ЛЕТНА IT MICROSOFT ШКОЛА**  
ПОЧЕТОК НА УСПЕШНА КАРИЕРА

2 целосни стипендии од 1530 €  
20 делумни стипендии од 530 €

professional development of individuals in the IT technologies area and they are

implemented according to licensed teaching program set by global vendors Microsoft, Cisco, Oracle, EC-Council, VMware and Autodesk. The licensed trainings for successful management and project management are set by the vendors ITIL, Agile and Project Management Institute.

The customized trainings for end users are for the applications: Microsoft Office, Adobe, Graphisoft, VB.NET, C and C ++.

The programs in the College for Graphic and Web Design are characterized by uniqueness of their conception and practical orientation to art and technique. They are aimed at research and development of new advances in the graphic design and multimedia.

The Children's Educational Center is suited for dedicated training between the ages of 8 and 15 years and includes courses from IT programs, Art programs and Mathematics.

Apart from the trainings, certifications are regularly offered to obtain an internationally valid certificate in the relevant area via the vendors Prometric, VUE and Certipoint.

## Recent Developments

Semos Education develops a strategy for education customized to the modern flows of learning, via the unlimited possibilities of the Internet worlds, with a focus on the learning trends of the new generations. The innovative monitoring teaching from home or office through access to the classrooms and laboratories of Semos Education, or through any virtual laboratory worldwide is a basis for limitless educational opportunities.

As from 2012 the company introduced a career

system through which all students attending training are provided with employment opportunity or practice in one of the many companies that Semos Education has signed a memorandum of cooperation with.

Since 2011 Semos Education is awarding 2 full Microsoft scholarships worth 1.530 € and 1 full Cisco scholarship worth 1.670 €, to the students demonstrating best results on the test.

Semos Education continually extends practices in the area of social responsibility through a number of innovative projects that the company intends to engage in the teaching activities. Some of them are: support of Informatics competitions, the projects of the College for Design and the projects including assistance to individuals who are at the margins of the system.

The development does not stop here - the future is in further promotion and introduction of brands that are not present in Macedonia for the time being, as well as continuous development, training and certification of human resources. The people are the most important resource of the company and it will proceed with continuous investment in them.

## Promotion

Semos Education is fully committed to understanding customer needs and finding ways to respond to their demands. On the other hand the IT activity imposes a need for education and informing the clients on all latest developments in the fastest growing industry in the world. The slogan "We Share Knowledge" fully reflects the educational mission of the company.

The promotional activities occupy a large part of the daily activities. The beginnings which were mainly oriented towards ATL promotions and services presentation via

the traditional media: press, TV/RA, billboards and print campaign today result in intensive use of digital media such as the social networks, contextual advertising, monthly reporting to clients via e-mail or the presence on the most popular internet portals. Semos Education easily establishes interaction with their clients through the new digital channels of communication.

Semos Education as a promotional activity which is successfully done for years uses the BTL promotion via organization of open days, free lectures and conferences, where the company has a direct opportunity to meet the potential clients to find out their needs and adequately address them.

As for the method of creating campaigns, according to the strict standards and advertising rules of the vendors-partners with Semos Education, original campaigns are used, customized to the Macedonian market.

## Brand value

According to a research conducted in 2013 in Republic of Macedonia, the brand Semos Education has 81.4% recognition among citizens and the company is perceived as a modern company that offers quality training by world standards.

The partnership with world famous brands from the IT industry attributes added value to the brand which in turn incorporates a guarantee that the client will obtain knowledge that has always been the most valuable asset that an individual can possess.



[www.semosedu.com.mk](http://www.semosedu.com.mk)

## THINGS YOU DIDN'T KNOW ABOUT...

### Semos Education

- Semos Education is an official training partner for authorized training of Microsoft, Cisco, Oracle, EC-Council, Autodesk and VMware.
- The training in Semos Education can be followed from any place in the world, in real time via video link.
- Semos Education has 6 classrooms and a total number of 67 employees and trainers.
- In a period of 19 years more than 45,000 clients were educated in Semos Education and the number of realized trainings until today is more than 25,000.
- There is almost no company in Macedonia whose employees have not received training in Semos Education.
- 90% of all work positions in Europe until 2015 will require knowledge of computer operation.
- In 2015 in Europe there will be lack of 385,000 computer educated profiles – potential future employees.







**Скопски саем**  
Skopje Fair



**E R A**  
GROUP

## Market

SKOPJE FAIR is the only professional company which has been organizing fair manifestations and other events in Macedonia and abroad as a basic activity for 62 years now. It is a marketing, business and information center, and for 11 years it has been in the ownership of the ERA Group from Slovenia and it regularly has a rich annual program which includes all the fields in the economy and industry. As a Multi-business oriented company, Skopje Fair offers the companies additional values, connection and successful partnerships by cooperating and coordinating with local, regional and international organizations. In addition to the conventional offer in the organization of manifestations, Skopje Fair provides its clients with an added value through the organization of company presentations, media promotion, and B2B meetings with potential partners.

## Achievements

The story of Skopje Fair has lasted for more than 60 years, a period during which the fair has seen many events, from various types from the field of economy, information and entertainment. During the long-lasting existence on the market, Skopje Fair became a member of a few international associations in the fair industry: UFI – A global Union in the fair industry which 83 member countries, the Central European Fair Alliance – CEFA which has so far successfully operated in the region and EACE – the Eastern Association of the Event industry of Europe where ERA Group – Skopje Fair has an active role.

Every year about 3.000 companies from 30 different countries are represented on a surface of 70.000m<sup>2</sup> in front of around 450.000 visitors. The ERA Group – Skopje Fair organizes 12 international fair manifestations. Annually, on that



location there are more than 20 concerts held, and an average of 200 events of various types in the Congress Center, which is a type of open media where the domestic and foreign companies can connect their interests.

## History

Skopje Fair was founded in 1950 when the first International Fair for consumption was held. Skopje Fair has since grown into a significant player in the regional and world markets.

After the first fair manifestation, the International Fair for Consumption, the development of the individual and specialized manifestations in the frames of Skopje Fair began. Some of the more traditional manifestations are the fair "Tehnoma" and the fair "Mebel", which were

first held in 1974. In the meantime, the Fair for consumption in the course of time took the title in the section food and alimentary products, now better known as "Agrofood".

In 1995 Skopje Fair became a member of UFI. Since 2001 the company is property of the ERA Group from Slovenia.

During the 62 years of existence, and monitoring the development on the markets, Skopje Fair held numerous manifestations: Modest, Mebel, the Book Fair and Librographics, Days of Education and Career, Infocom, Audio and Video Fair, the Balkan Tourist Stock

Market, Skopje Travel Market, Defense and Protection, Autoexpo, Medicine, Agrofood, Skomesa, Agroexpo, Tehnoma, Transport and Logistics Fair, Expo Bitola, Altravita, Civil Engineering Fair, Fashion Week, Finexpo, the Wine Festival, National representations and promotions.

## Product

The contemporary market conditions demand constant adaptation in search for better solutions. This focuses the ERA Group- Skopje Fair to develop new paths for trade, socially responsible projects and networks using the advantages of the new activities and investments on many markets which are excellent information for the business networking. The connection of numerous segments from the business made the Group internationally

oriented. For these goals the infrastructure was developed which includes many successful business projects in the country and abroad.

With the key priorities for establishing the regional integration and cooperation and reinforcing the connections through internationalization of its clients, exchange of experience, information and fruitful meetings, Skopje Fair offers a large program and dynamic environment. This provides an intensive





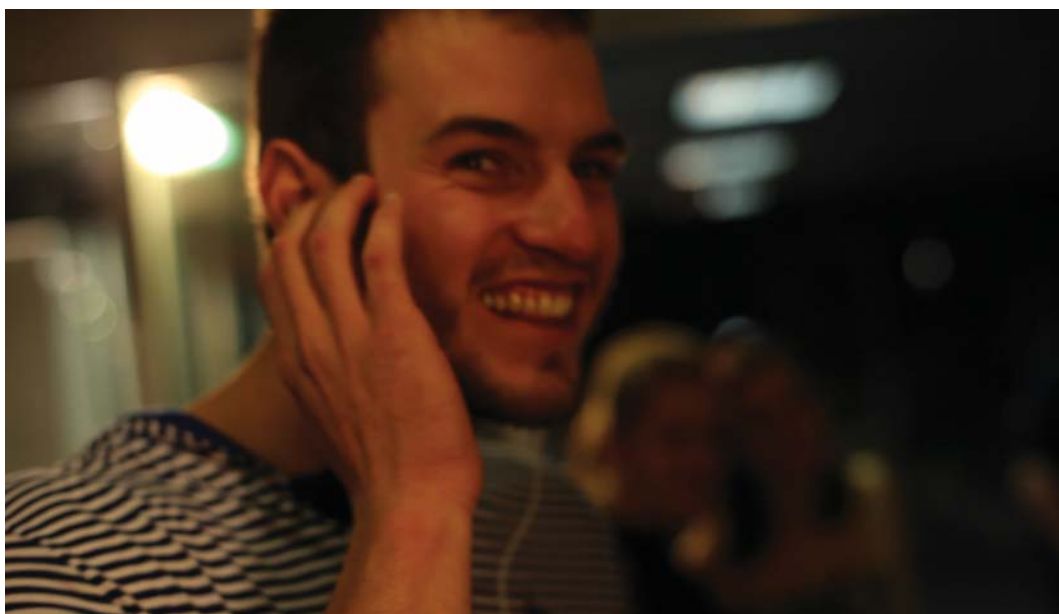


cooperation and communication between the professionals from all sectors during the fair manifestations, as a well as during the conferences, forums, seminars, debates, educational events etc., which are excellent platforms for promotion and representing of the products and brands, new strategies and corporate activities. In addition to the offer for organization of manifestations, Skopje Fair provides their clients with organization of company presentations, media promotion, business meetings with potential business partners from the wide

network of the ERA Group in Slovenia, Macedonia and the region.

At its disposal, the company has virtual offices for foreign and domestic entities, and it provides education, trainings, EU application for projects etc.

In the following period, the Era Group is directed towards the development of the existing and the new project contents, development projects, all in order to grow in to a large Multi-Business Center, where anyone can find their interest, from business to entertainment.



## Recent developments

Skopje Fair has always been attractive for many reasons: excellent location, infrastructural capacities, technical equipment, great flow of business entities etc. The ERA Group - Skopje Fair signed a strategic cooperation with renowned institutes, chambers and development companies from Slovenia for the development of competent centers, elaboration of projects, education and technological solutions. The competent centers are of great benefit to our local self-governments, the farmers, the domestic companies which are interested in investing in the sectors of agriculture, energetics and ecology. The Metropolis Arena, as a comprising part of Skopje Fair is already a famous location for organizing all sorts of manifestations, and mostly concerts of highly renowned local and world famous music stars, from all genres of the modern and classical music and entertainment.

## Promotion

The campaign "Where?... At the fair!" is a corporate campaign which was launched on the 60 year anniversary from the existence of Skopje Fair.

This campaign was launched in order to confirm the awareness for what Skopje Fair really represents as an institution, to the public. For the needs of this campaign, the idea was used that if we use ourselves as an example, not taking the business show in to consideration, at least once a year, we go and visit a manifestation, a concert or promotion, right at Skopje Fair. All those manifestations, concerts, conferences etc., are of course held at "Belasica" Street, bb in Skopje, i.e. at Skopje Fair.

The campaign was a great success and the public took it with a positive attitude and participated interactively in it, because when they were asked by telephone "Where are you?", when they were at the fair- they all answered simply with: Where? ... At the fair!

After this strong positioning of Skopje Fair in the event industry, the management was aware that it can expand and reward the portfolio with new fair manifestations: Skopje Travel Market, the Wine festival and Transport and Logistics, to enter new innovations in the work and become more available and more transparent for the entire public.

The mission of Skopje Fair is to continue to be upgraded as a brand which understands and comes in contact with the needs of the business community and the visitors.

## Brand values

Skopje Fair is one of the more popular brands in the Republic of Macedonia, known for all the contents it offers. The value of a company is measured by the value of its brands. Skopje Fair in its portfolio has 25 established and protected brands.

[www.eragrupa.mk](http://www.eragrupa.mk)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Skopje Fair

- Skopje Fair has twice received the award at an international competition for a poster in the organization of the Union of International Fairs (UFI) (Autoexpo 2002 and Tehnoma 2011).
- The first events held at the existing location of Skopje Fair were the Chess Olympics and the World Championship in Freestyle Wrestling.
- A fair is a variation of a large exhibit and has been held since the mid 19th century.
- Since the beginning to-date, Skopje Fair has held more than 750 fair manifestations.





ИНДУСТРИЈА ЗА МЕСНИ ПРЕРАБОТКИ  
СКОПЈЕ - РЕПУБЛИКА МАКЕДОНИЈА

## Market

Following the European and World trends in the meat processing industry, "Soleta" set criteria for quality and consistency in the Macedonian market. Driven by ambition and the will to create a successful and prosperous business, they created original and distinctive products that are synonym for the brand and for their tireless working and investing.

The production capacity of "Soleta" covers an area of 2,500 m<sup>2</sup>; it has annual capacity of 3,024 tons per year and the engagement of 110 employees within the entire company. Meat processing industry "Soleta" has developed its own wholesale and distribution network even outside the borders of R. Macedonia, and at the same time has a chain of 12 retail stores inside the country.

## Achievements

The greatest achievement of each manufacturer is the recognition of its products and the valorization of its effort and investing by the final consumer. From the very beginning "Soleta" was awarded with the sign of quality "With pride from Macedonia" and two years in a row was awarded for the best product and packaging.

Undoubtedly "Soleta" is among the first meat processing industries which has implemented and certified HACCP system, which guarantees safe products.

Its social responsibility and humanity "Soleta" constantly puts in function to those who need it most, always making a contribution to charity.

## History

Meat processing industry "Soleta" exists and began working from the end of 1996, but the story is preceded by many years of experience, effort, work and ambitions to create capacity for meat processing and production of Macedonian meat products.

The story began, continued and still lasts and persists by the following order of events:

- It started in 1987 as an independent company "Iva" (grocery store), which dealt with retail and which is among the first generation of

private stores on the territory of our country.

- In 1989 the trade company "Aiva" was established, which operated wholesale of fresh milk and yogurt from dairy "Svetozarevo" - Serbia.

- In 1992 the company "Aiva" began with the purchase and sale of meat products from the meat processing industry "Bek" - Zrenjanin, Serbia.

- In 1993 the company "Aiva-Bek" was established in Skopje, which was also manufacturers' representative for distribution and sale of meat products.

- In 1994 the construction of specialized facilities for production of meat products was started.

- In 1996, at 19th of December, the factory officially started the production of meat products under the name IMP "Soleta", under which still exists and operates.

- In 2002 the building was upgraded with one more floor for complete production and packaging of durable products.

## Products

Our assortment consists of around 70 products special and different in their taste, quality and technological production. IMP "Soleta" still works tirelessly and invests in the making of products for every taste and everyone's needs, while it adheres to the established criteria and quality standards. Hams are part of our assortment and they are classified as high-quality meat products produced from high quality materials according the world standardized procedures of production. Hams undoubtedly belong to the group of products with proven low energy and caloric value, low percentage of fat and high protein percentage. The range of this group of products includes various types of ham:

- pork ham
- turkey meat ham
- chicken ham
- smoked ham

These types of ham can be distinguished according to the method of preparation, production processes, thermal treatment and the categories of meat, spices and other raw materials

incorporated in the product itself.

Pride of every manufacturer of meat products are great quality and well accepted durable meat products. Made from carefully selected, high quality meat, the traditionally dried permanent meat products represent a perfect blend of exquisite taste, aroma and quality.

The process of preparation, salting and massage of meat and the excellent balance of temperature, draft, moisture and smoke capture that distinctive aroma of well-known and consumed Prosciutto.

With the continuous control of the production process and continuous investments in training and development of their human resources, "Soleta" created high quality, and most importantly standard products, which undoubtedly contributes to the







strengthening and sustainability of the brand over the years.

### Recent development

The production capacity of IMP "Soleta" is equipped with most modern technology that is continuously upgraded and improved by implementing new machines and procedures in the manufacturing process. One of the most innovative meat

### Promotion

Recognizable and memorable among customers, many of them will say: "With Soleta it is impossible to be on a diet", but most of them recognize the "Quality that is not coincidence".

This company cares about its loyal customers and constantly rewards them, organizing various prize and free gifts actions.

With its participation in daily and weekly newspapers, as well as constant promotional

company in its business and existence.

"Soleta" starts from the fact that every satisfied customer means stronger brand, and the brand recognition is closely associated with the high expectations of the customers. Only the standard, quality and safe product is the one that is highly rated and valued by the buyers.

The sustainability of the brand is a complex and difficult task, which can be fulfilled with a lot of work, investment, innovation and satisfaction of the requirements of the most demanding customers.

[www.soleta.com.mk](http://www.soleta.com.mk)



processing industries, "Soleta" all its knowledge, resources and experience inserts into new products, new packaging, new flavors and new technological procedures.

In the last year the company launched two new products, enriching its assortment with the smoked tea sausage "Bella Italia" and the long-fermented Pork Prosciutto, which satisfy the taste of those most demanding gourmards, so the new products were well accepted.

activities and tastings, "Soleta" tries to present its brand generally, as well as individually each of its products. By making an effort to offer promotional prices and packages, IMP "Soleta" aims to bring closer its products, flavors and quality to its customers.

### Brand Values

The effort made and the energy spent, the stability over the years, the simple approach, are the basic facts that make "Soleta" a successful



### THINGS YOU DIDN'T KNOW ABOUT...

#### Soleta

- The manufacturing plant of "Soleta" is the first private specialized modern facility for the production of meat products, built on the territory of R. Macedonia, which meets the basic technological-technical characteristics.
- "Soleta" is the first manufacturer in Macedonia which began the successful production of the famous Slavonian (homemade) Kulen sausage.
- Worldwide the highest percentage of sausages is consumed on Saturday.
- More than half of households in the World (53%) constantly have bacon in their homes.





# stanić

distributer kvalitete

## Market

The Stanić Superbrands acknowledgement for 2013/2014 is recognition of quality on the Croatian market.

Stanić d.o.o. is the leading distributor of domestic and global food product brands on the Croatian market. It established its leading position, most of all by continuously investing in the development of the distribution network through regional centres located in the largest cities of Croatia (Zagreb, Rijeka, Pula, Zadar, Split, Dubrovnik, Osijek), through the continuous education of its employees, by complying with the latest organisational processes as well as with high business standards. This way, the company lives its vision of being the leading distribution company for food products, while realising the business visions of its partners.

During its 20 years of business, Stanić d.o.o. has become a strong company which faces market changes successfully by adapting to new situations. This growth is due to a clear business vision as well as the implementation of a development strategy which turned the company into the strong and competitive company it is today.

## Achievements

Besides adding new products to its assortment, Stanić, also approaches its small and large gastronomy customers through the development of its own retail network. In 2013, the retail chain was expanded by opening 12 new branches in the following cities: Pula, Hvar, Knin, Dubrovnik, Medulin, Bjelovar, Varaždin, Španko, Novi Vinodolski, Biograd.

In the first half of 2014, six branches were opened and the opening of several more is planned until the end of the year.

The retail offer comprises of the company's own assortment to which, in 2013, the assortment of other suppliers was added, while feeling out the needs of small and large customers.

In order to offer customers information on current sales, news, promotions and similar in an interesting and interactive way, plasma screen TVs were mounted in larger retail branch offices. Besides the existing corporate website, Stanić also operates the website „Gastro partner“ which is more oriented toward HoReCa customers. As a discount support, a Facebook page

## LIDER U DISTRIBUCIJI

Isporuka unutar 24 sata

- Distribucija
- Skladištenje
- Logistika
- Proizvodnja
- Pakiranje
- Izvoz

Slavonska avenija 22, 10 000 Zagreb  
Tel.: 01 2481 888 • Fax.: 01 2481 881  
www.stanic.hr • www.gastro-partner.hr • stanic@stanic.hr

**stanić**  
distributer kvalitete

and the website "Moj roštilj" were developed which would focus on the planned barbecue product range.

In order to keep and reward existing customers, Stanić launched a programme for rewarding customer loyalty - the Gastro Club Loyalty Card. With this card, customers secure certain advantages and this is exactly how Stanić lets them know how important they are. In addition to creating added value for the users of the Gastro Club Loyalty card, it is also significant from the perspective of increasing the level of customer care on the market.

## History

The company Stanić was founded in 1994 as a family company which employs some 450 employees today.

The first distribution centre was opened in Zagreb in 1996. Today, the company has 7 distribution centres, with a developed network of its own retails in Croatia.

In 2007, Stanić received the "Zlatna kuna" award as the best medium-sized enterprise. The same year, the company launched its own product line, the so called food packing facility for packaging cut cheeses and meat products, as a response to the wishes and needs of the market. Through the investment in the latest production equipment, the usage of state-of-the-art packaging materials and technologies, the

application of high food safety hygienic norms as well as together with trusted European and traditional domestic suppliers, the packing facility is equipped in accordance with the highest EU standards.

