

SERBIAN UNITY CONGRESS

20TH ANNIVERSARY CONVENTION

RENAISSANCE HOTEL

24 PUBLIC SQUARE

CLEVELAND, OHIO



SERBIAN BUSINESS DELEGATION PROGRAM

SATURDAY, SEPTEMBER 22ND - 25TH, 2010

A delegation of Serbian business representative participated in a special convention business program. The program was organized by Serbian Unity Congress Trustee Mr. Alex Machaskee. The meetings that were set up for the Serbian Business Delegation were extensive and productive.

Starting Tuesday, September 22 business delegate Mr. Veselin Sjekloca, President of Omnistock toured Invacare at its world headquarters in Elyria on Wednesday, September 22 and explored future cooperation possibilities with Invacare to expand the sale and distribution of healthcare products through the Balkans and possibly Russia. He was also introduced to Mr. John Tomsich, President of Nesco, Inc., which is a possible investor in Serbia. Nesco is owned by the Tomsich family, American Slovenians who have much disposable income for investment opportunities if there is something suitable to their interests in Serbia.

On Thursday, September 23, Mr. Sjekloca and Mr. Miodrag Gavrilovich, President of GBD d.o.o. and head of United Serbia Market were hosted at lunch with Ms. Andradia Scovil, Program Director for the Civic Innovation Lab, which is an organization that makes small grants up to \$30,000 for startup companies.

In the afternoon on September 23, a meeting was held with Mr. Baiju Shah, CEO of BioEnterprise, and Mr. David Fleshler, of Case Western Reserve University. The significance of that meeting is that there is a chance for dialogue to be established between the CWRU Medical School and the huge military medical academy in Belgrade. The second result of that meeting was the possibility for a dialogue to be established between the Case Institute of Engineering and the University of Belgrade Engineering faculty, since Belgrade is well-known throughout the world for the quality of engineers it trains. Mr. Baiju Shah heads up a consortium consisting of the Cleveland Clinic, University Hospitals and Case Western Reserve University, that nourishes some 600 small bioscience and technology companies in Northern Ohio. This is similar to what Mr. Sjekloca would like to create with his American House to showcase the products and services of American companies in Belgrade. Also joining in a discussion later was Mr. Tom Waltermire, who is part of the Greater Cleveland Partnership and very much involved in economic development in Greater Cleveland and Northeast Ohio.

On Friday morning, September 24, the entire Serbian Business Delegation was given a presentation by Ms. Bernardine van Kessel, Director of International Business Attraction for Team NEO, and many ideas were exchanged at that meeting.

During lunch, delegates interested in setting up business in Ohio also had an opportunity to meet with Mr. George Delgado, who has been employed by the Cleveland Foundation to attract business from around the world to Cleveland. Mr. Delgado was born in Cuba, educated in Germany, and did extensive business in Russia. Mr. Sjekloca and Mr. Delgado had much in common to discuss.

In the afternoon on Friday, September 24, Cleveland State University transported the Serbian Business Delegation to the Business Incubation Center in Beachwood for a tour of the facilities, where many countries have established beachheads for their businesses, followed by a panel discussion and a tour of Cleveland State University. Mr. Bob Scherer, Dean of the CSU Business School, said a year ago when President Boris Tadic was here that he would like to see a partnership with a Belgrade College. Ms. Slavka Draskovic, President of Serbian Unity Congress Serbia, brought a Memorandum of Understanding from the Fakultet Organizacionih Nauka (Faculty of Organizational Sciences) in Belgrade to be signed by CSU for an ongoing dialogue and enhancement of best practices.

Friday evening, September 24, the Serbian Business Delegation plus others attending the SUC Convention were welcomed at a City Hall reception by Mayor Frank Jackson, where there was an opportunity for networking by American Serbians and the visitors from Serbia.

In addition to the Serbian Business Delegation, there were two members of the Serbian Ministry of Interior, Messrs. Dejan Novakovic and Drazen Marojevic, who were looking to learn about best practices in police work and create the same kind of an association between Ohio police and Serbian police like the Ohio National Guard has with the Serbian military. They were enlightened during a one-hour meeting with the Cleveland Chief of Police, Mr. Michael McGrath. He suggested that they should create a dialogue with the Attorney General of the State of Ohio, the chief law enforcement officer in Ohio. Mr. Machaskee suggested that the next time General Wayt of the Ohio National Guard visits Serbia to meet with the military, the Ohio Attorney General should accompany him to conduct seminars for the Serbian police.

In some of the exit interviews with the Serbian Business Delegation, they seemed to be very pleased with having an opportunity to meet so many people and have productive discussions even though the commitments to travel and purpose for coming here by some of the delegation were left to the last minute.