The latest distribution and storage facility was opened in Kerestinec in 2008. The distribution network consists of 7 distribution centres with related regions: DC Zagreb, DC Osijek, DC Rijeka, DC Pula, DC Zadar, DC Split, DC Dubrovnik. The development of the distribution centres allows the customers to get fresh products on their shelves within 24 hours of placing an order. This is how Stanić lives its mission.

## Product

The company's portfolio comprises over 1,500 products divided into the following groups: meat assortment (fresh, frozen, processed and canned meat), dairy assortment, canned assortment, frozen assortment (fish, vegetable, pastries and dough, ice-creams), other product range (packaging, pasta, beverages,...), as well as private brands.

The meat assortment is characterised by premium products obtained from carefully selected meat which have undergone highest-quality processing procedures.

The dairy assortment includes a whole range of dairy products, while the frozen assortment is rich in high-quality products, regardless whether frozen meat (beefsteak, rump steak, chicken, turkey), fish (Pedro), potato and vegetable products, pastry ("Bakina kuhinja") or ice-creams (Yeti, Mars, Algida).

Apart from private brands, Stanić also distributes premium domestic and international brands since 2013. In 2014, Stanić introduced new brands, such as: Milkana, Imlek, Danone, El Poso, Kaiser Group, Arla, Algida,...

Stanić and Unilever signed an agreement on the basis of which Stanić d.o.o. takes on the distribution of ice-creams from Unilever's portfolio in the Republic of Croatia. Stanić disposes of the strongest capacities in





the distribution of chilled and frozen products (-20 °C to +4 °C). The distribution covers the entire market of the Republic of Croatia in all three wholesale channels (retail, key customers and HoReCa) and own retail.

Stanić continues to maintain and develop the private brands Buco, Naturella, Pedro, Goldi, as a quality response to market demands. In 2014, the offer of private brands was extended, primarily in the frozen assortment, such as the assortment of all products required for barbecuing, under the "Moj roštilj" brand: flatbread, cevapčići (minced meat rolls), hamburgers. The "Bakina kuhinja" brand includes puff pastry products and pies, and the ice-cream offer was also extended with the company's own brand Yeti. The offer was also extended in the Goldi gastronomy packaging and the Dalmatino pršut product range.

Stanić's private brands cover a wide product range and they established themselves as exceptionally valued brands of high quality and good price positioning.

## Recent Developments

By investing in all business segments as well in the knowledge of its employees, Stanić modernises and expands its business constantly. This is the way Stanić strengthens its already well developed market position. The main guideline for the development of the company in 2013 was distribution, with an increasingly opening up to the provision of logistics services and international partners. That trend continued in 2014. Logistic solutions were developed that meet all needs of business partners by providing complete logistics service in Croatia and Europe. The basis of business is to provide individual approach to each client by offering solutions in accordance with their specific logistics needs.

In 2013, the retail chain was expanded by 12 newly opened branches in cities throughout Croatia. In 2014, Stanić purchased 18 new MAN lorries. Besides 20 Iveco vehicles, the company expanded its fleet by a total of 40 new lorries that transport products in the sub-zero refrigerated regime. This investment allowed Stanić Company to strengthen its leading position in the distribution of products in the sub-zero refrigerated regimen and thus ensure that the goods will reach the customer in the shortest possible time as well as in the agreed conditions.

Stanić Company proudly emphasises the storage and distribution of food products, especially at temperatures ranging from -20 to +4 °C. It is the only company in Croatia that does this on a national level and through its 7 distribution centres. It is the market leader in this field.

Apart from the HACCP quality standard, the company successfully certified the IFS logistics standard, the highest global quality and food safety standard that ensures the quality and safety of food products in the entire production, storage and sales chain in May 2014. This by itself ensured that Stanić joined the small number of companies in the same category on the Croatian market.

In order to maintain the status as the strongest distributor on the domestic market as well as due to



taking over ice-cream distribution for Unilever, Stanić expanded its car pool. 20 cold storages were purchased in order to ensure quality and timely ice-cream delivery, with an equal ice-cream temperature, from storage to the delivery to the end customer.

Stanić Company is also working on an information system for the promotion of storage transactions and transactions of commodities. In 2013, the BI system was realised, and the WMS - system for warehouse management was also introduced (documents processing and warehouse transactions via handheld terminals) in all central warehouses of the company.

## Promotion

Stanić offers its customers best value for money through everyday promotional offers, in order to respond to the customers' needs and habits as best as possible. Regular promotional offers include weekly offers for HoReCa customers as well as bi-weekly offers for retail customers in the retail channel. Stanić also communicates regularly with its customers via newsletter, with the purpose of informing them about all news related to the company and the assortment it offers.

Stanić company, the leading distributor of food products refrigerated at above and sub-zero temperatures on the Croatian market, celebrated 20 years of successful business with a special event called „Salamijada" which was held in 2013 in the logistics and distribution centre in Kerestinec. The event was attended by numerous business partners and friends of the company.

Stanić invests in different forms of communication with the market and consumers and continues its socially responsible business and participation in various humanitarian and sponsorship projects. Thus it

promotes and furthers culture, sports and society as a whole.

As a sponsor, the company takes part in various conferences, invests in sports and supports culture-related projects, and also engages in humanitarian projects through which it donates food to those who need it the most.

## Brand Values

Apart from premium products of its business partners, Stanić also has products of the private labels Buco, Naturella, Pedro, Goldi, in its offer, and the private brands "Moj roštilj" and "Bakina kuhinja" were added to the offer in 2014.

All products of Stanić private brands were primarily produced in cooperation with Croatian suppliers as well as international partners. Customers are offered products in modern and attractive packaging. In order to ensure customers the highest level of quality and safety, a strict quality control of private brands as well as a manufacturer verification process is conducted. A verification of the production process of private brands is also performed.

The offer of quality products justifies and confirms the corporate slogan: "Stanić - distributor of quality".

[www.stanic.hr](http://www.stanic.hr)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Stanić

- Stanić has been working for 20 years for you. Its offer includes more than 1,500 food products of the dual temperature regime.
- The company has a 7000 m<sup>2</sup> large warehouse in Kerestinec.
- The warehouses dispose of a dual temperature storage regime.
- Goods are delivered to the customer within 24 hours of placing an order; this also includes islands.
- Goods are delivered to over 7,200 locations in Croatia.



**Buco**

**naturella**  
fine food

**Pedro**

**goldi**  
Professione





## Market

Macedonian market for food products in the past years can be described with the following main characteristics: open, competitive and rich. Besides the presence of numerous Macedonian brands, a lot of foreign brands are also fiercely competing for their space on the shelves. Part of them are already global brands, which have built their authenticity and recognition among the customers, as well as a big dose of trust in their consistency of quality. But there are also the ones whose appearance and existence on the market is temporary.

Vitaminka, in the narrow competition and crowded market space rules with more than 350 types of packages or 19 production lines in various segments.

Vitaminka's products are demanded on the neighbouring and foreign markets every day. The entrance on the foreign markets is of significant importance, where the tradition and the good name of Vitaminka as arguments are not known. On these markets it stands out with its own quality, where the company goes into an equal battle with domestic and already recognizable brands.

The presence on the foreign markets goes in parallel with the company's growth, and for more than 30 years export is one of the strategic departments. The expansion which has begun long time ago, completely naturally and expectedly has first started in the neighboring countries, i.e. the former Yugoslavian countries, today continues on the other continents. This is shown by the 25-year presence on the markets on the faraway Australian continent. Then, another 30 countries around the world follow up, where part of the market belongs to Vitaminka. How much the company takes this seriously can be seen from the fact that the export takes 45% of the total annual income.

These numbers and facts distinguish Vitaminka as one of the most successful companies in Macedonia that has a constructed functional internal structure, works on its development and is recognized by several good and firmly built brands, which by being very well-known have overcome the national frameworks and have become widely famous and present brands.

Part of the credit for this is the company's policy for unified and unique quality, i.e. the treatment of the production quality equally, regardless if it is intended for the domestic or the foreign markets. Led by the knowledge about how much quality ingredients are important for the taste and the quality of the final product, the company is uncompromised when it comes to the selection of the resources. Part of the essence of the company's strategy is to continue with the same energy and clear vision, bigger presence on the global markets with its full production program.

## Achievements

One of the biggest and the most important achievements of Vitaminka is its sole existence on the market for more than half a century. Vitaminka

strengthened its presence on the market on a daily basis with the well-established corporate brand, which is identified as a national value, top quality without exceptions and tradition.

Based on the values introduced long time ago and following and coping with them on a daily basis, this company represents a paradigm in the creation of a large number of authentic brands from its products. Each one of them, based on the good implemented launching and development strategy, consistent communication, moderate marketing approach, exists as an independent brand, outside of the inheritance of the corporate identity.

The success of the approach of this company towards the creation of brands is even bigger because of the equal recognition on the foreign markets, which speaks for a well-established brand and authenticity.

A benchmark for the most

strategy, consisted of:

- High and standard quality of the products
- Affordable prices
- Fast and expedite delivery to the retail stores
- Progressive, systematic expansion on the foreign markets
- Upgrading of customers' trust
- Regular quality control
- Modernization and additional equipping of the production processes with new machines
- Increasing the company's productivity through investments and
- Education of the professional staff on all levels and of all the employees by using the most contemporary professional trainings, courses and visits to European and world fairs.

In a context of the aforementioned, brands "Cevitana" and "Vitanez" have been proclaimed as Superbrands for 2011/2012, as well as the corporate logo of Vitaminka. "Frutti Jaffa", "Melodi" and "Vitanez 610gr" have been awarded with a "Golden medal" on the 76th International Fair in Novi Sad. Significant social affirmations are also the Certificate of appreciation for a special contribution in building the humanitarian society from the Children's Embassy "For all the children in the world", as well as the Certificate of appreciation for their support on the International Seminar for Leadership MILDS, organized by AIESEC, the biggest student organization in the world.

## History

Founded in 1956, Vitaminka is one of the oldest factories in Macedonia. Ever since the founding until 1974, Vitaminka had worked with one production assortment, ground red pepper, which was sufficient for successful operation of the factory for entire 18 years. The need for bigger production capacity, which had been imposed all those years, became a reality in 1975, when an expansion of the production assortment followed and thus, the continuous development of the factory has endured, and has not stopped today.

Vitaminka from Prilep has grown from a factory for production of ground red pepper into a leading company in the food industry on the Macedonian market, but also with an increased presence on the foreign markets, where at the moment has been placing around 45% of its annual production in around 27 countries around the world. With a process successfully completed in 1999, Vitaminka is fully privatized company.

The best years in Vitaminka's economic work are the 80s, when the company in a short time frame opened its own subsidiaries with a 100% owned capital in Dusseldorf (Germany), Bratislava (Slovakia), Sofia (Bulgaria) and Nis (Yugoslavia). This expansion was a preparation of the field and a part of the strategy for expansion of the company and placing its products on the European markets. Today Vitaminka is present in around 30 countries



that famous Macedonian brand, can be also classified as a mark on the Macedonian market is Stobi Flips. It exists since 1977 and within short time it became a No.1 brand in terms of number of sold packages on the Macedonian market in the food segment. Stobi Flips with its quality and extraordinary unique taste has secured itself a spot also on the markets in nearly all the Balkan countries where it almost has a treatment of a domestic product.

The entire success of the company is based on the consistent practice of following the created



around the world.

Fifty-eight years later, Vitaminka has 19 production lines in the chocolate segment, teas, soups, powdered spices, jaffas, coffee, pellets, etc. With a production program consisted of wide variety of tastes (sweet and salty, sour and hot), products programs for pre-courses and after-courses, food supplements, desserts, snacks, it has an assortment for all ages of the population, from 7 to 77.

If all that success is measured in numbers, today Vitaminka has more than 576 employees, out of which more than 90 are highly educated professional staff from various areas, such as technological engineers, food biotechnologists, mechanical and electrical engineers, economists, lawyers, etc.

## Product

The crunchy taste of Stobi Flips for the first time was "heard" in 1977. This story they say, was born by coincidence, but nothing in life is accidental, as well as the creation of the no.1 brand in Macedonia and the region. Even though the initial decision of the management was to make simple crisps, something made them change their decision and start with a production of flips. They started with the production of Stobi flips, tasty crunchy snack, irresistibly "contagious" for all the generations. Accidentally or not, to our big satisfaction today, for the first time the most famous and the tastiest Macedonian flips has been produced in

anywhere and already deeply embedded in the daily routine of the customers.

Recent development

In 2014, as a result of the strategy to go a step forward in the creation of products with a perfect quality, Vitaminka upgraded its chocolate and chocolate products production line with an installment of new equipment, an investment worth 2.5 million Euros.

The new machines for production of chocolate and chocolate coated products are from the Swiss brand BÜHLER. Machines are improving the



presents itself as a Socially Responsible company. It supports various humanitarian activities for children and grown-ups, takes part in activities for keeping and developing the environment and of course, the company is the biggest friend of sport:

- General sponsor of the Macedonian Basketball Team
- Sponsor of the Macedonian Football Team
- Sponsor of the state snowboarding championship in Macedonia
- As well as a sponsor of the popular extreme sports here, such as "Hill Auto Racing", "Hiking" and "Paragliding"
- Supporter of Igor Stefanovski - Idze, the best Macedonian automobile racer and European Champion in mountain routes for 2014.



taste of the chocolate and therefore are used by all the Swiss chocolate producers. With the purchase of this technology, Vitaminka has become the only company in Macedonia that produces high-quality chocolate.

Vitaminka has complemented the usage of high-quality ingredients for production of the chocolates with these machines, that have a reputation of a must-equipment in the industry. With this investment, the company additionally has fastened the production process and has contributed towards increasing

## Brand Value

Starting from the slogan "World of tastes", Vitaminka during these more than five decades of existence, has developed several characteristics more, which increase its value. Above all, Vitaminka, the world of tastes, has become the world of flawless and confirmed quality. Vitaminka with all its products, with all the colorfulness of its range of products, takes a big part of the Macedonian food market.

That's how the company and its brands became a national landmark and values which the customers identify with. The long presence on the market, the time frame that includes more generations as a pleasant presence that connects the family from 7-77 years old, develops strong emotional bond with the brands of Vitaminka.

[www.vitaminka.com.mk](http://www.vitaminka.com.mk)

## THINGS YOU DIDN'T KNOW ABOUT...

### Stobi flips

- is made from carefully selected corn, peanuts and fresh sunflower oil, which satisfy even the most strict world standards when it comes to quality and health safety
- German technology and machines are used for production
- does not contain genetically modified ingredients
- does not contain gluten and is suitable for consumption also for the people with gluten-intolerance
- does not contain Natrium Glutamine, artificial aromas and colours
- does not go through a process of frying and there is no danger of presence of acrylamide.

Prilep.

Until now, Vitaminka has produced several billion packages of Stobi flips and each one of them has the same, irresistible peanut taste. The company is constantly developing the product, never towards directions of changing the taste, but in direction of improvement of the quality.

As a continuation of the excellent program and as a result of the bigger interest of the customers in the irresistible flips, the market demands more tastes. Therefore, Vitaminka in 2003 introduced two novel Stobi flips tastes – pizza and cheese. Afterwards, an expansion of the line followed with snacks with a new sub-brand name – Stobi rings and Stobi sticks. In 2012, Vitaminka introduced Stobi rings with a taste of barbecue and sour cream – onions and Stobi sticks with a taste of hot dog and ketchup. As an addition to the Stobi Flips story is the story of Choco Stobi Flips, which is an extruded core of grains, topped with first-class milk chocolate. Besides the common name, these two products, even though in a different segment, sweet and salty, still have a common characteristic – irresistible taste and premium quality.

The package design through the years remained almost unchanged, with an introduction of small changes, the package of Stobi flips is recognizable

of the production capacity for three times.

## Promotion

It is an undisputed fact that Vitaminka is one of the first Macedonian companies that in the 80s had recognized the benefits of marketing and conducted marketing campaigns. With an increased marketing strategy, it continues with the communication with customers in every possible way and by using all the resources available. We all know the excellent campaigns with the high-budget videos. We all remember the sentence "Believe it or not, the family Stefanovski continuously watched tennis for 120 hours, 30 minutes and 28 seconds", part of the series of commercials "Irresistibly tasty flips". Among this creative campaign, through the years we have seen the commercials for the new tastes of Stobi flips – pizza and cheese, the singing commercials for Choco Stobi flips and the last one, made for 35 years of Stobi flips, intended for "The generations that are growing and have grown up with Stobi flips".

In parallel with that, Vitaminka conducts BTL and ATL campaigns, additional activities, tasting sessions, effective public relations and direct communication with the customers.

As part of its strategy for promotion, Vitaminka



# TEA МОДЕРНА

## Market

The first issue of "Tea Moderna" was published on March 29, 2000 as a private edition on the domestic media market, at a time when magazines of this type and in Macedonian language were a rarity. From almost a pioneering position "Tea Moderna" has developed into the largest circulated magazine in the Macedonian media market at several levels - conceptual, visual and by content and added a value into our society. Started as, relatively speaking, a publication designed for women, it became a weekly magazine for "smart and fashionable" with an intention to raise the readers' level as close as possible to its recent motto.

By the content offered "Tea Moderna" has become one of the bastions of the civic culture and the nice words, a magazine especially careful not to hurt in any way the taste of the readers and their sense of measure.

It certainly has been achieved with the dedication to the work, honesty and virtue of the founder, editors, contributing journalists, photographers and the artistic and technical editors, proofreaders ... most of which are still the core of the editorial team of the magazine, supported by the marketing teams, printers and distributors and the management group "Media print Macedonia" where "Tea Moderna" belongs to.

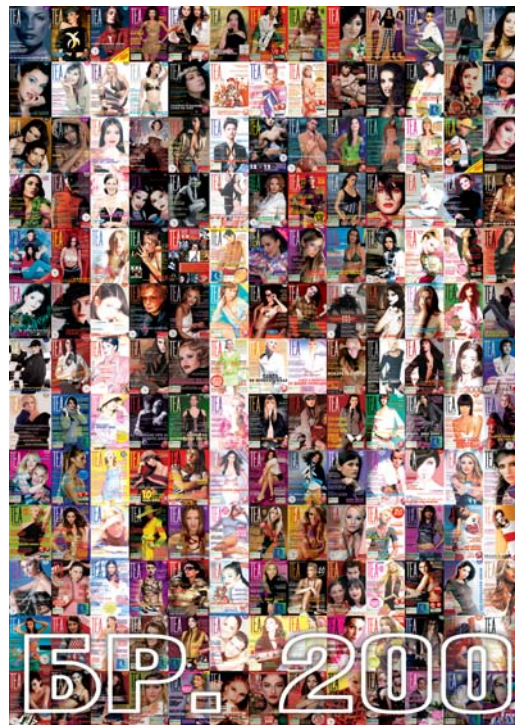
The market, in particular the readership was able to recognize it and to this day the magazine for many families is more than a weekly magazine, something like a home almanac of events and happenings including the people they know or want to be acquainted with.

## Achievement

In more than 700 issues of "Tea Moderna" up till now a constant in its editorial policy has been lingering. It is the one that this journalistic product should deal with the opportunity to offer positive examples, stories and characters through which better quality of life will be reached and achieved. With its modern concept, through quality and inspirational readings about the fashion, beauty, style of living, culture, art, sport ... in its 13 years of existence at the Macedonian media scene "Tea Moderna" have imposed new and higher criteria that give a special feature of being recognized as a medium.

A huge step in the domestic publishing arena, and in winning the love of the audience, projects

undertaken between 2004 and 2006 have been carried out, with the aim of promoting and popularization of the lasting cultural values. It all started with the spring 2004 issue of the album "Oktoehos" by Kokan Dimusevski and immediately afterwards with the CD with 130 books in e-format of "Blesok"(Shine), which presented 80 authors from around the world in a total of 35



languages. Then a series of music CDs: Classics of the classical music (Maria Callas, Beethoven, Mozart, Schubert, Strauss and Chopin), the world jazz legends (Louis Armstrong, Count Basie, Nat King Cole, Ben Goodman, Ella Fitzgerald, Errol Garner, Chick Correa, Charlie Parker, Billie Holiday, Duke Ellington, Cab Calloway), five CD collection of "Towards the tradition" from the Macedonian musical treasure (Synthesis, String Forces and Pece Atanasovski Orchestra, Ensemble Tanec, performances by Nicola Badev), compact discs with 4 Macedonian anthology films (Wolf's night, Miss Stone, Black Seed and Before the Rain), a CD of music and Garabet Tavittjan and Bodan Arsovski were released.

In addition many calendars were also released:

for the 2003 "Tales about our James Bond", the religious calendar for 2005 with Macedonian icons and the calendar for that same year with photos of famous Macedonian artists, as well as the calendar for 2006 with motifs from the megalithic observatory Kokkino. TEA has also released the postcards with motifs from New York from the exhibition "Street" from Milco Mancevski. Among the fashion campaigns, there have been many editorials and calendars, but especially popular has been the special campaign "Colors of Macedonia", in which nine Macedonian designers (Ivana Kocewa Nikola Buleski, Jana-Cuposka Maneva, Jacqueline Zaklina Nikolovska, Alexandar Noshpal Roze Trajceska Nenad Sekirarski Daniela Simonovska Nikola Eftimov and Hristina Filipova have created a fashion collection in the colors of the Macedonian flag, which have also seen a magazine edition.

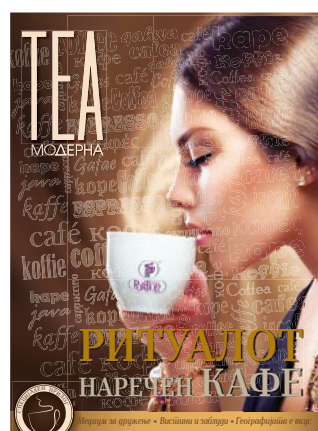
As a socially responsible company "Tea Moderna" has been involved in projects for raising awareness, so that during the disarmament after the military conflict in 2001 "Tea Moderna" has organized a competition. The contestants were asked to write a sentence or two against weapons or to devote part of their time thinking about this problem, and in celebration of the 10th anniversary of "Tea Moderna" in 2000, instead of a celebration event 5,000 Euros were donated to the Intensive Care Unit at the Pediatric Surgery Clinic in Skopje.

All these campaigns have strengthened the already gained magazine readers' trust, but also the trust of the individuals that "modern Tea" has targeted as its interviewees. They have been narrating their personal stories, opening their homes, guided us through their favorite destinations, talked about their fashion and general lifestyle, without any doubt that their confidence will be betrayed.

## History

The first issue of the weekly "Tea Moderna" was delivered to the tobacconists on March 29, 2000, as an edition of "Planet-press", printed in color and on 52 pages. Firstly it paved the way to the women, promoting itself as a magazine for fashion, health and beauty, which equally treats almost all genres, themes and novelties in all of these areas.

Soon "Tea Moderna" has widened its interest and topics, personalities and events and it became a favorite Wednesday reading of the whole family, especially when the the number of offered pages ranged between 84 and 104 pages.





From the first to the 332nd issue, specifically from the 2006 "Tea Moderna" has been released as an independent publication, and then by November 23, 2011, or by the 582nd issue with the three dailies in the Group "WAZ Media Print Macedonia": Utrinski Vesnik, Dnevnik and Vest. "Tea Moderna" joined this family in 2006, and since 2010 it is wholly owned by this media group. Since 2012 "Tea Moderna" is part of "Orka Holding", the new owner of "Media Print Macedonia".

However, since last year, it is part of MPM but with new ownership structure with equal capital of: the Corporation "Orka Holding", "Internet

Investment Group" and "Mirex plus."

In its 13-year of development the magazine has always had the leading position on the domestic market as the largest circulation magazine in the country, which in a period of certain actions and campaigns has reached up to 60,000 copies, while as part of the MPM's daily newspapers up to 100,000 copies. Although as special editions, "Tea Moderna," has been related to many additional contributed readings that enrich the content of the magazine.

Also, the editorial staff of "Tea Moderna" edits the "Tea Crossword", which is being sold as an independent publication and is published once a week, then, the specialized individual issues for children "Play" (Igraj) and the monthly magazine for creative activities "Do it yourself" (Napravi sam) and a new quarterly magazine for parents and children "Tea kids" has been announced to be issued soon.

## Product

Every Wednesday, on 84 color pages, respecting the highest standards of quality content, trust, professionalism and exclusivity, "Tea Moderna" provides its readership with information and stories about famous people, the fashion, the food, the home and the beauty. Through various forms of news, the editorial constantly includes the readers in creating its content and this approach has allowed us during the second edition coming out as a independent issue of TEA to reach circulations that make it the most relevant magazine of this kind at the domestic media scene and a solid link between its readers and advertisers.

## Recent Development

Since mid-2011, "Tea Moderna" has been

redesigned and the cooperation with the Croatian magazine "Gloria" has been enhanced. During the glamorous promotion on that occasion the reputation of this weekly magazine has again been confirmed, given the number and profile of visitors who have responded to the invitation to be part of this event. The magazine has 84 pages, new design, and is printed on 80 gr paper.

From issue to issue the new independent publication number confirms the concept of TEA as a medium that offers a reading that supports the good taste of the audience and which regardless of the topics, information and people to treat will

edition was advertised on several radio and TV - channels. So far "Tea Moderna" has been media sponsor of many cultural events and fashion shows: the Fashion festival in Budva, the shows of "Accademia Italiana" in Florence and "Mango" in Istanbul, Skopje Jazz Festival, the Film Festival "Brothers Makani" music Festival "Taksirat" and in 2011 as the media sponsor of the participation of the young actress Natasha Petrovic at "Shooting Stars" in Berlin. Since 2012 it is a regular sponsor and partner of Skopje Fashion Week and Skopje Design Week.

"Tea Moderna" is also a regular supporter of SOS Children's Village, the Orphanage "October 11" and many other organizations of vulnerable groups of citizens.

In 2012 as a project of redesigned edition in a competition game with TEA was designed and implemented in the theater which provided a 50% discount on tickets to theatrical institutions across the country and several other actions that will

enable the magazine to enhance the leadership position are being announced.

## Brand Value

Developing by content and visually "Tea Moderna" continually expands and improves its slogans and concepts. Hence, from a release for the "smart and fashionable" today it is "exciting from the first to the last". It enables constant connectivity with the wider readership that to which defines it to be a mandatory weekly literature which does not burden but informs, educates, entertains and advises. In short, the vision of this in every respect, a unique edition is to improve the quality of lifestyle of each member of the Macedonian family.

[www.teamoderna.mk](http://www.teamoderna.mk)

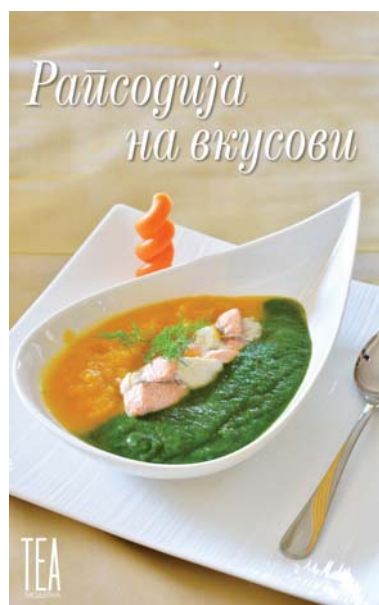
## THINGS YOU DIDN'T KNOW ABOUT...

### Tea Moderna

➤ Tea Moderna Kompakt-discs of "Modern Tea" for enduring popularization of the cultural heritage (music, movies, and e-books) were published and sold in almost a million copies. The serial which attracted public attention were the portraits of the Macedonians, especially young professionals living abroad. More than 200 interviews with people who have become successful and the fabulous destinations abroad have been published.

➤ "Tea Moderna" columnists in the past 12 years have been Jagoda Mihajlovska - Georgieva with "Our stories", Ruzica Pejovic with "Seir", Bratislav Dimitrov with his "Classes about loneliness", Ivana Tasev and Ivan Polazarevski with "TEA Skribomani".

➤ The last interview of the first president of the Republic of Macedonia, Kiro Gligorov was published in "Tea Moderna" on 28.12.2011.



resist the current market trends - to buy the readers attention with gossips and small talk. The redesigned and independent edition of "Tea Moderna" has launched its own web portal [www.teamoderna.mk](http://www.teamoderna.mk) and an electronic edition.

In the past three years, this magazine will continue its humanitarian mission by getting involved into numerous humanitarian actions including the donation of equipment and air-conditioning to the University Clinic for Children's Diseases - Skopje, donation of equipment and appliances to the University Clinic for Radiotherapy and Oncology - Skopje, the charity fashion show in the Fall issue of the Fashion weekend - Skopje, in 2012, when the designers creations displayed on the show were donated to the Orphanage "October 11", including shoes from the shoe factory "Bargala", participation and generous support in the implementation of donor chocolate's auctions, to improve the living conditions and education of the students in the public school for the rehabilitation of children and youth with visual impairments "Dimitar Vlahov".

Certainly, the regular engagement at the fairs dedicated to beauty and the women by pointing the pillar of the family should not also be neglected.

## Promotion

Each new issue of "Tea Moderna" is announced in the "Media Print Macedonia" editions. Redesigned







Национална установа Театар КОМЕДИЈА – Скопје

## Market

Comedy Theatre is the youngest theatre in Republic of Macedonia, and as a theatre with genre orientation, has a clearly defined audience. Except the genre, the young people of the ensemble of Comedy Theatre are the main attribute for attracting young audiences to visit the theatre and for the fast entrance of Comedy Theatre in the

theatre institutions, with the number of new productions, number of performances both at home and abroad, and also with the awards won at national and international festivals.

Comedy Theatre, in the short but rich by achievements portfolio, presents nine new productions and builds the repertoire that includes

written by Ksenija Dragunskaja, and directed by Boris Lijesevic. And certainly, there's always a place for the bestsellers as the boulevard comedy "Boeing-Boeing" by Marc Camoletti, directed by Sinisha Evtimov.

Comedy Theatre has toured extensively across Macedonia, including Kichevo, Vinica, Shtip, Radovish, Gevgelija, Kumanovo, Sveti Nikole, Ohrid, Bitola, Prilep, Tetovo etc. Also, Comedy Theatre has taken part at various festivals in Macedonia and won awards: award for The Best Young Actor; The Best Costumes and The Best Music for the play "Marriage" at The National Theatre Festival "Vojdan Chernodrinski" in 2013 and the award for The Best Young Actor for the play "Hamlet in a Spicy Sauce" at the same festival, the following year. At The Festival of Ancient Drama "STOBI" for 2014, with the play "Much Ado About Nothing", Comedy Theatre won the awards for The Best Actor and The Best Actress in a leading role, and the award for The Best Direction. Also, Comedy Theatre took part at the "Festival of the soliloquy" in Bitola, "Days of comedy" in Kumanovo, "Ohrid Summer" and "Bitola Shakespeare Festival."

Comedy Theatre toured twice outside the borders of our country. With the play "There's one for everyone" by Venko Andonovski, the theatre was guest at the International Theatrical Festival "Black Sea" in Trabzon in May 2013, and at the festival of comedy in Mostar - "Mostar Liska" with "Ah My Love" by Kole Angelovski and returned with three awards of the evening: The Best Actor in a Leading Role, The Best Direction and The Best Production.

During 2013, Comedy Theatre in association with Municipality of Aerodrom, organized a cultural summer of theatre - "Aerodrom is laughing" which featured Comedy Theatre, Drama Theatre and Macedonian National Theatre. Cultural Summer was held from 17.06 to 22.06.2013 in the Park of the Lakes in Municipality of Aerodrom, and in 2014 became the first Comedy Festival - "Naked Moon" which took place in the Municipality of Aerodrom from 21.06. to 30.06.2014, and got an international dimension with the performances of the National Theatre - Tuzla and theatre from Belgrade. The festival was of a competitive nature and awarded four cash prizes - for The Best Actor, The Best Actress, The Best Director and Grand Prix for The Best Performance.

## History

Comedy Theatre as a national institution was established in November, 2011. As a Chief Executive Officer of the institution is set the ultimate actress Jelena Zhugikj. From 1997 to 2012 she was a leading actress in the ensemble of the Drama Theatre - Skopje and winner of many theatre awards. The official opening of Comedy Theatre was highlighted with the premiere of the play: "Ah My Love" on 27th of March, 2012, the date that is reserved for National Theatre Day. From that moment, Comedy Theatre is written in the Macedonian Theatre history. In the beginning, Comedy Theatre performed on the Drama Theatre stage, but as the time went by, this stage become too small for the ambitious team of Comedy Theatre. So, after two years of existence as a theatre company, Comedy Theatre got its own



world of Macedonian theatres. There's not only the audience from Skopje, there is an audience from across Macedonia too, which does not only attend performances in Skopje, but throughout Macedonia as well, as the Theatre tours frequently in other Macedonian cities. In this way, there's chance for presenting the comedy to a wider and more diverse audience.

## Achievements

Comedy theatre in its three-year history, successfully became one of the most serious

works macedonian authors: "There's One For Everyone" by Venko Andonovski, and directed by Vladlen Aleksandrov, "Ah My Love" written and directed by Kole Angelovski and "Flight Over Candidate's Nest" by Blazhe Minevski, and directed by Andrej Cvetanovski. In Comedy Theatre, there's a place for the world literature classic comedies, such as as Gogol's "Marriage" (directed by Dejan Projkovski) Shakespeare's "Much Ado About Nothing" (directed by Dejan Projkovski). Comedy Theatre also pays attention to the contemporary comic dramaturgy as "Feeling Of The Beard"



building in the center of Skopje (the old Theatre Centre). Thus, Comedy Theatre increased their audience and the creative space for creating new artistic worlds.

## Product

Comedy Theatre as a genre oriented theatre is trying to put all the subgenres of comedy to its repertoire from classic comedy, to grotesque and all through the cabaret form, but every form is related to the genre - comedy.

Comedy Theatre creates a product that is always trying to satisfy the two key factors for creating a desired product. From one side there is creating a work of art, which reaches top aesthetic values and meets all criteria for fresh and modern theatre expression, and on the other side there is the factor – a satisfied audience.

The theatre is committed to a total modern theatre with the actor at the centre, and that kind of actor who is ready to act, sing and dance on the stage for a higher theatrical experience and accomplishment.

The theatre is equipped with an ensemble of actors, but also with a technical team and administration who all work together to accomplish the ultimate goal, attracting new audience and retaining the loyal one.

## Recent Developments

On the repertoire of the Comedy Theatre, mostly, there are texts from the classic comedy, with a preference to a contemporary setting of the same play. In the next period, Comedy Theatre wants to expand its repertoire with all subgenres, such as cabaret, musical, stand up, and many other forms of theatre.

By the end of 2014, a new

number of audience, and the ensemble is used to play in front of filled halls wherever it goes. The marketing strategy is based on constant presence in the media (papers, radio, tv), as well as publishing its weekly and monthly performance schedule on the internet, social media sites, etc. As central they are in the institution, the artists of the Comedy Theatre play a serious part in the marketing of the productions through interviews, statements and various media appearances. Thanks to this marketing strategy, two actors from the Comedy Theatre ensemble, won the prestigious award for the most popular young actors in Macedonia for 2013 - "Golden Ladybug of Popularity".

Comedy Theatre has its own Facebook page with over 10,000 followers where it publishes the performance schedule, announces tours, posts photographs from the productions, curtain call videos, etc. Since much of our audience are young people aged 18 to 35 years, this method of advertising is an excellent opportunity to inform as many people as possible exactly what is



happening in Comedy Theatre in real time on a daily basis.

## Brand values

The important thing is that Comedy Theatre with all of its plays attracts different types of audience, but there is a one constant audience which is the core of all - young people. Because of the diversity of the audience, Comedy Theatre can proudly say that it is the most attended theatre. The Theatre with its premieres, performances, tours, festivals and promotions quickly reached the top of the Macedonian theatre and managed to impose itself as a brand among the theatre-people, and among the audience, who follow the successes of the theatre with a great pleasure. Therefore, this move for inclusion of Comedy Theatre in Super Brands is more than logical as Comedy Theatre is not only a theatre with the biggest audience in Republic of Macedonia, but also a theatre respected by the theatre-people.

[www.teatarkomedija.com.mk](http://www.teatarkomedija.com.mk)

THINGS YOU DIDN'T KNOW ABOUT...

## Teatar Komedija

- > Jelena Zhugikj, the Chief Executive Officer of the Comedy Theatre, was a delegate for Party-In-Government for the Parliamentary Elections in 2014. After being voted as an MP, she subsequently withdrew in order to continue making further contributions towards the advancement of the Theatre in the Republic of Macedonia;
- > 93% of the tickets for every performance from the repertoire of Comedy Theatre are sold out two days before the performance of the play;
- > The Play "Boeing-Boeing" is the most popular play for 2014 in Macedonia. Every performance is sold out one month in advance.



production of Aristophanes' "Lisistrata" will be premiered, directed by Natasha Poplavska. The production will be in a cabaret form, which will diversify both the repertoire and the audience alike.

## Promotion

Comedy Theatre with its marketing strategy has succeeded in attracting large







## Market

The Stanić Trade company, a member of the Stanić Group, is a company from Bosnia and Herzegovina which markets a broad range of consumer electronic appliances of the most famous global brands such as LG, Philips, Sony, Hotpoint Ariston, Electrolux, Indesit and others. The uniqueness of the company is reflected in the fact that Stanić Trade is one of the few companies which at the same time develops a distribution network, independent retail chain, and markets products which it represents through telecom operators.

A particularly well known segment is the retail chain called Techno Shop, which, during the seven years of work, has been recognized as the market leader providing final consumers with the opportunity to purchase appliances of superior quality at amazing prices. The primary objectives of the retail chain are improving the quality of life of the final consumers and raising the comfort of shopping to a higher level. This approach and strategies enable new successes of the retail chain Techno Shop.

## Achievements

The company Stanić Trade stands out for its excellent trade services, high-quality offer and competitive prices, and extremely fast and high quality after-sales maintenance and services, which represents a significant benefit for final consumers, both the customers of the retail chain Techno Shop and the customers of some of company's distributors.

In order to provide high quality services and cooperation to consumers and other partners, Stanić Trade can be singled out as a unique company in applying modern standards including training of sales staff and constant improvement of sales and promotional skills. Social responsibility of the Stanić Trade company and Techno Shop retail chain should particularly be emphasized. Numerous humanitarian campaigns and donations were implemented to help Clinical Center of Sarajevo, Children's Home Bjelave, and Children's Home Rada Vranješević. Through the Charity Shopping program, the funds for socially deprived persons in BiH were collected on a monthly basis and assistance in necessary technical equipment was provided to those who were most vulnerable in the flooded areas.

Customer support is complemented by Techno Shop customer loyalty program, whose members enjoy many benefits when making purchase in stores.

## History

The company Stanić Trade was founded back in 1994. Since its establishment, Stanić Trade is developing distribution of technical goods and endeavours to offer customers in Bosnia and Herzegovina appliances of superior quality at



affordable prices with superior quality of services. The story of success of the company as well as the retail chain began with cooperation with Goldstar, a present tech "giant" known as LG, from whose portfolio the company in BiH sells home appliances, air conditioners, other small electronic appliances, audio, video and TV appliances. Especially important year for the company was 2007, the year when we started to develop the retail chain Techno Shop. The first sales facilities were opened in Sarajevo and Tuzla, followed by the opening of sales facilities in Banja Luka and Zenica, and then in Orašje, Mostar, Visoko, Bihać and Brčko. The year 2008 was marked by the signing of an exclusive contract with the BH Telecom operator, the opening of

another sales channel and expansion of the range that Stanić Trade company markets in BiH. In 2009, the Hotpoint Ariston company became a part of the company portfolio, widening the company's range in built-in and freestanding home appliances of this brand. In 2010, a distribution contract for Sony TV and Audio Video devices was signed which achieved exceptional sales results, and in this year the brand Sharp joined in, completing the offer of TV appliances. In the following year the contracts were also signed with the companies TPV and Electrolux, and in 2013 the offer was widened to the gaming segment with signing of contract with Sony Playstation.

## Product

Through the years of hard work on the market of BiH, the Stanić Trade company has become an indispensable factor in all market





segments and market attributes. Since its establishment, the company has built a very strong and widespread distribution network which now includes more than 150 distributors which have their own retail stores and through which the appliances represented by Stanić Trade company are sold throughout Bosnia and Herzegovina. Currently in Bosnia and Herzegovina there are ten Techno Shop retail stores, marketing superior quality appliances on more than 3,800 m<sup>2</sup>.

The pillar of the success of the company is primarily the flexibility, but also structured planning and implementation of set goals and tasks. During seven years of existence in Bosnia and Herzegovina, the company's retail chain - Techno Shop has proven to be distinguished when it comes to standard and quality of supply and services.

Today, in Techno Shop retail stores it is possible to find more than 4,500 types of products in the domain of consumer electronic appliances such as: TV and audio-video, home appliances, air conditioners, small household appliances, IT equipment, accompanying computer equipment and photo equipment. The range includes only products of global and famous brands. Customers have learned that Techno Shop is a place where they can find the best quality products, prices that suits them, excellent service, favourable types of payment and friendly staff.

### Recent Developments

The Stanić Trade company constantly endeavours to improve the competitiveness of offer in all



segments and develop a retail network that will supply a wide range of consumer electronic appliances in as many cities as possible.

### Promotion

Following global trends, the Stanić Trade company invests heavily in promotional and advertising activities. Given that brands that can be found in the offer are the global leaders in innovation, technological achievements and design, their promotion is thereof always innovative and at a very high level, realized via ATL (above the line) and BTL (below the line) advertising.

In the category of advertising, in media and in the retail stores, the Stanić Trade company has set many standards, creating new approaches to communication.

### Brand Values

The modern trade concept, which provides a cosy ambience, modern and innovative design, comfort, ease of purchase, indicates the orientation of Techno Shop to a high degree of satisfying the needs and desires of consumers. All of the above made Techno Shop the customers' first choice in purchasing consumer electronic appliances and the Stanić Trade company a synonym of quality and strong distributor on the market of Bosnia and Herzegovina.

[www.technoshop.ba](http://www.technoshop.ba)



### THINGS YOU DIDN'T KNOW ABOUT...

#### Techno Shop

- From the establishment of Techno Shop until today, 300,000 purchases were done
- 45% of Techno Shop retail stores customers are women and 55 % are men
- Techno Shop loyalty card is used by more than 29,000 consumers





КОМПЛЕТНО РЕШЕНИЕ

## Market

Telekabel services are currently offered in 11 cities in Macedonia. Stip, Bitola, Veles, Strumica, Kavadarci, Kocani, Sveti Nikole, Skopje, Radovis, Negotino and Prilep are fully covered with their own network.

Thanks to the competitive prices, the quality of services, the selection of channels and packages adjusted to the customers' needs, as well as the

become part of the Telekabel network and can use the free and unlimited calls.

Due to the quality-oriented and professional working, as well as the motto – the client is always first, Telekabel has become the company that it is today – one of the most successful Macedonian companies and Macedonian recognizable brand.

8 years in a row, Telekabel is positioned among

Telekabel was expanding very quickly and its network was spread throughout the entire territory of Macedonia. Meanwhile Telekabel has come with an idea for improved service and novelties in its network and established the first cable internet connection in 2004.

The internet was followed by the implementation of digital platform, and 60 new digital channels and 3 HD channels were released in 2005.

In 2008, Telekabel introduced another novelty – fixed telephony with low and acceptable price for all users.

With its operation, Telekabel contributes to the development of the Macedonian telecommunication market, and the presence of the internet in the Macedonian households.

The expansion to Strumica and Veles took place in 2008. 2011 was marked with the entrance in Kocani, and the beginning of 2012 with the first connection in Kavadarci. In 2013 the first connection in Negotino was made, and in 2014 the network implementation in Prilep started.

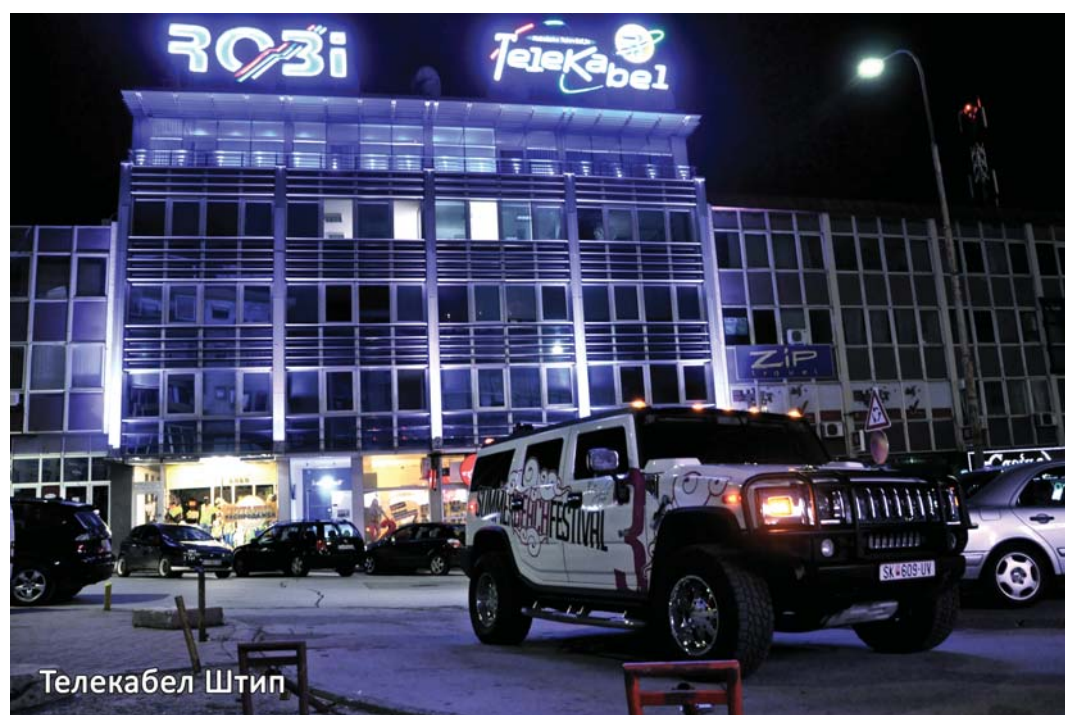
Today, Telekabel is a company with established network lots of kilometers long, a company with very professional staff, lots of employees and its own office space in every city, arranged according to the newest world trends, meaning pleasant atmosphere for the employees and users who work and come there.

To build a real brand-market leader it is important for the company to be socially responsible – actively contributing to the good of the community.

In the last few years, Telekabel celebrates its anniversary with humanitarian activities.

## Product

- Cable internet characterized with speed, stability and constant support without protocol limitations and no hidden additional payments.
- Television – cable, digital and HD television. Most of the channels are either in Macedonian language or with Macedonian translation, with option to choose from subtitles in other familiar language.
- Fixed telephony with best sound quality, no call interruption and no additional payment for



correct attitude towards users, Telekabel is a company that gains more and more customers every day, and increases its number of users and revenues each year.

The 24 hour care for its customers, the constant investment in resources for high quality channels, and the low prices for their services, make Telekabel company with satisfied customers who represent the power and the future of the company.

Telekabel is one of the 4 biggest companies on the telecommunication market of the Republic of Macedonia, but according to the profit it is positioned on the second place 8 years in a row.

## Achievements

From a company with ten employees in 1997, Telekabel achieved great success taking a significant place in the telecommunications market in Macedonia. Following the latest trends and development in the telecommunication market, in 2001 Telekabel was the first company in Republic of Macedonia that started deploying an optical network. The starting of the cable internet is considered to be the greatest achievement since this kind of internet was for the first time introduced in Macedonia through the Telekabel network. The low prices offered by this company at the beginning, dropped down the high prices imposed with the monopoly, so that every family in the Republic of Macedonia can afford to use internet today. The same happened with the fixed telephony. In just a few years the network of Telekabel grows and thousands of users have

the 200 most successful companies in Macedonia. In 2013 Telekabel is ranked 51st on the most successful list. It was claimed to be the most charitable company in Stip, the best company in Stip, MK Brand of Macedonia, and a Super Brand of Macedonia in 2011/12 and 2013/14.

## History

Telekabel is a company built with much love and great will to succeed. The first connection was set up on 15 January 1997 in Stip. As a novelty, it was very quickly accepted by the Stip residents, so that in 1998, Telekabel expands its activities in Bitola.

After the connections and the work in Bitola, Telekabel has become stronger financially and professionally, and expanded its network in Sv. Nikole and Skopje in 1999.

After overcoming some difficulties with certain institutions, Telekabel officially entered the market in Skopje in April 2000.

The subscribers at that time were satisfied with the channel selection, the high-quality picture and attractive prices.







Телекабел Штип



equipment.

- All services of Telekabel are offered without obligatory contracts, which only speaks for the trust



Телекабел Битола



Телекабел Скопје

that the company has in its services and employees. The motto – the user is always right, makes this company different than the others and once the user accepts Telekabel, hardly will he change the operator.

### Recent Development

In the following years, Telekabel is planning to make progress in the other Macedonian cities where its network is not present yet. Based on customer surveys, new copyright agreements are concluded with high-quality channels, and efforts are put for providing translation in Macedonian language. Our biggest commitment is to enable maximum support of the services, by which we would keep the existing users, and gain new users. For the owner and the employees of Telekabel, the satisfied users represent the power and the future of the company.

### Promotion

For Telekabel, the biggest promotion and publicity are the satisfied customers who talk with potential users and therefore, introduce them with the service of Telekabel. Of course, during the long-term operation there have been many campaigns, interesting and creative commercials with lots of humor. One of Telekabel's slogans is: Telekabel and The World is in Your Hand! Then, the most popular and simple slogan: There is No Faster Internet! The most recognized slogan for the fixed telephony: It's Free Between Us. The humorous commercial of Aleksandar Mitevski: Mom, Are You Hanging Clothes On The Cable Again? The slogans of Toni Zen: Respect For Telekabel and Nothing's Like a Cable! In addition, there are number of songs performed by famous persons, and commercials with famous actors.

Over the past few years, Telekabel has been celebrating its jubilee with charity activities. The company donated an ambulance vehicle and emergency car in Stip, emergency car in Sv. Nikole, donations in the hospitals in Stip, and Bitola, donations for the disabled children in Stip and Sv. Nikole, the orphans in Bitola. It is worth mentioning that the company sponsored the Children's Special Olympic, as well as the Bitola Interfest and the Stip Makfest. As a socially responsible company, Telekabel donates and meets many people who need help the most.

### Brand Values

All services of Telekabel are very well known to the citizens of the Republic of Macedonia. The everyday care about the users and the selection of the best channels and packages, all of that included in prices acceptable for the Macedonian citizens, makes this company different than the others.

The strong positioning of Telekabel on the Macedonian market results from the hard work demonstrated by the management team of the company and all employees who solve end users' issues and problems responsibly and on everyday



basis. The flexibility in the payment of bills and the understanding of the users' problems are part of our business. Telekabel is present in many companies, institutions and families, and we are subjected to everyday monitoring by the thousands of users who evaluate our work at every single moment. All those satisfied users represent a confirmation for the value of the brand.

[www.telekabel.com.mk](http://www.telekabel.com.mk)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Telekabel

- The first cable connection in Macedonia is made by the company Telekabel;
- Telekabel is the first company that also made the first cable internet connection in Macedonia;
- Telekabel is the only company that works without obligatory contracts from the very beginning;
- Telekabel is one of the 4 biggest companies in Macedonia and the only one with 100% Macedonian capital;
- Telekabel is 51st most successful company in Macedonia.





## Market

The construction company TRANSMET with more than 20 years of experience is one of the leading construction companies in Macedonia with nearly 300 employees. The company is fully focused to its clients, with a reputation for major infrastructure projects in the past, but also for the upcoming ones in the future.

TRANSMET has been mainly present at the Macedonian market, but sees its future in representing itself at the global markets, creating a network of international partners, and to be recognized globally as well.

## Achievements

TRANSMET's success is based on the shared commitment of the men and women who define the company's leadership, on developing new technologies and on discovering creative and innovative solutions to construction challenges.

TRANSMET seeks excellence in all areas of the company's business and is committed to continuous enhancement and progress. One way the company works to achieve this goal is through the long term education and training of employees, who are the building blocks of TRANSMET's future.

By constantly investing in the latest modern technologies, the qualified staff and the open communication with the clients, the range of services and products is exceptional and makes their key competitive advantage.

To validate the quality of the services provided by the company as well as to validate its awareness in taking care of the environment, TRANSMET is certified with the international standards ISO 9001:2008, ISO 14001:2004 and OHSAS 18001:2007.

## History

The beginnings of the construction company TRANSMET date back to 1992 when the company was first founded. The initial phase, registration and organization of the company, is very soon followed by the investment in its very own vehicle fleet, i.e. a complete and modern machinery and quarry. Dedicated to its work, the company quickly finds its place in society. Participates in the construction of several important projects by which it both contributes and imposes its own principles in the

way of work in the Republic of Macedonia.

During its 20 years of existence, TRANSMET became one of the leading construction companies, both on the domestic and regional markets, primarily thanks to capability, innovation and skills of the entire team of employees and to the rapid growth and exceptional ability to adapt to the changes in the business environment.

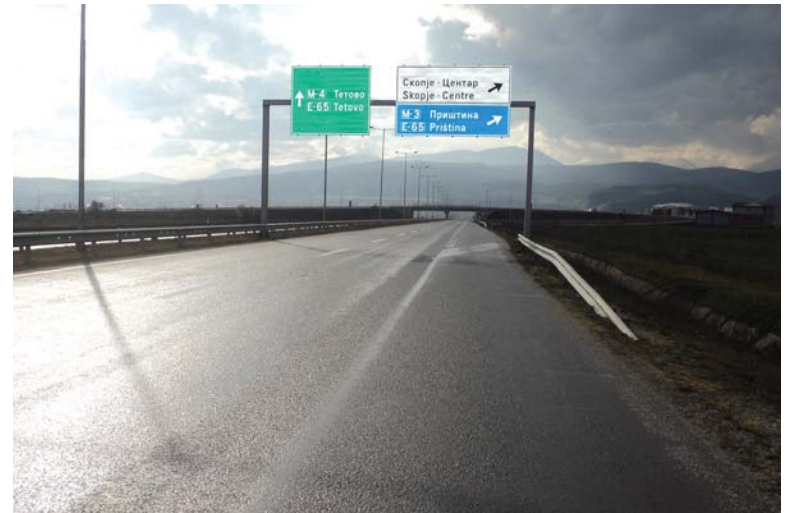
## Product

TRANSMET is constantly expanding its range of services enabling its clients quality and innovation in all constructions according to world standards.

The construction company TRANSMET successfully represents in the country and in the region the following services: civil engineering, commercial buildings, hydro construction and transportation services.

-Civil Engineering: In this area, the range of services refer to construction of highways, motorways and boulevards, paving and sub-basing; reconstruction, rehabilitation and construction of public parking spaces, pavements, sports and children's playgrounds and other public areas and paver elements setting.

-Hydro Construction: construction, reconstruction and



maintenance of infrastructural systems such as hydrating water network, sewerage (atmospheric and fecal) and district heating networks of roads, highways and motorways; construction of canals for waste water draining; construction

of drains for storm water draining and construction of street sewer.

-Transportation services: The company has in its possession the latest hardware and lightware construction machinery and equipment, in the purpose of providing different kind of transportation of oversized load, excavation of any kind. As part of our services, we also offer cranes suitable for lifting loads up to 80 tons

Some of the more significant projects of the company are the construction of the Skopje bypass, reconstruction of the Bul. M.T.Gologanov,





infrastructure in the industrial zone Bunardzik, construction of underground infrastructure in the municipality of Aerodrom, reconstruction of the children's street "Tose Proeski", construction of motorways, roads, waterline and heating

## Recent developments

TRANSMET has made a significant success for the past 4 years and is listed in the top 5 construction companies in Macedonia thanks to its participation in several major infrastructure projects such as: construction of a section from the Kicevo-Ohrid Motorway Project, the boulevard M.T.Gologanov, the "ToseProeski" children's street in the municipality of Aerodrom, the construction of the fountain on the "Macedonia" square in Skopje etc.

The company is constantly investing in the latest technologies and modern equipment by making some significant investments in this area.

In 2010 the company invests in its own quarry in Skopje for the production of lime stone with exceptional quality suitable for all sorts of asphalt and concrete mixtures.

In 2014 they make their latest investment in concrete batching plant located in Kicevo for the needs of construction of the Kicevo-Ohrid motorway with production capacity of 150 m3/h.

Also in 2014 started the construction of the company's latest project, the EMPORIO Business Centre which is a public-private partnership with the municipality of Gorce Petrov and is the first project of this kind in Macedonia. The Business Centre will be placed in an area of approximately 30 000 square meters and it will be located on the section from the municipality's regional park and will extend to the main street Gorce Petrov. Within the building, which is originally planned to have 5 floors, there will be a two-level underground parking lot with a total of 350 parking spaces. The facility is planned to cover 60% of shopping space and 40% of office space.

gives its own contribution for the development of the society and for the improvement of the quality of life to the population by promoting positive practices and by supporting different projects for the culture, education, sports etc. for which the company has been awarded with several awards for successful cooperation and significant contributions.

Ние го обновуваме минатото...  
Ние ја градиме иднината...

Адреса: ул. Костурски Херои бр. 38, кат 2, лок. 1, 1000 Скопје  
тел: +389 2 2720 411; +389 2 2775 311 || факс: +389 2 2720 411  
е-маил: info@transmet.mk || www.transmet.com.mk



## Brand Value

Quality, speed of execution of works, the maximum respect for deadlines and complete offer are trumps that make the company's key competitive advantage. With the expansion and continuous improvement of their services, as well as investments in the latest construction machinery the company seeks to satisfy its constant clients and business partners, attract new clients and position itself on the new, demanding markets in which it has already shown a considerable success.

The company has been recognizable for the good image it has built in this sector, the reputation of an honest and responsible company, promptly completing its commitments to their clients and partners.

[www.transmet.com.mk](http://www.transmet.com.mk)

## THINGS YOU DIDN'T KNOW ABOUT...

### Transmet

- In 2013 TRANSMET is on the 37th place on the list of 200 most successful companies in Macedonia according to their profits in that year.
- The Business Centre EMPORIO is planned to be finished in 2016 and will present a modern shopping and business center. This is the company's first project in construction of multilevel facilities.
- In 2014 the company donated an inclusive playground for children with special needs in the municipality of Gorce Petrov, which is the first playground of its kind in the municipality.
- The company's name TRANSMET is a combination from the following words: TRANSport, Mining, Engineering, Trading.

infrastructure etc. Besides the construction of big infrastructure projects the company has been also active in the mining sector by performing surface excavation of minerals with discontinued technology in which sector it is Macedonia's leading company.

## Promotion

During the 20 years of its existence, the construction company TRANSMET has been constantly making its contribution to building a better environment. The company's motto is: "We restore the past... We build the future..." This implies a big

responsibility. TRANSMET performs all works in the best possible way, turning its conceptual designs and ideas into an action and product.

TRANSMET is part of the society where it works and performs its activities and for this purpose it







## Market

As one of the rare leading autochthonous BH products with centuries-long tradition and impressive level of quality, for many years Tuzlanska so ("Tuzla salt"), has maintained a stable and high market in BiH as well as in the markets of many European countries and the USA.

Tuzlanska so is divided in the market according to groups of consumption needs. There are three different categories of the brand: salt for human consumption, salt for industrial use and forage salt.

A high quality of Tuzlanska so provides a leading position in the regional market and wider, regardless of the consumption group needs.

The salt works factory "Solana", as a company with market orientation towards final consumers and thanks to high quality of brand Tuzlanska so, successfully develops many local brands based on salt for human consumption, such as an all-purpose "DO-DO" condiment, special DO-DO condiment such as specific meals' condiments (e.g. chicken, fish and similar).

Dijetalna so (Dietary salt) is recognised product among other Solana's products, which is primarily produced for persons suffering from high blood pressure and heart diseases, and it is also designed for children and pregnant women. Herbal salt, as a condiment that preserves an original meal taste with a mild accent on herbal aroma (depending on a type of the salt used) is also recognised as well as recently produced eight different instant cream soups, prepared according to the traditional Bosnian recipes.

Solana gives equal importance to the quality of the products for the industrial use. Namely, within the group of salt for industrial use, Solana produces Nitrite salt for the meat industry, Tablet salt for water softening, and Industrial non-iodine salt for the leather and other industries.

Considering that Solana d.d. Tuzla sells over 70% of its production capacity on the international market, it places the Company among the most significant BiH export oriented companies.

## Achievements

The Company won many international and local rewards for Tuzlanska so, as the brand of an exceptional quality. From 2004 to 2007, Tuzlanska so won gold medals for its quality at the internationally recognised fair in Novi Sad. In the same category, Nitrite salt was awarded with gold medals.

Apart from Tuzlanska so, the Company won a series of acknowledgments and gold medals at the Novi Sad fair for other high quality products based on salt (all-purpose and special DO-DO condiments, herbal salt etc). Solana is especially proud of winning this unique fair award in 2007, called "A Champion of Quality" for a product Dietary salt.

Tuzlanska so and other products based on salt were also awarded with numerous prestigious acknowledgments at local fairs (ZEPS, Gradačac fair and other). From 2003, Solana successfully uses production procedures necessary to get ISO standard 9001:2000. This certificate is awarded by certification organisations BH Cert (from BiH) and DQS (from Germany).

In 2008, Solana, as the company that constantly takes care about the quality of products and maintains quality of the production/business process has successfully renewed the certificates of ISO

standard 9001:2008.

Being considered as one of the market leaders and for the brand Tuzlanska so, Solana d.d. Tuzla was admitted into the Association EU Salt on 30th May 2008. The Association EU Salt comprises of 21 well-known European salt producers, seated in Brussels.

In 2008, having recognised the quality and tradition of Tuzlanska so, an Independent Expert Council Superbrands organisation awarded the status of Superbrands for 2008 for Tuzlanska so.

From that time until today, by gaining the status of Superbrands, Tuzlanska so confirmed its position in the group of the strongest BiH brands.

In 2009, Solana signed contract with an independent consultancy company from Croatia to implement the HACCP system, i.e. self control system for ensuring food safety. After this, certification for Kosher and Halal standards was successfully implemented in Solana, thus fulfilling conditions these two very important certificates in respect of strict rules and standards for food production.

## History

The history of Tuzlanska so is linked to the town of Tuzla. Namely, large salt basins remained after the Pannonian Sea had drained more than 10 millions years ago. Thus, throughout the history, the town was called after the salt in different languages: Castron de Salenes – a town of the salt pans (Greek), Salenes (Greek), Ad Salinas (Latin), Soli (Salt; South Slavs) to the modern name Tuzla (which in Turkish language means salt pan). For that reason, Tuzla's citizens proudly refer to Tuzla as "the town on a grain of salt".

Organised salt exploitation began during the Ottoman Empire period, around 1476. Solana was established under the name "Franz Jozef Saline" in 1885 during the Austria-Hungarian monarchy. First "industrial production" of salt by steaming natural saltwater and cooking it in saucepans started in a location called Simin Han (a suburb of the Tuzla town).

A test production started on 12th February 1885, while the continuous production started on 25th March 1885. The production capacity was only 1.858 tons a year. During 1890, Solana increased its capacity to 5000 tons a year by adding six production caldrons. Natural, ecologically pure saltwater was



used and exploited at the 400 meters depth.

In 1891, the Austria-Hungarian government decided to build the second industrial salt pan in a new location, in which is situated today (2 km from the Tuzla town). In 1966, blueprints were made for a new, modern salt pan. Negotiations started in 1967. In 1968, highly sophisticated production equipment from the known Swiss company Escher Wyss was procured. Production capacity was planned to be 185.000 tons a year. From the technical-technological point, the installation of the equipment resulted in a reliable production by which a high quality of the salt was guaranteed.

By the beginning of 1990, Solana reached the level of production slightly over 200.000 tons a year.

During 1990-ies, due to the war in the territory of BiH, Solana was forced to stop production and conserve a larger part of its machinery, which slowed down further technological development.

In the beginning of 2000, Solana gradually started to adopt new market-technological trends.

## Product

Brand Tuzlanska so is registered through the relevant institutions for standardization and metrology. Tuzlanska so is a product which completely aligns with medical standards for dosages of sodium, chlorine, iodine as well as other minerals and important substances for regular and healthy development of human body. A rich tradition, know-how in the salt production and the use of modern technology resulted in the excellent quality of the product, which became a synonym for a healthy nutrition.

Household consumers certainly know well Tuzlanska so in 1 kg package. The 1 kg package is a blue and white carton with a hexagon brand mark on it, in which it is written "Brewed iodine cooking salt". Under the hexagon is the brand mark of Solana, which is an illustration of tradition in salt production by cooking the salt in saucepans since 1885.



In a joint campaign with UNICEF, an illustration of a child's smile is added under the brand mark of Solana and UNICEF's recommendation that the iodised Tuzlanska so is important for the health. The joint slogan is "Spice it healthy".

Since 2008, the brand mark of the Superbrands is the consisting part of the visual identity of Tuzlanska so package.

Apart from 1 kg package, Tuzlanska so is also available in packages of 100, 250 and 500 grams, kombi dosages (carton round packages), and in PE (polyethylene package of 5, 10, 25 and 50 kg).

Tuzlanska so, being well-known brand on local and international markets, was often subject to PE packaging plagiarism. In order to protect consumers, which is the main preoccupation of Solana, from 2009 the packages have unique design such as the 1 kg package of Tuzlanska so with all copy-rights elements imprinted.

## Recent Developments

In early 2003, Solana installed modern line for packing salt in PE packaging for the range of 10, 25 and 50 kg. The equipment was purchased from a Haver-Becker company (Germany).

Striving to achieve better technical and technological equipment and increasing manufacturing capacity, in 2007, the management of Solana made a decision on procurement of circulation pumps, the renowned German manufacturer. This increased production capacity to 150,000 tons per year. From technical and technological aspect, the installation of these pumps also created possibility of increasing the granulometric composition, i.e. the size of salt. The justification of this large financial investment primarily lies in meeting market requirements and achieving cost-effective and profitable production. All this provided Solana better price adaptation and greater competitiveness in the global market.

Furthermore in 2007, Solana purchased the automated machine for packing of Tuzlanska so of 5 kg in PE packaging. A large production capacity machine for non-iodine Tuzla salt tablets was purchased in the same year.

During 2007, thanks to the commitment of highly educated and experienced employees, Solana expanded the production assortment with new products based on salt: Dijetalna so (Dietary salt), DO-DO special condiments (for fish, chicken, barbecue and sprinkling), Mixed vegetables, herbal salt (with garlic, onion, tomato and seven different herbal condiments), instant cream soups (beans, dough pellets, nettle, tomato, pasta, vegetables) and other.

Apart from all developments, Solana installed an automated machine for packing Tuzlanska so in big-bag packages in 2009. The Solana's expert team



created machinery for loading/packing salt into cisterns. This machinery for loading/packing salt made Solana one of the rare world's companies that can answer to all market needs and demands.

During 2013/14, by large investment projects, Solana finalized the goals set in respect of technical-technological equipment through full automation plant for packaging and storage of Tuzla salt, making it one of the top most advanced companies in the world in terms of technology trends.

As a result of all efforts, Tuzlanska so nowadays achieved a high level of brand awareness in (consumer awareness of the brand) among consumers in all markets where it is present.

## Promotion

Solana d.d. Tuzla has specific promotional actions divided in two levels for Tuzlanska so and other products based on salt. The first level of the promotion is electronic and print media, a classic method for the market-commercial needs. Also, there are other promotional methods: in/out door promotion, billboards and city light panels, activities through sale promotion and other.

However, due to the specificity of Tuzlanska so as a product, which is important for the health (physiological and other health issues), Solana, bind by care for its consumers, has an on-going obligation to carry out market-educational promotions that go beyond classic commercial methods. One such campaigns was organized in collaboration with UNICEF under the motto "How to prevent iodine deficiency in the body," which emphasized that Tuzlanska so, as a high quality product, is the best and safest way of taking the necessary quantity of iodine in the body.

## Brand Values

A crucial value of the Tuzlanska so brand for more than a century, apart from the high quality, is in the care for people's health and their needs. Thus, the brand became the main part of everyday nutrition of millions of people.

Considering what is necessary for development and needs of human body, the product helps children in growing by ensuring sufficient amounts of iodine in nutrition, which prevents goitre and disorders in development and growth.

Tuzlanska so has particularly healthy effect on pregnant women, because it provides an optimal amount of sodium, iodine and other important components taken-in through nutrition and which are necessary for foetus development and health during pregnancy. Many medical researches show that the lack of these components in the body results in large damage of child's brain, hearing and speech, and it increases possibilities for spontaneous miscarriage and unwanted consequences.

Middle aged people and elderly also need to take-in sufficient amounts of iodine as well as other components from the salt; otherwise some disorders of thyroid gland and goitre may occur.

[www.solana.ba](http://www.solana.ba)

## THINGS YOU DIDN'T KNOW ABOUT...

### Tuzlanska so

- Tuzlanska so is one of the rare autochthonous BiH products with centuries long tradition.
- Tuzlanska so has particularly healthy effect on pregnant women, because it provides an optimal amount of sodium, iodine and other important components taken-in through nutrition and which are necessary for foetus development and health during pregnancy. Many medical researches show that the lack of these components in the body results in large damage of child's brain, hearing and speech, and it increases possibilities for spontaneous miscarriage and unwanted consequences.
- Monopoly over the salt was a very important chain link in governing the state even during the medieval Bosnia. There is an anecdote, according to which the Bosnian ruler Kulin ban gave monopoly rights over the salt to Dubrovnik in order to protect himself from the political influence of the Hungarian kings. By doing so, Bosnia sacrificed its own salt production in the valley of the river Jala.







## Market

The high standards of the higher education institutions are crucial not only in terms of supply and realization of quality education programs, but also in terms of public establishment and acceptance of future professionals in the labor market. The process of intensive application of the European Credit Transfer System has been implemented by the University of Tourism and Management in Skopje under the supervision of the Faculty of Tourism and Hotel Management in Opatija in Croatia.

By doing so, our institution has demonstrated its own openness to immense progress, drawing on positive experiences and examples of more developed systems. Our main goal is to prepare the students from the UTMS to face the life challenges in every field, to help them become competent actors and not only observers of the growth and the management of their personal life.

## Achievements

Another confirmation for the quality and the value of the University of Tourism and Management in Skopje is the acceptance to the World Tourism Organization of the United Nations (UNWTO) in 2010.

On international editorial plan, for five years now, the University publishes the international scientific journal "UTMS Journal of economics", mainly dedicated to South and South Eastern Europe, whose editorial board has over eighty eminent professors from different scientific fields, from the country and abroad. The UTMS has organized for third time the International Scientific Congress ICONBEST 2013 where many domestic



and foreign authors participated and delivered their own scientific papers.

The University of Tourism and Management in Skopje once again confirms its successful story with many international and domestic achievements. In 2014, according to the research conducted by the viewers of TV Orbis, the University of Tourism and Management received the award for the most popular private University. The world known

Association for Management and Consulting "Other Ways" from Paris, France, in 2013 awarded the University of Tourism and Management in Skopje with two prestigious awards in the field of management „The Majestic Five Continents Award For Quality And Excellence“ and „Total Quality Management Aptitude Seal For High Quality Performance And Best Customer Satisfaction“. The Center for Institutional Development in 2012 and

in 2011 awarded the University of Tourism and Management with the following awards: Award for philanthropic practices in 2011 accomplished and delivered by the Fund "Prof. Dr Ljube Milenkovski" and special award for development of corporate responsibility in 2010.

## History

The first private Faculty of Tourism received the accreditation for work on 19 June 2006.

Following the amendments to the Law on Higher Education in 2008, the University of Tourism and Management was created, which meant enhancing and fostering the higher education needs that persist for decades in the higher education system in the country. New faculties



Visit and lecture of the Secretary-General of the United Nation's World Tourism Organization Prof. Dr. Taleb Rifai at the UTMS in August 2014.





Rector of UTMS, Ace Milenkovski PhD on the Awards of Total Quality Management, Geneva (November 2013)



Students at scientific educational practicum "Cursing across the Meditation Sea with MSC POESIA" (October 2012)

were established within the University, which offer curricula ensuring complete progress, not only in the learning process, but also in the complete success in creating and managing their personal professional career. Besides undergraduate studies in the academic year 2009/2010, the University of Tourism and Management introduced the enrollment of the first generation of students from the postgraduate studies.

### Product

The methodology of work at the UTMS is based on acquisition of knowledge and creation of high quality professionals in the areas that are the subject of our study programs. The University of Tourism and Management in Skopje implemented intensive application of the European Credit Transfer System through meticulously and carefully designed curriculum, which is a synthesis of theory and practice in order to completely enable and prepare our students with skills and competencies for organization, planning and management of their knowledge and career in future.

According to some modern trends, the University of Tourism and Management provides the students with access to all necessary information and materials in the course of their studies through the E-student platform, implementing the e- ID and the usage of E-library with over 15,000 domestic and international titles and with its own publications.

The functioning of each of the faculties at the University of Tourism and Management is supported by one specially structured Advisory Board composed by experienced professionals in the relevant area of the business sector, who are fully engaged and committed to ensure that the teaching programs and the courses are relevant and correspond directly to the practice.

Driven by the desire to learn about the world, students gain international experience through

participation in competitions, educational seminars and conferences, and through practical training in successful relevant companies and institutions in the country and abroad also in the frame of the UTMS Career Center agenda.

### Recent developments

The highest concern to develop organizational culture and productive working environment is connected to the creation of modern working conditions. Regarding this, the University of Tourism and Management has a modern and functionally equipped classrooms, offices, conference rooms; amphitheater and reception rooms which further affect the increased satisfaction among students and staff as part of the family of UTMS.

In order to be closer to the students across the country, UTMS invested in establishing modern dispersed centers that offer the same admission requirements as in Skopje. UTMS has its offices in Tetovo, Gostivar, Krusevo, Veles, Strumica, Sveti Nikole and Resen.

The accreditation for doctoral studies in 2014 is a confirmation of the work quality, of the continuous development of the UTMS and of the consistent implementation of the Bologna Declaration.

### Promotion

The promotional activities at the University of Tourism and Management are implemented in several segments. The most important part of the promotion of UTMS is conducted through the University's website, electronic media and social networks such as Facebook and Twitter, where we present the current activities of the University. The attractiveness and specificity of the curricula of all the seven faculties at the UTMS are presented directly in several high schools across the country, so that all the interested students can be in direct

contact with the teaching staff of the University and learn about the methodology of work. Also, an inevitable part of the teaching processes are the visits of many tourism fairs in the world, where our students are contributing to the promotion of the University and they are worthily presenting our country.

### Brand Values

The mission of the University for Tourism and Management is to create high quality staff and to prepare leaders who will be able to face the challenges and emerging trends in the business sector. UTMS is recognized for its innovative approach to education, which is based on values and focus on sustainable development and management integrity. The vision of the University of Tourism and Management is focused on international cooperation and transition of students. At the UTMS, according to the methodology of work, the students complement the required theoretical knowledge with the practical work in institutions and companies at home and abroad. Following that determination, organizations recognize the expertise and competence of our students and after their traineeships in the organization they become confident and reassuring candidates to become part of their teams. Our students are synonym of quality higher education that complies with highest standards. Students are synonym of quality education that follows the highest standards.

[www.utms.edu.mk](http://www.utms.edu.mk)

### THINGS YOU DIDN'T KNOW ABOUT...

### University of Tourism and Management in Skopje

- The Fund "Prof. Dr Ljube Milenkovski" has awarded with over 300 scholarships many excellent students to carry out their undergraduate and postgraduate studies at all seven faculties of the UTMS
- On 28.07.2014, Dr. Taleb Rifai, the General Secretary of the World Tourism Organization visited the University of Tourism and Management and gave a lecture on the contemporary trends in the development of tourism where he received the title PROFESSOR HONORIS CAUSA
- UTMS is affiliate associate member of the World Tourism Organization of the United Nations (UNWTO)
- UTMS already has a common practice to invite eminent visiting lecturers, who from their point of view present their own country or their own institution. UTMS was honored to host more than 15 ambassadors.



Solemn promotion of graduates and post-graduate master students from the UTMS at the Universal Hall in Skopje, 2014



# Bea

## VLATKO STEFANOVSKI

The Superbrands organization has for the past 20 years been playing tribute to the strongest and the best brands in 92 countries. The categorization of the awards was changed in 2009. The Superbrands organizers believed that it was high time to not only award product brands and companies on the world market, but also to award public figures that truly deserve it.

In the process of choosing laureates the emphasis is put on products and companies that operate at the national and the international level. When choosing actual persons, the organizations targets exclusively those persons who have become super brands through their personal achievements, and are, as such, of great importance in their homeland as well as on the international market.

Sport and music are two categories with the highest number of distinguished representatives, i.e.

Macedonian's super ambassadors to the world. In the final election for the year 2013/2014, we are awarding the Superbrands for the first time to one of the greatest artist on the Macedonian music scene, the living legend, Vlatko Stefanovski.

### Market

For Vlatko Stefanovski, the biggest Macedonian music brand is not enough to say that he is just a musician; he is composer, virtuoso and maestro. Yes, Vlatko Stefanovski has it all. For forty years he is composing and performing magical and wonderful sounds that meet the souls of people around the world. The Balkan region loves Stefanovski since his beginnings, from the first sounds of his guitar with "Leb i Sol". From the very beginning the huge success was suspected, success that shall last and being remembered for decades. However, despite all these attributes, Stefanovski, like all great artists, spent painstaking way to the stars. He gained his first major awards outside of Republic of Macedonia, on the territory of the former Yugoslav states, then in other countries around the world and eventually home in Republic Macedonia. As a musician, Vlatko was punching his way in the music world in one of the most difficult periods of music history, because of the sheer volume of the music scene, which is due to the quality offered and the presence of big music names, which made the difficult path to the top almost impossible. But despite these circumstances Stefanovski succeed to rise to the top. His unique and impressive sound, sound that wins, that penetrates all border barriers, promoted the Macedonian music and culture on numerous scenes around the world. His big talent and the quality of his work have been recognized by number of world reputable and famous musicians that has performed and collaborated with Stefanovski in the past years. His grandiose music opus has been recorded on 33 albums, number with which only a small number of musicians in the world can be proud of. For his exceptional work and contribution to Republic Macedonia, Stefanovski has been awarded with number of public awards.

### History

Vlatko Stefanovski was born in an artistic family in Prilep on 24.01.1957 - his father Mirko Stefanovski was a famous Macedonian and Yugoslavian theater director and founder of number of theaters in Republic of Macedonia. His mother Nada Ostojic-Stefanovska was a famous Macedonian and Yugoslavian theater actress. His brother Goran Stefanovski is the best known Macedonian and one of the best known Yugoslavian playwrights.

Career Beginnings and the Invention of Ethno-Rock (1976-1979)

Stefanovski started playing guitar aged 13. In his high school days he was a member of the bands "Iris" and "Breg". He began to achieve fame on the Yugoslavian rock scene during his time with his third band "Leb i Sol". The band's first 1977 single "Devetka/Nie Cetvoricata" already showcased his guitar prowess although he was only 19 years old.

In his early years, Stefanovski was credited for inventing a style of music known as 'ethno-rock'.



This style is characterized by a fusion of classic rock and roll with folk elements, in his case from his native Macedonia. This style dominates the band's first two albums "Leb i Sol I" and "Leb i Sol 2". Their third album, "Ručni Rad" was a departure from this style into more of a jazz-rock fusion. "Leb i Sol" released 14 albums and performed numerous concerts in the Balkans and around the globe.

New Wave Phase (1980-1986)

After the departure of keyboardist Kokan



Dimuševski from Leb i Sol, the band began to develop a new wave style. It maintained some elements of its earlier ethno style, as evidenced for example in their rendition of Macedonian folk song "Ajde Sonce Zajde" on the album "Beskonačno"

Pop Rock Phase (1987-1991)

In the late 80s Stefanovski began to take more artistic control over "Leb i Sol", composing nearly all the band's material. The band's later albums had vocals lines on the majority of the songs as opposed to the earlier albums, in which nearly every song was instrumental.

End of "Leb i Sol" & solo beginnings (1991-1995)

During this period, Stefanovski began working more on side projects, including composing scores for movies and theater plays and collaborating with other musicians. During this time he toured with "Leb i Sol" but the band did not release any new albums. The only new material they released was their rendition of Macedonian folk classic "Uči me majko, karaj me".

In 1994, Stefanovski released his first solo album "Cowboys & Indians". Some songs from this album still make regular appearances in his live set lists today, including the title track and the ballad "Kandilce".

Folk Revival, VS Trio, and solo works

Since leaving "Leb i Sol", Stefanovski has used his newfound freedom to pursue a myriad of various musical projects. Since 1998, he has toured and played Macedonian folk songs exclusively with fellow guitarist Miroslav Tadić. Unlike his previous works, these have been played mostly on acoustic guitar.

Stefanovski went back to his early ethno-rock roots from "Leb i Sol" period with his "VS Trio". The trio debut album in 1998 received great critical acclaim and helped define the new Vlatko Stefanovski sound.

In this period Stefanovski recorded several solo albums under his own name. The sound on these albums ranged from pop on "Kula od karti" to pure blues on "Thunder from the blue sky".

In 2006, he did a reunion tour with "Leb i Sol", touring the former Yugoslavian countries.

In 2012, Tommy Emmanuel, Stochelo Rosenberg and Stefanovski formed a band called "Kings of Strings" and have embarked on tour in mid-March.

In the last several years Stefanovski has performed and recorded all around the world with many top artists like Tommy Emmanuel, Stochelo Rosenberg, Gibboni, Jan Akkerman, Theodosii Spassov Stefan Milenkovic, Kudsi Erguner, Bojan Z., Manu Katche, Toni Levin, and many others. His recent work also includes music for films, theatre and ballet.

As a soloist, Stefanovski has performed and recorded with numerous orchestras and ensembles:





"London Symphony Orchestra", "MDR Leipzig Symphony Orchestra", "Monte Carlo Philharmonic Orchestra", "Tonkünstler Orchestra from Vienna", "Simphonietta Orchestra from Sophia", Slovenian Philharmonic Orchestra from Ljubljana", "Macedonian Philharmonic Orchestra", "Student Symphonic Orchestra from Skopje", "FoolCool Jazz Big Band", "RTV Ljubljana Big Band", "Croatian HTV Big Band" and "RTV Srbija Big Band".

On the albums recorded with Miroslav Tadic: "Krushevo", "Treta majka", "Live in Belgrade" and "Live in Zagreb", Stefanovski did further and more complex exploration of the Macedonian traditional music.

## Discography and awards

For his outstanding career and achievements in the music and culture, Vlatko Stefanovski has been awarded with number of awards. Some of them are:

- Honored doctorate "Honoris causa in the fields of Art" at the "University St. Kiril and Metodij, Skopje".
- "Crystal Prism Award" for the best film music in the last 3 years by the "Academy of film art and science in Serbia", for the original music in the film "When Day Breaks" by Goran Paskaljevic!
- "13th November award" (as member of "Leb I Sol") for outstanding contribution to the culture and music in city of Skopje and Republic of Macedonia

### Leb I Sol

- Leb i Sol - PGP-RTB – 1978
- Leb i Sol 2 - PGP-RTB – 1978
- Rucni Rad - PGP-RTB – 1979
- Beskonacno - PGP-RTB – 1980
- Sledovanje - PGP-RTB – 1981
- Akusticna Trauma - PGP-RTB – 1982
- Kalabalak - Jugoton – 1983
- Tangenta - Jugoton – 1984
- Zvucni Zid - Jugoton – 1985
- Kao Kakao - Jugoton – 1987
- Putijemo - Jugoton – 1989
- Live in New York - Third Ear Music – 1991
- Antology - Third Ear Music – 1995
- Croatia records – 2006
- Croatia records – 2008
- Live in Macedonia – Avalon production 2006

### Solo artist

- Zodiac - Third Ear Music – 1990
- Krusevo - MA Recordings – 1998
- Gipsy Magic - Third Ear Music – 1997
- Sarajevo - Third Ear Music – 1996
- Cowboys & Indians - Third Ear Music – 1994
- VS Trio - Third Ear Music – 1998
- Live in Belgrade - Third Ear Music – 2000
- Journey to the Sun - IFR – Kalan – 2000
- Kino Kultura - Third Ear Music – 2001

- Treta Majka - Avalon Production – 2004
- Kula od Karti - Avalon Production – 2003
- Live in Zagreb - Croatia Records - 2008
- Thunder from the Blue Sky with Jan Akkerman & Damir Imeri – Esoteria Records - 2012
- Kings of Strings - GAF - 2012
- Kings of Strings - GAF - 2013
- SEIR - Esoteria records - 2014
- Balkan Fever – Naïve Records 2014

### Soundtracks

- Smeker – Zoran Amar - 1985
- Za sreću je potrebno troje – Rajko Grlic - 1986
- Zaboravljeni – Darko Bajic - 1989
- Klopka – Suada Kapic - 1990
- Pocetni Udarac – Darko Bajic - 1991



- Suicide Guide – Erbil Altanaj - 1996
- Nebo gori modro – Jure Pervanje - 1996
- Gipsy MAgic – Stole Popov - 1997
- 3 Summer Days – Mirjana Vukomanovic - 1997
- Journey to the sun – Yesim Ustaoglu - 1998
- Skyhook – Ljubisha Samardzic - 2000
- Serafin, svetionikarev sin – Vicko Ruic - 2002
- When day breaks – Goran Paskaljevic - 2012

### Ballet music

- Zodiac – with Bodan Arsovski - 1989
- Vakuum – 1996
- Dabova Suma – 1998

### Animated movies

- Circus – Darko Markovic - 1979
- Vjetar – Goce Vaskov - 1990

### Short movies

- Volim Vodu – Goranka Greif Soro, 2000

## Recent Developments

2014 is the year of Stefanovski new album, "Seir" and celebration of his "40 years on stage anniversary".

The album and the anniversary were promoted with three big concerts:

The first Skopje concert held in March included impressive list of special guest from all parts of ex Yugoslavia: Rade Sherbedjija, Gibonni, Bajaga and Karolina and it is the major concert event in Republic of Macedonia in 2014.

Second Skopje concert in August with Miroslav Tadic was held in the amazing ambient of the profane Otoman monument, "Kursumli An".

The Belgrade concert was held in October in "Sava Centar" was huge success among the audience and the Medias in Serbia.

## Promotions

Using his status of music icon and public influence, Stefanovski has always been actively involved in humanitarian and socially responsible actions in Republic of Macedonia and abroad. Some of his activities include:

- Projects with the goal of improving the conditions of life in institutions such as the women's prison "Idrizovo", the hospital for mentally ill JSU "Psihijatarska Bolnica Bardovci", the orphanage "Detsko Selo", the hospice "Mother Theresa", etc.
- The album "Sarajevo" was given in volunteers purposes via the UNICEF's fund for children in need.
- Member of the artist activities of the multimedia artist Kurt Hofstetter from Austria in the project "Mreza-Net" which was connecting artists from different Balkan countries during the war in the 90s.
- Humanitarian concert "Guitar Gala" for demining of Croatia in 2002.
- Member of the project of music and

art together with composers from 192 countries of the world, all gathered to show their concern for the global climate change.

- Ambassador of Macedonia for the GUWAA (Global underwater awareness associations)
- Ambassador of the Economic Chamber of Macedonia

Stefanovski work, career, popularity and public influence has been recognized and verified by some of the biggest companies and brands in Republic of Macedonia such as T-Mobile, Tikves, Komercijalna Banka, VIP, Skopska Pivara, Croatia Osiguruvanje Zivot, Skopje City Mall, Opel and Hyundai.

As being one of the most influential musicians in the Balkan region Stefanovski has always been followed by tremendous interest and has received huge attention by Media in Republic of Macedonia, the Balkan region and abroad. Not only treatment as one of the biggest stars in the Balkan region but also as an extraordinary musician, composer and music inventor. The Media have established Stefanovski status as a true Balkan guitar hero long time ago.

**[www.vlatkostefanovski.com.mk](http://www.vlatkostefanovski.com.mk)**





### Market:

The successive receipt of the SUPERBRAND award is yet another confirmation from our customers that the path we have chosen, the quality Macedonian product, is the right one. We can say that Zdravje Radovo Dairy is today the upmost leader in the sale of white cheeses, with a market share of over 60%. The company is also among the top sellers of yellow cheeses and the sour-milk programme that includes yoghurts, sour cream, soured milk, etc. Furthermore, the company is the largest exporter of dairy products in Macedonia.

Another confirmation to the growth and development of Zdravje Radovo Dairy is the expansion of the company's market positioning outside Macedonia, where our brand is already well-

established. Our products can now be found on the markets in Serbia, Montenegro, Bosnia and Herzegovina, Croatia and Kosovo.

### Achievements:

Our mission is to constantly monitor customers' needs and maintain the high level of trust they have put in us. All of the above has been built by observing the following VALUES:

- top QUALITY in each and every area, starting from the raw materials, through production, distribution, marketing to sales
- Highest STANDARDS in every segment of the operation
- Continual staff TRAINING at all levels
- Confidentiality and PARTNER relationship with our suppliers

- making sure WORK CONDITIONS are regularly being improved in compliance with the latest standards

- Environmental protection
- Corporate social responsibility

With the implementation of the ISO and OHSAS standards, as well as the HACCAP system, in addition to the continuous investing in new technologies, Zdravje Radovo Dairy has confirmed its leadership position in numerous segments. Copious acknowledgments, at home and abroad, speak of that fact. Clear vision for the market coupled with continuous technological investments, followed by clever marketing activities have helped this company create strong brands which connect Macedonian tradition with modern quality.







## History

Zdravje Radovo Dairy started operation at the beginning of 2002, in a pristine environment stretching over the region between Ograzdhen and Belasica mountains, at only 10 km from Strumica.

In 2004, a new production capacity in Kumanovo highlighted expansion in the production, which continued by a 50-years tradition kept

the Agricultural and industrial Group (ZIK) Kumanovo. A new factory in

The development and the success of Zdravje Radovo Dairy also meant scaling up the staff. Nowadays, the company employs 360 people as compared to the initial 8.

The initial capacity of 2,500 liters processed milk in the beginning has ramped up to more than 120,000 liters presently.

The overall sales and distribution of the products is carried out in and from the warehouse in Skopje, where the company's headquarters is located as well. The distribution network covers every city and bigger settlement in Macedonia. The company owns the vehicles used for the distribution.

## Product

Zdravje Radovo Dairy is present on the Macedonian market with a large range of products, produced mainly from Macedonian milk.

Mixed white cheese: cow and sheep-milk white cheese, combination that has definitely won the customers' taste and is by far the top selling cheese in Macedonia.

Fefina: top quality feta cheese. The sole producer of this type of cheese in Macedonia.

Mixed and sheep-milk yellow cheese: yellow cheeses produced in Kumanovo by a traditional recipe.

Vegetable yellow cheese: exclusive producer in Macedonia and in the region. The company also produces private brands for the largest market chains in the region.

## Recent development

The Macedonian market was missing products from the range of dairy spreads made by domestic companies. Hence, Zdravje Radovo Dairy invested in a new and contemporary production plant in R.E Kumanovo. The plant now produces several types of dairy spreads, among which, for the first time is a chocolate dairy spread.

To increase the quantity of quality sheep milk, this year Zdravje Radovo invested in its own farm for breeding high quality dairy sheep. In the same time, the farm represents the first center of this type, which opens new possibilities for cooperation

with many farmers in the production of quality Macedonian milk.

## Promotion

Since its first beginnings, the company started promotion of Zdravje Radovo's products. Perhaps, Zdravje Radovo Dairy was the first company to ever use marketing for Macedonian dairy products. The marketing strategy covered all media: television, radio, printed media, internet portals, social media, outdoor, BTL and trade activities. Furthermore, the company is sponsor of numerous cultural, sports, music, educational and humanitarian events. They continually grant scholarships for students at the Faculty of Technology and Metallurgy.

## Brand Value

Quality, innovations and permanent investments have lead to earning great trust and customer awareness for the Zdravje Radovo brand. The company's own recipes, the innovative technological approach and the vision they have are strongly reflected in the value of the brand. The logo of Zdravje Radovo is distinguishable for a quality Macedonian dairy product.

[www.mlekarazdravje.com.mk](http://www.mlekarazdravje.com.mk)

## THINGS YOU DIDN'T KNOW ABOUT...

### Zdravje Radovo

- Zdravje Radovo Dairy is the largest exporter of dairy products in Macedonia with 85% of the total export.
- Zdravje Radovo Dairy is the upmost leader in the buy-out and processing of milk produced in Macedonia.
- The mixed white cheese that is nowadays the most consumed product in the country has been promoted for the first time by this company.



t h e UHT milk.

Two new investments marked the year 2014. The first involved the start of dairy spreads production in the new plant in Kumanovo, while the second involved opening of the dairy's own farm for breeding high-quality dairy sheep in the region of Sveti Nikole.

Since its first beginnings, the company has seen permanent development of the production programme, growth in both the number of products and the number of staff.

Hard and dedicated work, as well as introduction of new products has led to huge expansion of the products range which originally comprised only dozen products. The entire range of products currently is about 60.







## Market

For almost 68 years Zito Luks AD Skopje carefully builds and upgrades reputation of a company with an extraordinary commitment to its customers, quality, stability, innovation and tendency to introduce new trends in the food sector for production of bread and flour. Having these attributes, Zito Luks provides its customers with healthy and quality products. As company, Zito Luks is a leader and the most innovative company in its industry on the Macedonian market.

The capacities of Zito Luks extend to 112,000 m<sup>2</sup>, and more than 360 employees are hired within the company. The company has a mill designed according to the top-of-the-line technology for production of the finest flour with milling capacity of 50,000 tonnes per year. The bread production is carried out through 5 production lines. Also the company is one of the first in its field to possess the food quality and safety ISO 22000:2005 certificate with incorporated HACCP standard.

## Achievements

The constant investment in new products and production technologies, professional education of the staff and following of the highest standards are the things that distinguish Zito Luks as a number one brand in the production and trade of bread and flour.

Additionally, in 2001 Zito Luks extended its distribution network to the markets in Serbia and Kosovo thanks to the constant growth and development.

The numerous acknowledgments received from humanitarian events in which Zito Luks

regularly participates are just part of the achievements. Guided by the thought that the virtue and desire to help always give noble results, Zito Luks ranks in the group of socially responsible companies.

enterprise was operating in the production and sale of bread and buns, and later was divided into two companies: Zito Leb and Klas, both operating in the same activity – production and sale of bread and buns.

The enterprise operated in this manner until

April 30, 1958 and the next day already the two divided enterprises merged under the name Luks which engaged in production of bread, buns and burek as well as placement of products in its own stores. In 1970, Luks merged with Zito Makedonija which also was engaged in the milling industry and trade and production of flour, bread, buns and burek.

The Zito Luks brand started in 1976 when it was founded and constituted in Zito Luks – Skopje. Its main activity was

production and sale of bread, buns, burek as well as sale of: dairy products, meat products, canned meat and fish with vegetables, sugar and sugar products, alcohol and soft drinks, flour and crackers.

In 1986, Zito Luks integrated with Zito Skopje, Vanila and Glorija in MPI Zito Makedonija and it operated in this composition until 1989.

Since 1991, with the Law on Transformation, Zito Luks is registered as AD Zito Luks, with mixed ownership. In 1995 AD Zito Luks was completely privatized.

In 2001, the international group of companies Elbisco Holding S.A. became the strategic investor of Zito Luks (owning 53.7% of the shares). Elbisco Group accepts the main activity of the company determined to further develop, modernize and improve it.



## History

The present Joint Stock Company Zito Luks was established in 1946, when the enterprise Granap was established by merging few of the existent private companies with a decree of the Government of Republic of Macedonia. Initially this



**Уживајте во новиот  
млечен вкус**





## Product

Zito Luks as a company produces products of exceptionally quality ingredients, while the professional team of the company works with great commitment and care, developing new production methods which provide long-term freshness of the products without adding preservatives.

Zito Luks product line covers a wide range of products in the bread and flour category:

- traditional bread: white, semi-white, village, somun, rustika, furnadziski and milk bread;
- bread from various crops: graham, bavarski, bread enriched with dietary fibre, rye bread and bio-integral;
- sliced bread: white wheat bread, whole wheat bread with rye, corn mix bread, whole wheat bread, mixed seeds bread and Brioche;
- Mediterano bread: bread with olives, bread with garlic and oregano and bread with sesame;
- Bread with enriched nutrient value, made of whole-wheat grain: Nutri 100% whole wheat bread, Nutri barley bread, Nutri whole wheat bread with sunflower seeds and Nutri diet bread.

The Zito Luks buns consist of: mini milk rolls and ELITE milk loaf, characterized by soft structure and rich flavour.

Healthy diet lovers may enjoy the white wheat rusk and the wheat rusk with rye, suitable for preparation of various delicious dishes.

The company produces both home purposes flours (Extra white flour T-400, All purposes white flour, Bakery flour, Wheat semolina, corn polenta and corn flour), and professional use flours (Fino extra white flour T-400, White flour T-400, Furnadzisko flour T-500, Traditional flour type 500 and Namensko white flour).

## Recent developments

Through continuous introduction of innovations in the operation and carefully following the customers' requirements, Zito Luks tirelessly improves the old and creates new products.

As a result, in 2013 the sliced bread line was enriched with the new Brioche bread, made according to French recipe with butter.

In 2013 the new line of Mediterano bread was introduced for the lovers of Mediterranean cuisine: bread with olives and bread with garlic and oregano, and in 2014 as new member of the Mediterano family was also introduced the Mediterano bread with sesame.

In 2014 the new Milk Bread with incredibly soft structure, made of Extra white flour T-400 produced by Zito Luks and fresh milk was launched.

Following the trends, and in order to offer the customers more practical use, in 2014 Zito Luks

introduced two new breads in its daily bread lines – semi-white sliced bread and white rolled sliced bread.

## Promotion

Each year Zito Luks performs active promotion of its products and becomes more familiar and more involved with the customers by various promotional activities.

Thus in February 2013 Zito Luks implemented the Door-to-door in order to thank and reward the loyalty of its customers. Promo-teams visited the homes in the Municipality of Aerodrom and all customers that had bought a Zito Luks product were rewarded with gifts.

In order to mark and announce the launching of the new Mediterano bread line, in September 2013 it began with airing a television advertisement. Along with the media campaign started the degustation promotions in the bigger supermarkets in Skopje and Macedonia, where the Mediterranean cuisine lovers could enjoy and taste the unique



Mediterranean flavour of the bread with olives and the bread with garlic and oregano.

In that period, the customers had a chance to meet one more novelty of Zito Luks. Namely promotion with degustation of the then new Brioche bread was organized for the customers.

The end of the year, i.e. the end of December was crowned by television campaign for the sliced bread named Inspiration, by which the sliced bread users were presented with several occasions which may be enriched with various sandwiches and canapés. The television campaign for flour was broadcasted in the same period too.

Zito Luks did not forget its clients and only for them in 2013 it organized a promotion, Voucher 300, where anyone who achieved certain sale received voucher of 300 denars to purchase flour from Zito Luks.

In addition, the customers were provided with the chance to win a 15% discount, if they buy Zito Luks products with a minimum value of 100 denars from some of the bigger supermarkets.

In the new 2014, Zito Luks also continued to reward the loyalty of its clients and for this purpose it organized a prize competition titled Extra White Flour for Extra Winnings, with prize fund of 1,100,000 denars.

In 2014 it introduced the new Milk Bread on the market, and the launching was supported by television and radio advertisement highlighting the attributes of the new bread made from fresh milk and Zito Luks' Extra White Flour T-400 with incredibly soft and white structure of the bread. The campaign was supported with degustation



promotions in the bigger supermarkets in Skopje and Macedonia. Simultaneously, there was a television and radio campaign ongoing for Brioche, which showed the numerous possibilities on how to combine the Brioche bread with sweet and salty ingredients.

The customers were offered with another benefit shortly after. In particular, the promotion of Extra White Flour T-400 provided the opportunity the flour to be purchased with promotional discount of 25%.

As always, following the trends, and with the purpose to meet the needs and desires of the customers, in August 2014 Zito Luks launched the new breads – white rolled sliced bread and semi-white sliced bread.

Both Zito Luks and Zito Leb also together organized a promotion for their loyal customers. Namely for every bread bought from Zito Luks, the customers received boiled pretzel from Zito Leb free-of-charge.

## Brand Values

The numerous studies conducted undoubtedly confirm that Zito Luks products enjoy great popularity among the customers. These studies at the same time confirm that Zito Luks products are synonym for proven quality and consistency.

Zito Luks is guided by the premise that recognition, value and success of one brand are result from the professionalism in the work, maintaining constant quality and, above all, the willingness to meet the most specific requirements of the customers for tasty, healthy and quality food.

The production in Zito Luks, which is based on the rich and long tradition, applies the strictest standards and continually strives towards continuous innovation and constant growth.

[www.zitoluks.com.mk](http://www.zitoluks.com.mk)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Zito Luks

- Zito Luks is the only company for bread and flour that introduced new modern technologies which allow production of bread with longer expiration date, without using preservatives. This pasteurization process which provides extended freshness of the bread without additives is similar to that of the milk.
- The Brioche bread was launched on the Macedonian market in June 2013. Since then and until the end of the year, i.e. December 2013, more than 300,000 pieces of bread were sold.
- On annual level Zito Luks produces flour which equals to:
  - 4,600 times more than the weight of the largest land creature (the African elephant);
  - 11 times the weight of the London Eye.





## GfK BH

Skenderija 44  
71000 Sarajevo  
Tel: + 387 33 550 300  
Fax: + 387 33 444 226  
E-mail: info.bh@gfk.com  
www.gfk.ba



GfK is one of the world's leading companies with more than 11,000 experts working to discover new insights into the way people live, think and shop, in over 100 markets worldwide. GfK constantly develops innovations, using the latest technologies and the best methodologies to give its clients understanding of the most important people in the world: their customers.

GfK is highly committed to gaining the understanding of business issues and clients' strategies, proactivity, partnership; it provides clear and specific recommendations. GfK delivers the INSIGHT, and not only simple data and findings; it has a commercial approach to data analysis. GfK is fully aware that the new time requires new approaches to the research. Consumers communicate via sophisticated digital channels; brands are linked to consumers via digital media, so in the Adriatic Region (including BiH) GfK introduced some innovative methods to communicate with customers, using new media. SocioLog.dx provides digital solutions in high quality researches.

An approach to market opportunities identification and development of innovations has been developed in particular. Each new specific innovative challenge of a client is observed through a holistic well-established process, using prior knowledges, in order to utilize market opportunities to the maximum. By bringing the creativity of innovations into the research and the discipline of research into the innovation, the GfK approach to the market opportunities identification and development of innovations enables the clients to: See the Future - identifying innovation patterns within relevant categories to enable the identification and mapping of the tomorrow's open market space; Be the Future - create irresistible but realistic innovations in order to fill the open spaces; Own the Future - optimize and validate the innovations to unleash their full potential.

A unique NewProductWorks® collection with over 700,000 innovations; experts in individual industries; experts in innovations, development of concepts and ideas; and researches experienced in new product evaluations, are available to the

clients. With the GfK approach to the identification of market opportunities and development of innovations, clients do not have to choose between the analytics and creativity.

Since 2004, GfK BH has provided the market research services: "ad hoc research" (consumer goods, durable goods, retail, finances, telecom, car industry, social and industry surveys) and "continuous researches" (household panel - with special analyses, i.e.: sociodemographic analysis, Brand Health Check, Brand Switching, Brand Duplication, Buying Frequency, CatMan analysis, customer segmentation).

GfK BH has 10 employees and a team of experienced researchers, and a network of 800 field surveyors all over BiH, 15 coordinators in big cities, 250 specially trained surveyors for mystery shopping, group discussion studio and telephone studio (CATI), household panel involved in continuous observation of consumer goods consumption, on-line researches, innovative digital methods (i.e. SocioLog.dx; Eye Tracker; Future Scape, NewProductWorks® ...) enables meeting the clients' needs in a fast, high quality and effective manner, in the digital time.

## IPSOS doo

Hamdije Kreševljakovića 7c  
71 000 Sarajevo  
Tel: + 387 33 442 133  
Fax: + 387 33 442 133  
Email: office.bih@ipsos.com  
www.ipsos.com



## Ipsos Group

- Ipsos Adria Founded in 1975
- 2nd largest survey-based MR firm in the world
- Publicly traded on Paris Stock Exchange
- Turnover 2008 : 979.3 million euros
- 5,000 clients worldwide
- Direct presence in 64 countries
- Research programs in 100+ countries
- 9,000+ full-time Ipsos employees
- 20 million interviews per year

## Ipsos ADRIA

- Ipsos Adria group emerged from joint venture of Ipsos, one of the largest market research companies in the world, and the main independent research company in the Balkans - Strategic Puls
- Strategic Puls was created in 2006, when Puls, leading market research agency in Croatia merged

with Strategic Marketing, leading market research agency from Serbia, which resulted in the biggest market research agency in South-East Europe, with offices in Slovenia, Croatia, Bosnia & Herzegovina, Serbia, Macedonia, Montenegro, Kosovo and Albania.

- Ipsos Adria is the largest full service company for market, media and public opinion research in the region, covering 8 markets with a total turnover over 8 mil. € in 2009 and over 150 permanent employees. Ipsos Adria' main dedication is providing best quality, reliable research in the region, and clearly contribute to client's success by providing value added analysis and actionable recommendations.

- Ipsos Adria is a full-service company offering services in different industries, using advanced research methods of data collection and analysis.

- Ipsos Adria specializes in:

1. Quantitative Face to Face and CATI research: Consumers surveys, Business surveys, Outlet and HORECA (Retail Channels) surveys, Public opinion, Media research
2. Focus Group Discussion (FGD) facilities and the capabilities to run several projects simultaneously in ISM FGD room.
3. In home visits, Central location test and similar techniques are regularly applied
4. In-depth interviews
5. Continuous F2F research - BRANDpuls, face to face OMNIBUS
6. Continuous CATI research - AD recall, CATI media omnibus, CATI consumers omnibus
7. Continuous media research - Print Media Consumption and Print Media ADEX, TV Audience Measurement & AD TV Monitoring MACEDONIA and Montenegro, Advertising TV Monitoring in Bosnia, AGB Strategic TAM operation in Serbia

- Ipsos Adria based its activities on ESOMAR and ISI regulations and guidelines, with the strong scientific background.

- Ipsos Adria has a unique market positioning, specializing in a single business - survey-based research - through five specializations:

- Advertising research
- Marketing research
- Media research
- Opinion and social research
- Quality and customer satisfaction research



## MARECO INDEX BOSNIA - MIB D.O.O.

Muhameda ef. Pandže 4b  
71000 Sarajevo  
Tel: +387 33 273 970  
Fax: +387 33 273 971  
E-mail: info@mib.ba  
www.mib.ba



Mareco Index Bosnia is the leading company in Bosnia and Herzegovina for the public opinion, market and media research. The company is a member of most prominent research associations (GALLUP International Association, ESOMAR, WAPOR) and one of the greatest research companies in the world - TAYLOR NELSON SOFRES (TNS). Through its regional network, MIB can organize and coordinate the public opinion, market and media research in Serbia, Montenegro, Kosovo, Macedonia, Croatia, Slovenia, Bulgaria, Romania, Albania, Hungary, Turkey, Poland, Slovakia, and Czech Republic, and through the Gallup International and TNS networks the researches can be conducted in almost every country in the world.

MIB teams actively participate in all research phases intending to achieve high quality in accordance with the requirements and standards of the profession, and in order to provide the top service to its clients and ensure timely, accurate and reliable information.

MIB's research team consists of highly educated and qualified local young people.

Quantity Research Department provides ad hoc and continuous services of quantitative public opinion, market and media research using all research methods.

- CATI ad hoc and continuous researches are organized and conducted in own CATI center with specially trained survey network.
- CAPI and CAWI surveys
- Face-to-Face ad hoc researches (survey network in the entire BiH composed of 140 surveyors in coordination with 12 supervisors)
- Continuous Face-to-Face OMNIBUS with unique sample of 2900 respondents in the entire Bosnia and Herzegovina.
- Continuous monitoring of the rating of radio stations in BiH using the diary method
- Continuous monitoring of readership rating of press in BiH using the diary method

Through the continuous quantitative researches, MIB is developing its own products which are the only of the kind in Bosnia and Herzegovina:

- BH Market Monitor, which has been published

since 1996

- B&H Political Monitor (Voting Intention Monitor) – a research conducted since 2006
- MIB Pharma – market of pharmaceuticals and image of pharmaceutical companies in BiH
- MIB IT.COM – IT technologies and telecommunications in BiH
- MIB-drive – car industry
- MIB Advertising Index
- Barometer of Hope and Despair

The Qualitative Research Department provides services of quality researches of public opinion, market and media: Focus Groups, In-depth Interviews, Mystery Shopper, etc.

## VALICON d.o.o. SARAJEVO,

Branilaca Sarajeva 20/IV  
71000 Sarajevo, Bosnia and Herzegovina  
Tel: + 387 33 258 655  
Fax: + 387 33 258 656  
E-mail: info@valicon.ba  
www.valicon.net



Valicon is a marketing consulting and research company focusing on South-Eastern Europe. We are specialized for small markets and offer our clients custom solutions. Advanced methodologies and our deep insights into our clients' industries help distinguish our service. Our successes come from our good relations with clients, regional partners, employees and local communities.

The name Valicon derives from the words 'Value' and 'Icon'. Our services add value to the business and brands of our clients. Many of them have become marketing icons in the region.

The core of our company are very enthusiastic and talented individuals who marked the entire industry of marketing research in Slovenia, Croatia and Bosnia and Herzegovina.

Our core business is consulting on the basis of marketing research. Our foundations are in the research industry. However, our knowledge and skills reach into various disciplines, such as brand management, management consulting, innovations, media, trend forecasting, web strategies and data mining. These marketing and business skills allow us to tap a rich seam of insights to help offer valuable marketing advice to our clients.

We help our clients in 4 areas: strategy design on the basis of consumer insight, brand building and management, innovations, and market efficiency.

We offer advice with market strategy

development:

- Opportunity identification
- Consumer insight in new markets
- Concept development and testing and help with the execution of strategies:
- Trend detection
- Communication development and testing
- Satisfaction research
- Mystery shopping

Within these broad areas we offer answers to numerous marketing problems, including:

- Communication
- Branding
- Product and services development and management
- Sales and sales channels
- Effectiveness tracking
- Analytic CRM, consumer satisfaction and Business Intelligence
- Pricing for maximum profitability

We cover a broad spectrum of research capabilities and employ specialists for individual industries:

- Quantitative research
- Qualitative research
- Analytic CRM and data mining
- Reporting and BI
- Advertising efficiency and marketing reach
- Public opinion polls
- Online research
- Semiotics
- Observation and ethnography
- Video ethnography
- Why we succeed?
- The basis of our success are our good relations with clients, regional partners, employees and local communities.
- We know our clients and quickly recognize both their needs and their wishes. This helps us build close and successful relationships.
- We translate regional strategies to local markets.
- We constantly introduce new knowledge, technologies and innovative research ideas to enhance solutions for our clients.
- Our wide range of analytical tools result from our innovative spark.
- We have more than ten years of experience in marketing research, which gives us the necessary knowledge and wisdom.
- Our employees are experts in their fields and enjoy their work.

All this ensures that we can guarantee our clients added value.



# Partners

## ALTERMEDIA

marketing agency

### Altermedia d.o.o.

Hasana Brkića 2  
71000 Sarajevo  
Tel: +387 33 710 616  
Fax: +387 33 710 615  
E-mail: info@altermedia.ba  
www.altermedia.ba

Since 2003 we are on market I full service agency, leading BTL partner for our clients, 25 full time employees, 21 part time regional supervisors I 3.000 sales ladies I 16 cars I more than 5.000 stores I 85 clients I more than 100 B2C concepts I more than 700.000 hrs. of in store promotions I more than 100 integrated campaigns... Our communication and sales experts working together! providing visible results for our clients!! Building relationships and strengthening brands for the future.

## busIness Academy

### FMCG 2015 SARAJEVO SUMMIT

#### FMCG Summit Sarajevo



### B Talk BusIness

#### INTERACTIVE BUSINESS CONFERENCES



Multilevel communications platform that is based on five thematic sections

Information

Interaction

Inspiration

Innovation

Investment

### SARAJEVO MARKETING 2014 SUMMIT

#### Sarajevo Marketing Summit



## Internationalization! From january 2012.

The first and only monthly trade magazine on regional consumer goods!  
Circulation: 36.500 copies / month





# BBDO SARAJEVO

## BBDO Sarajevo

Šenoina 16,  
71000 Sarajevo  
Tel: +387 33 551 430;  
+387 33 551 431;  
Fax: +387 33 551 430;  
E-mail: [info@bbdo.ba](mailto:info@bbdo.ba)  
[www.bbdo.ba](http://www.bbdo.ba)  
[www.facebook.com/bbdosarajevo](https://www.facebook.com/bbdosarajevo)

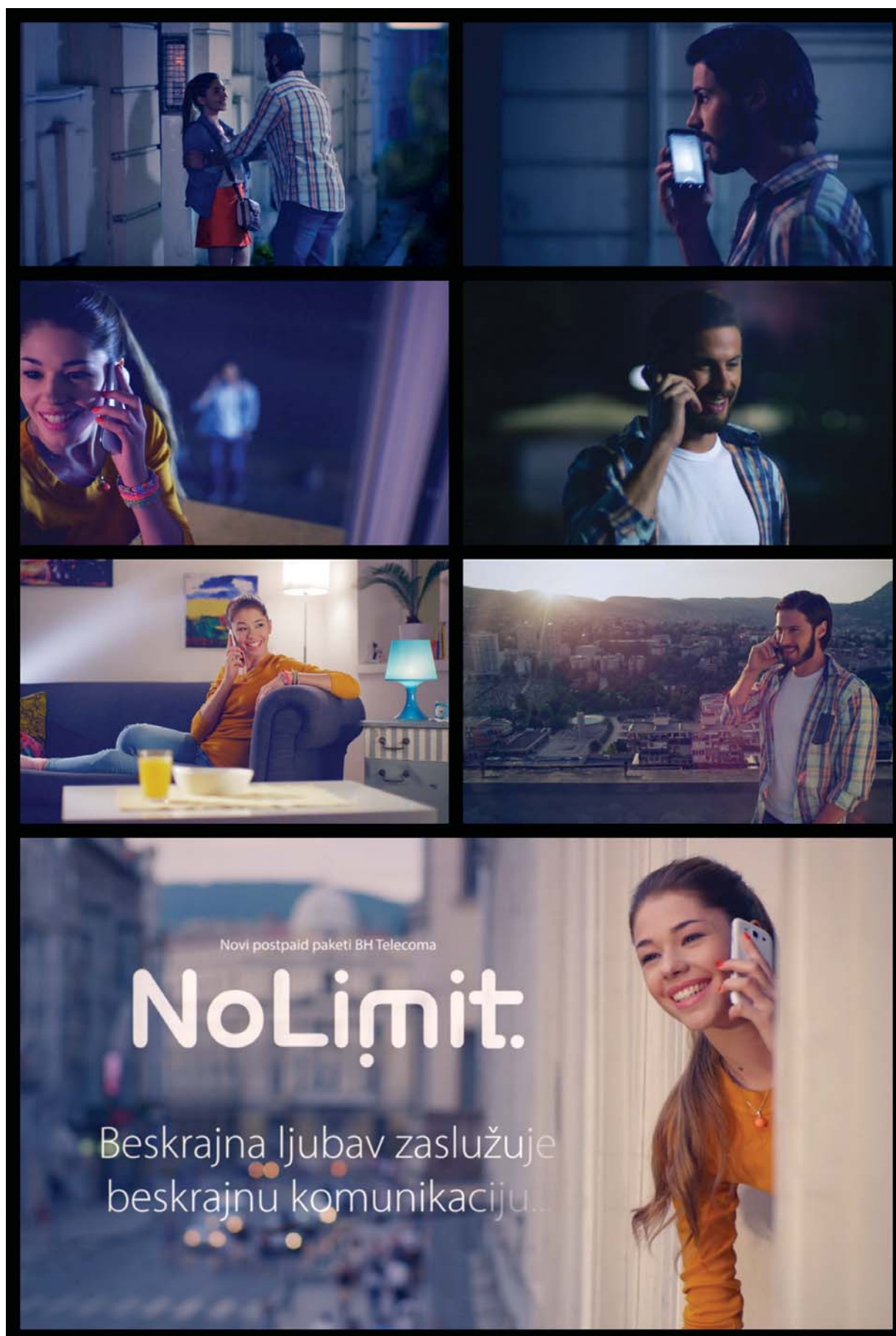
"The Work, The Work, The Work" is the foundation of the business philosophy of the BBDO agency, with an impressive portfolio of creative advertising. The work of the agency encompasses all kinds of creative content that can touch consumers and strengthen the brand.

BBDO Sarajevo is a full service agency established in 2000. It is a member of BBDO Worldwide, the most awarded advertising agency network in the history of the advertising business and one of the largest in the world. BBDO Worldwide has existed since 1928 and today has over 15,000 employees in 289 agencies in 81 countries.

The BBDO agency believes that brands are like people. Each has its own story, and each demands a unique approach, with full patience and care. Therefore, every task set is seen as a unique challenge in becoming better and more successful, both for clients and for the agency itself.

The solutions offered by the agency are primarily intended to "work for the brand" and to meet extremely high creative standards. Ideas are there to be exchanged and examined in order to reach the best solutions. To make this possible, the agency's team is composed of very different, but mature and talented individuals, outstanding professionals, skilled and versatile personalities. The references which BBDO is the most proud of are our clients and their successful brands.

The aim of BBDO Sarajevo agency is to develop customer partnerships and to reach results by joint efforts. The approach is the same, regardless of whether companies are international or local. What makes us particularly happy is the fact that, almost without exception, clients remain with the agency for many years. For BBDO, this is the best proof of the quality of work, but also a commitment for the agency to be even better in the years to come. Keywords are trust and respect. When in synergy, they always bring results.



Novi postpaid paketi BH Telecoma

# NoLimit.

Beskrajna ljubav zasluži  
beskrajnu komunikaciju.



# Partners



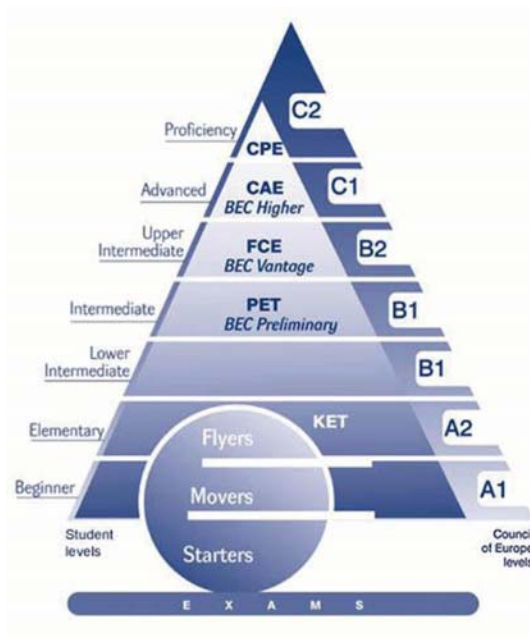
The Center for Language Education BRONCO was founded in 2002. It has been providing quality and innovative education of the most popular foreign languages for 13 years and it is recognized as a top educational center.

The professional team of experienced teachers and linguists uses various educational programs tailored according to the age and interests of the students. BRONCO offers regular language courses, and specialized courses for the needs of companies and institutions, as well as individual classes, preparation courses for international exams, and foreign language certificates.

Apart from education, BRONCO offers language translation services – court translations, simultaneous, consecutive, technical, business, and literary translations for which guarantees quality, proofreading and complete secrecy and protection.

As proof of the quality of services and dedication of BRONCO is the collaboration with top institutions in the country: German Embassy, Goethe-Institute, Ministry of Education and Science, Ministry of Foreign Affairs, Ministry of Internal Affairs, Ministry of Finance, Ministry of Economy, Ministry of Transport and Communications, Ministry of Environment and Physical Planning, Ministry of Health, Clinical Center Skopje, Assembly of Republic of Macedonia, National Institute of Health Protection, National Institute of Standardization, National Institute of Industrial Property, Secretariat for European Affairs, Secretariat for Legislation, Broadcasting Council, Copyright Agency, Police Academy, Linkacross – American NGO, and numerous private companies and state schools. Bronco was also a partner of Superbrands in 2011/12.

[www.bronco.mk](http://www.bronco.mk)





# City hall CENTER

## City Hall

[www.cityhall.com.mk](http://www.cityhall.com.mk)

### City hall Center

City hall is located in the city center at the site of the former Hard Rock Club – Youth Cultural Center (MKC). The venue is entirely adjusted into a pleasant ambient, air-conditioned, equipped with modern utilities, high quality sound, as well as latest technology. The capacity of the Cityhall center is  $\pm$  500 guests in 700 m<sup>2</sup>, divided into 3 separate rooms: a bar, lobby and a studio. The entire venue is a high ground, with daylight ambient. The entrance is adapted for visitors with special needs, and has a parking place available 24h (ZoneC46: 25 MKD/1h).

### City hall

#### Bar

### City hall Bar

is opened throughout the whole day as a coffee bar, unless otherwise arranged according to the client's needs. Besides the fine Illy coffee and various soft

drinks, the bar offers a variety of beverages, wines, beers, cocktails, etc. With an area of 130 m<sup>2</sup> it could provide seating accommodation for 40 guests, or up to 100 guests for a cocktail arrangement.

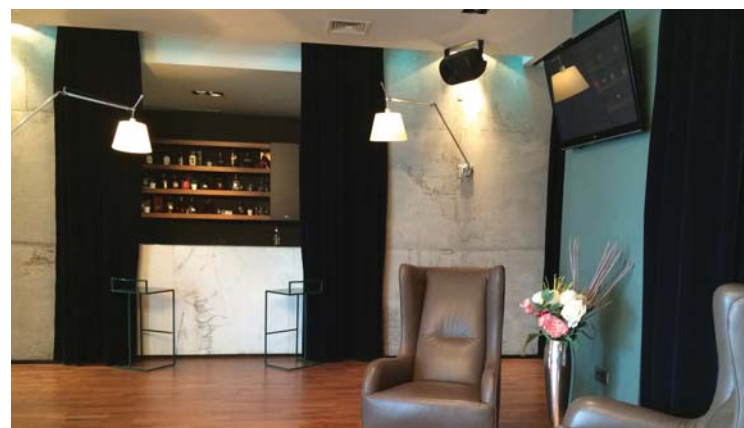
### City hall Lobby

The Lobby is envisaged to provide services for various purposes. It can be used for a cocktail reception, classroom and/or meeting room, it may also be used alongside the studio room, or it could

be used in a classroom arrangement; or 200 guests in a concert / cocktail scenery. The lobby provides wireless internet connection, as well as video and audio signal adjustable to your private or business needs, and sufficient number of ports for information and communication technology.

### City hall Studio

The Studio is equipped with the latest utilities for television and communication technology, as well as conference requirements; providing



be used in accordance with your unique idea or special purpose. Spread over a 150m<sup>2</sup> it can serve up to 15 guests in lounge seats; around 40 guests

Internet protocol with unrestricted access, with audio, video and light services suitable for organizing events of different nature. This section has a private guest room, stage, and control room. The stage is equipped with the required ports for concerts, conferences and/or other private or business events. The studio is fully equipped for simultaneous translation and regulation of all audio, video and light effects. The whole studio is about 400 m<sup>2</sup> and is adequate for providing services for 300 guests with sitting arrangement, or 200 banquets, or 500 guests in a concert scenery.

City hall can organize corporate events such as conferences, teleconferences, different meetings, trainings, promotions, presentations, cocktails, receptions, etc..., or diverse private events such as birthdays, weddings, anniversaries, graduations, a variety of other occasions for celebration; or cultural events such as exhibitions, concerts, promotions, or any other creative or entertaining program that you might think of.

We look forward to creating a memorable and successful event for your organization.



# Partners



## DVD PET

St. AndonDukov No. 5  
1000 Skopje Macedonia  
Tel: 3296-799 Fax: 3296-798  
E-mail: dvdpetinfo@yahoo.com  
www.dvdpet.com.mk

DVD PET is a rental company with years of experience in renting technical equipment for concerts, television projects, promotions, presentations, as well as organization of various types of public manifestations of cultural, educational and entertainment events.

Our priorities are the needs of the clients and collaborators.

Our company is constantly striving towards top professional organization and execution, in order to fully satisfy the needs of the clients, monitoring all the world standards.

DVD PET has professional equipment from the world's most famous manufactures, such as: JBL, SOUNDCRAFT, CROWN, SHURE, SENNHEISER, CLAY PAKY, MARTIN, SONY, EIKI, GUIL, EUROTRUSS and many others.

The equipment satisfies all the needs for organization of various events, such as large concerts of famous European and world artists. Our team of creative minds executes numerous unforgettable events of world famous performers, such as: Billy Idol, 50 Cent, DuranDuran, ZAZ, ManuChao, SimpleMinds,

Derrick May and many others.

In addition, there are many concerts of the most famous Macedonian and Balkan performers which have been technically supported, such as: Toshe Proeski, Karolina Gocheva, Kaliopi, Kiril Dzajkovski, Leb i Sol, Zdravko Cholich, Dziboni,

the complete organization of Strumica Open festival and Pivofest Prilep with more than 50,000 visitors in one night, as well as Skopski Festival, JAZZ Festival, MakFest, OFFFest, Taksirat, Bubamara, Ohrid summer festival, Skopje summer festival and many others.



Zeljko Joksimovich, Ceca Raznjatovich, Kemal Monteno, Zeljko Samardzich, Prljavo Kazalishte, Bjelo Dugme, Bajaga and many others.

One of the biggest projects of this company is

This team faces various challenges on daily bases, providing fully compact solutions that are original, well-planned and implemented in the shortest possible period of time.





**FOTO ART**

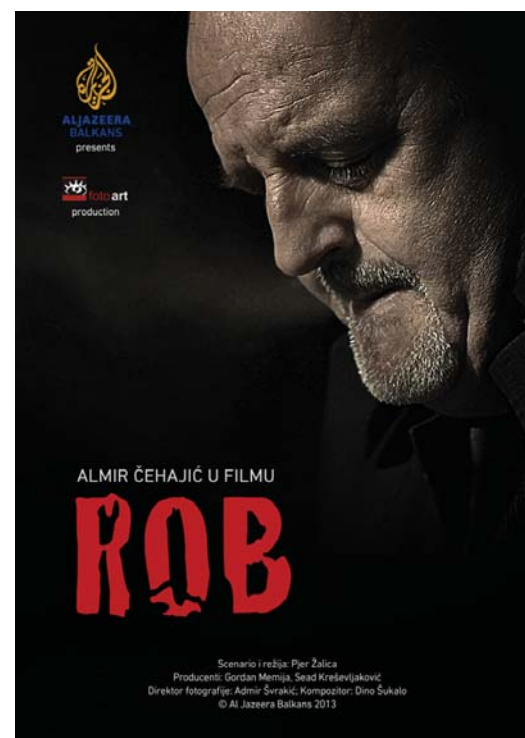
Paromlinska 42  
71000 Sarajevo  
Tel: + 387 33 713 333 / 705; 706.  
Fax: + 387 33 716 291  
E-mail: info@fotoart.ba  
www.fotoart.ba

Foto Art d.o.o. (limited liability company) is a full marketing agency, operating in accordance with the following slogan: Efficiency and quality, together with the knowledge and new technologies.

Foto Art primary business activity is communication, which is a prerequisite for all forms of modern business operations in a culture of global sociality. Within that framework, Foto Art provides for its clients services of the highest quality:

- Web design – designing, maintenance and

- administrating internet presentations ;
- Graphic design – creating a book of graphic standards, print materials – annual reports, thematic pamphlets, folders and other printed products;
- TV and radio production – the company owns mobile and studio equipment for audio-visual production, as well as adequate staff and space capacity, enabling it to meet every need and demand of its clients. Foto Art provides all forms of television communication, from radio and TV spots to informational, educational programmes and serials of the highest programming standards and ratings;
- Promotional campaigns – it designs, creates and implements promotional and marketing campaigns, in all forms of mass-media presentation;
- Public relations – it creates and produces specific instruments and means of communication with target groups;
- Event management – it organises press conferences, promotions, congresses, fairs, company anniversaries, it creates event concepts and visual identities, scenario, hosting, speech writing for hosts and guests, provides simultaneous translation, filming and photographing events, print materials, decoration and branding of halls, lighting, sound, info desks, hostesses, meals, accommodation, entertainment



content and everything else requested by the client;

- Outdoor advertising – prepares conceptual designs and produces all forms of communication in space.

Foto Art Agency is recognizable by quality and variety of services it offers to its clients.

Furthermore, Foto Art devotes special attention to production in order to advance domestic production, which is recognized in Bosnia and around the world.

In 2013/2014, Foto Art was the co-producer of the documentary "Alchemy of the Balkans" with Al Jazeera Balkans, from Bosnia and Herzegovina, Montenegro, Serbia to Croatia. Also, Foto Art co-produced the documentary "Slave" with Al Jazeera Balkans, a true story about the life of Almira Čehajić Batko, who, in the struggle for the life of his daughter, turned to extortionists for help.





# Partners



## GLOBAL NET

ul. Belasica br. 2 (Skopski saem)  
1000 Skopje, Makedonija  
tel: +389 2 3172 808  
fax: +389 2 3172 808  
e-mail: info@globalnet.mk  
www.globalnet.mk

GLOBAL NET is a software company founded in 2003. The primary activity of the company is development and implementation of software for small and midsize businesses in Macedonia. From the start the company begins with development of software for container shipping, one of its kind in Macedonia, software that is a solution for improvement in the work of numerous small and midsize businesses.

Along with the software offer, GLOBAL NET offers ready program solutions, and creates purpose-built (tailor made) software as well.

The exceptional creativity of the employees is emphasized in the web design services. This represents another field in which GLOBAL NET has been working for years. In the creation of web sites special attention is constantly paid on delivery of solutions with attractive design, great functionality and flawless compatibility with the appropriate Internet tools. Within these services, GLOBAL NET has expanded to the world market, creating long lasting partnerships.

Among other services, GLOBAL NET successfully works in the field of providing quality hosting services, graphic design and programming, computer and network maintenance, etc. In all fields of work, the company can be proud of the exceptional success for such a young company from the Macedonian business area.

In the sea of internet sites, GLOBAL NET can

be proud of the development of its own portals in attempt to make the company unique.

The last several years GLOBAL NET continues to grow and presently is serving more than 200 companies. The services that GLOBAL NET continues to raise from small desktop applications

today's modern web applications.

Among the services we provide today we offer online web solution for Invoices, where clients are free to use from anywhere: from office to home, from working time to holidays.

In the last 3 years, GLOBAL NET started to offer the services abroad. Today we are proud to say that we have customers from Bulgaria, Germany, Italy and France.

Our vision is to offer services that our customers will use to become successful.

Our mission is use the creativity of our team to give a great value to customer's success.

Talking about our customers, we never stop to find an excellent solution for their needs.

Our first priority is to help our customer as much as possible. We want to create a stable platform for our customers where they will know that their data is safe with us.



Numerous satisfied clients talk about the success of GLOBAL NET, the precious references and of course the productive solutions that the company creates. Apart from its field of work, the company constantly tries to help in the progress of the society by supporting volunteerism and apprenticeship in Macedonia. In 2009, USAID Macedonia – Competitiveness Project, awarded GLOBAL NET the acknowledgement for exceptional support of the development of the national program for apprenticeship and work.

Global Net exists to make people happy. That is why the motto of Global Net is – “We make people happy”.







## NEWEVENT

Antuna Branka Šimića 19  
71000 Sarajevo  
Tel.: +387 (0)33 713 305  
Fax.: +387 (0)33 713 306  
E-mail: [info@newevent.ba](mailto:info@newevent.ba)  
Web site: [www.newevent.ba](http://www.newevent.ba)

In case you need a team of creative associates who are dedicated to your brand, if you are looking for a reliable partner who will offer quality solutions, someone you can rely on, then Newevent is your right choice!

Since it was established in 2009, event&marketing agency Newevent has become an indispensable partner to many Bosnian and Herzegovinian and international companies. Having focused exclusively on the quality and high standards, they are always offering innovative and creative solutions which contribute to the enhancement of Newevent's market position and values it promotes. The thing which definitely separates them from the others is a

proactive approach to work. They do not wait for opportunities to happen, they create them. In order to improve the image and offer of the city, Newevent has initiated the project "Outdoor Ice Rink" which decorates Sarajevo for years and since 2013 has owned the first and only ecological rink in Bosnia and Herzegovina. Newevent is a socially responsible company that provides support for projects of significance such as "Walks for Healing", "Ballet Fest Sarajevo" and many others.

A team of ambitious professionals is to be blamed for successfully implemented projects over the years. Their portfolio is diverse, from the

organization and production of corporate events and parties, business conferences, promotions, team building events, technical support (audio, video and light, simultaneous translation), marketing, public relations, BTL and ATL. They are successful in all branches and recognizable by their effort in providing each client with added value without sparing their resources, creativity and ideas.

With their approach they have indeed broken the boundaries of what has been seen so far and their clients, now friends and partners, had witnessed this during the past years. We present some of them: Coca Cola HBC BH d.o.o., British

Council, British Embassy, Oracle BiH, Vermont d.o.o., Sparkasse Bank d.d., Uniq Osiguranje d.d., BH Telecom d.d., BH Pošta d.o.o., Hyundai Auto BH, Microsoft BiH, Meggle, Perutnina Ptuj, Avon, Alma Ras, JUB d.o.o., DHL International, US Embassy in Sarajevo, Tvornica cementa Kakanj / Cement factory/ and many others.

However, given that actions speak louder than words, we invite you to visit their website [www.newevent.ba](http://www.newevent.ba) and look at some of their works.

Newevent is a partner of Superbrands since 2009.





# ONASA

NEZAVISNA NOVINSKA AGENCIJA

### ONASA

Zmaja od Bosne 4  
71000 Sarajevo  
Tel: + 387 33 276 580 / 591  
Fax: + 387 33 276 599  
e-mail: [onasa@onasa.com.ba](mailto:onasa@onasa.com.ba)  
web: [www.onasa.com.ba](http://www.onasa.com.ba)

ONASA Agency is the leading news agency in Bosnia and Herzegovina, headquartered in Sarajevo with two permanent correspondent's offices in Banja Luka and Mostar.

ONASA Agency was founded in 1994, with the aim to provide objective, truthful and timely information to domestic and foreign public in relation to relevant events in BiH, region and the world.

Twenty years of experience in collecting, processing and distribution of information enables ONASA to distribute around 200 news articles daily through all services, to a great number of subscribers by e-mail. The services-news are broadcasted on daily basis, in languages of the peoples of Bosnia and Herzegovina and at the same time translated in English. ONASA has a clearly defined business development strategy on the common BiH market, with constant economic strengthening and the subscriber network expansion,

meeting our clients' needs for continuous information service. ONASA agency's mission is to continuously contribute to development of truthful, independent and professional reporting in a modern, Europe-oriented, multiethnic and multicultural Bosnia and Herzegovina, with a view to constantly extend its network outside Bosnia and Herzegovina.

ONASA Agency has a successful team of highly educated staff, both experienced and young professionals, specialized in the field of journalism, marketing, finance and management.


ONASA Agency's customers include press and electronic media in BiH, region and the world, world-famous news agencies, state-level and entity institutions - governments and ministries, local governance bodies, successful in-country and foreign companies, nongovernmental organizations, embassies and consulates in BiH, as well as many international institutions, privatization agencies and political parties.

Since 2002, ONASA Agency has been a full member of the South-East Europe Media Organization (SEEMO). Since 2006, ONASA Agency has been one of the founders and a full member of the Association of Private News Agencies (APNA).

The European Management Association gave the "best manager" award to ONASA's general directors, Mehmed Husić in 2004 and Elvira Begović in 2007.

Since 2010, ONASA Agency has successfully implemented the VIP Interview Project. As a part of the Project, the Agency interviewed many guests and published the interviews, which were met with a great public response.

As a part of its main information activity, ONASA offers to its clients: General Service, Commercial/Business service, NGO and Election Service, Public Tenders, English Service, Specialized Press Clipping, Web Page Advertising, Press Conference Organization, OTS Service.



**VAŠ KORAK U INFORMATIVNU BUDUĆNOST**

- GENERALNI SERVIS
- PRIVREDNI SERVIS
- NVO I STRANAČKI INFO
- ENGLJSKI SERVIS

**ONASA**  
NEZAVISNA NOVINSKA AGENCIJA

TEL: ++387 33 27 65 80 FAX: ++387 33 27 65 99  
Zmaja od Bosne 4, 71000 Sarajevo, Bosna i Hercegovina  
EMAIL: [onasa@onasa.com.ba](mailto:onasa@onasa.com.ba) WEB: [www.onasa.com.ba](http://www.onasa.com.ba)



**PRESS CLIPPING**

Bulevar Desanke Maksimović 8  
78000 Banja Luka  
Mob: + 387 63 990 069  
E-mail: [office@pressclipping.info](mailto:office@pressclipping.info)  
[www.pressclip.ba](http://www.pressclip.ba)

Press Clipping in Bosnia and Herzegovina, with its partners from the region, has been a leading company for the last seven years when it comes to the monitoring and analysis of media and media announcements. Quality, promptness and thoroughness are the main guidelines in Press Clipping operations, and the modern personalized programs, creative solutions and team work have contributed to its continuous leading position. The personal approach applied in the operations, quick response and reaction to customers' requests have turned these relations into real business partnerships and long-term business relations.

The mission involves a systemic monitoring of customers' requests and development of modern instruments for the monitoring and analysis of media, in order to meet the customers'



growing needs for a fast and efficient access and comprehension of information. Given that the "social networks" have become the most widespread types of communication, and that more and more companies tend to choose services available in that segment, the portfolio of Press Clipping services includes the monitoring and

analysis of social networks.

The company's vision is to enable a single access to information through a uniform and efficient media monitoring system, not only in relation to Bosnia and Herzegovina, but also information from the region, Europe and all over the world.

Through numerous humanitarian actions and cooperation with many cultural institutions and organizations, Press Clipping has remained a valuable and respectable member of the social community.





## Partners

# Profis

### PROFIS

Gabriele Moreno Locatelli 21  
71000 Sarajevo  
Tel / Fax: + 387 33 618 553  
Mobile: + 387 61 472-082 / +387 62 992-652  
E-mail: info@profis.ba  
www.profis.ba  
Follow us on: facebook.com/agencija.profis

In 2006, the Profis agency was established in Sarajevo. Profis was among the first translation agencies in Bosnia and Herzegovina to provide professional translation services in more than 10 language combinations.

Translators and certified court interpreters of Profis have years of translation experience in various fields, particularly:

- Economy and finance
- Banking business
- Notaryship and attorneyship
- Law and legislation
- Pharmacy
- Technical descriptions
- Project implementation reports
- Corporate identity

Quality before quantity is relatively rare in translation industry, but in case of the Profis agency, it is the main reason why it became prominent on the BiH market, as it is confirmed by regular audits for ISO 9001, and international standard for translation service providers EN 15038. Profis is the first, and still the only translation agency in BiH that had its business operations certified, and still continues to invest in further development of its capacities.

We take great pride in our human relations, pro-bono services to some of the BiH associations

in need, students and pensioners, but also in ever greater satisfaction of our clients.

Since 2006, the Profis Agency has earned confidence of many companies, associations, governmental and international organizations from

has turned what used to be a controlled, one-way message into a real-time dialogue with millions".

Success of our clients is our success. We hope we will continue to grow together, and achieve our business goals.

ISO 9001  
EN 15038

BUREAU VERITAS  
Certification



Bosnia and Herzegovina, Croatia, Turkey, Sweden, Germany, and Austria. Another important aspect of our approach is the fact that we recognize the importance of integrated translation services, proofreading, planning, and promotional activities, from the very beginning. In cooperation with our clients, we create web contents and provide administration in social networks, devise creative contents, and offer application and database management, as well as other related services. Therefore, we established a special unit – ProfisLive, as a result of awareness that, as put by a marketing specialist, Danielle Sacks, “the Internet

Prijevod  
Translation services

# Profis

# Profis

Sudski tumači  
Certified court  
interpreters





**SUTON d.o.o.**

Varaždinska 2  
88220 Široki Brijeg  
Bosna i Hercegovina  
Tel: +387 39 700 740  
Fax: +387 39 706 046  
info@suton.ba  
www.suton.ba

SUTON – graphic industry is a well known brand on the market, with years of tradition, experience, and a strong quality of products and services. The company was established in 1991, and now, 20 years later, it grew to become a leading graphic business in BiH. Besides the main office and printing house in Široki Brijeg, the business is run through subsidiaries SUTON GRAF d.o.o. Zagreb in Croatia, and SUTON PRINT d.o.o. Podgorica, Montenegro. Expansion to these markets stand as a proof of strength and scope of the SUTON group.

SUTON printing house headquarters occupy 8000 m<sup>2</sup> of own business space with a permanent staff of 60. Production facility of the printing house is equipped with modern technology in all segments of graphic production, with machinery and professional skills of the employed resulting in a rich offer of graphic products. The offer includes: hard cover and soft cover books, monographies, dictionaries, magazines, catalogues, flyers, brochures, notebooks, textbooks, business forms, agendas, calendars, advertising material, receipt paper rolls, and many other products. There is a special category of the company's own brands: AS SCHOOL, AS OFFICE and AS GIFTS. The offer under the AS SCHOOL brand includes school supplies, AS OFFICE offers office and business supplies, and AS GIFTS promotional products and gifts.

The printing house has been exporting its products outside BiH for more than ten years. Its exports have only been increasing, so SUTON reached not only buyers from the neighbouring republics of former Yugoslavia, but also

customers from Italy, Austria, Germany, and Switzerland.

The SUTON company supports the society and general wellbeing through sponsorships and humanitarian activities. In addition, it is environmentally friendly and protects the nature by using eco-friendly technologies, materials and FSC certified paper. Our production entirely follows the ISO 9001 and ISO 14001 standards. The company's motto is to always go forward, grow, and set new trends. This is why SUTON continuously invests in all segments of its business, trying to provide its customers with the best possible service and best quality products.

Following our

motto, we also launched some publishing projects.

One of them is certainly the magazine Gracija, issue for Montenegro. The magazine is intended for the modern woman who follows trends. Gracija is one of the most widely read magazines in Montenegro, at present. The magazine is published bimonthly. The second project is the magazine Putovanja za dvoje, issue for Bosnia and Herzegovina and Montenegro. This is one the leading travel

magazines in the region that provide modern travellers interesting and useful information along with the best photos of world destinations. This is a periodical magazine, which is published four times a year, following the seasons. In every issue we provide overview of destinations through the current travel seasons, give plenty of tips, discover hidden and less-known places,

familiarize the readers with unusual people and customs of the world, we suggest exciting destinations for

athletes, adventurers and explorers, we present the best hotels, restaurants and wellness for true hedonists.

Another project worth mentioning is Naj Naj - The best restaurants, hotels and destinations. We made this guide for two countries – Bosnia and Herzegovina and Montenegro. The aim of this project was to show Bosnia and Herzegovina / Montenegro as a country with high tourism potentials by presenting the best restaurants, hotels and destinations. The idea was modelled on publications that exist in tourist destinations such as Italy, Spain and Croatia, and brings nothing but the best review of restaurants and hotels, food and wine recommendations, all with high-quality photos. All this was made as an effort to show tourists what our country can offer. The next issue, which is going to be better and richer than the previous one is already in preparation.





# Partners

## VIA MEDIA

### Via Media

Vrbaska I  
71000 Sarajevo  
Bosna i Hercegovina  
Tel.: + 387 33 720 020  
Fax: + 387 33 720 021  
www.viamedia.ba

Via Media is one of the leading agencies for integrated market communication in Bosnia and Herzegovina which played a major role in development of marketing market since it has been founded in 1997.

Today, when the world and the market communication is changing rapidly, making it difficult to keep pace with the changes, Via Media is a strong and reliable partner able to meet all market challenges thanks to its knowledge and openness.

The strategy-creative team constantly follows trends, increases the possibilities for the use of new media, by educating and encouraging the clients to be present in the social media sphere, being at the right place and doing it right and bright.

Via Media's communication strategies also include direct address to target groups at interactive events, which are conceived to turn the space into a true brand experience.

For eighteen years, Via Media successfully works on:

- Development of local companies and brands
- Introducing international corporations and brands to BH market
- Development and implementation of international organisations campaigns, government and non-government sector
- Organisation of big and small events, concerts and promotions

Committed to the mission of creating ideas that generate new values, an agency with specialized knowledge and tools for strategic, marketing and media analysis helps clients to win the hearts of customers and make them loyal.

The following clients have their places in the Agency's portfolio: Marriott, HTC, Sberbank BH, Lactalis BH, Sony, Nestlé, Red Bull, dm drogerie, Nokia, Roche, Benetton, Sisley, Yamamay, Dr. Oetker, Siemens, TDR, Baumit, Pfizer, LG, Replay, Aljazera, BH Telecom, m:tel, HT Eronet, T-Crnogorski telekom /Telecom of Montenegro/, Lutrija Bosne i Hercegovine, Bosnalijek, Fabrika duhana Sarajevo /Tobacco factory/, Konzum, ASA Group, Violeta, Energopetrol/Ina. We implemented many successful campaigns for international organizations, such: GIZ, EUSR, EU Commission BiH, The World Bank, UNICEF, UNDP, OSCE, OHR, Dogs Trust, US Embassy BiH, Embassy of Turkey.

In 2011, Via Media launched the project "Branding Conference" for professionals in the field of market communications [www.branding.ba](http://www.branding.ba), and in 2012 founded a media agency Via Media Reach.

In cooperation with a Dutch partner, Via Media started an IT campaign and digital agency for development of innovative digital solutions and software.

Via Media received many awards for their work at both local and international festivals.

