



UDRUŽENJE
POSLOVNIH ŽENA
SRBIJE

Association of
Business
Women in
Serbia
*our results,
achievements
and i plans
2024*



April 2024

MISSION

The Association of Business Women in Serbia is the largest national organization of women entrepreneurs. ABW plays a leading role in organizing business women and providing top-notch support, as well as promotion of female entrepreneurs in Serbia. The association engages in active advocacy in order to improve the business climate and encourage networking at the local, regional and international level.

VISION

The Association of Business Women in Serbia is a strong, recognizable and competent partner in the dialogue between the state and the private sector, which contributes to social and economic development, with a special emphasis on female entrepreneurship, as a factor of economic growth.



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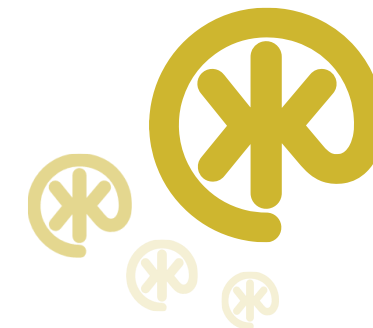
OUR GOALS

- Increasing the number of female startups
- Raising awareness and strengthening the visibility of women business owners
- Encouraging women's businesses to expand their business
- Encouraging the development of public policies that favor small and medium-sized enterprises
- Strengthening local, regional and international ties between female entrepreneurs through the exchange of experience and ideas
- Promoting social responsibility and high ethical standards in business



ABW IN NUMBERS

- **26** years of ABW
- **900** members throughout Serbia
- **10** ABW partner organizations in Serbia
- **177** implemented projects
- **8.900** women went through various educations for starting and developing a business
- **18** years of awarding the Success Flower Award
- **500+** women promoted through the Success Flower event
- **184** women in Serbia received the prestigious award Success Flower/ 33 companies in Serbia received the award Most Gender Sensitive Company / 3 female entrepreneurial companies in Serbia received the WIPO IP Enterprise award
- **14** years of the International Girls in ICT Day
- **11. 000** girls participated in the demonstration





WE GATHER

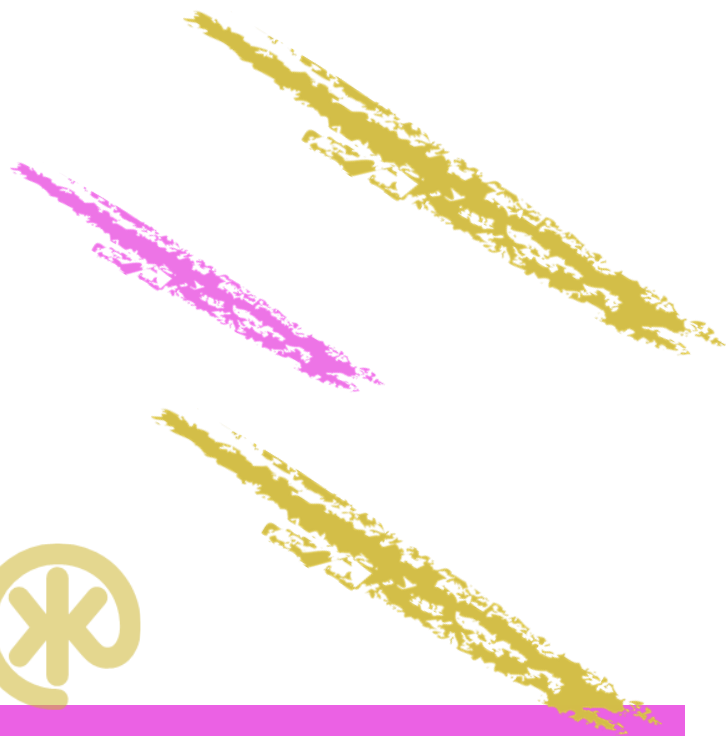
Entrepreneurs, owners of small and medium enterprises and large companies, managers, business women and future entrepreneurs

WE ORGANIZE AND PARTICIPATE

- Monthly meetings of the Women's Business Club
- Gatherings and networking at the local, regional and international level
- Seminars, trainings, webinars, lectures
- Mentoring and e-Mentoring programs
- Conferences
- B2B meetings
- Public advocacy and cooperation with policy makers and state institutions on the topic of SMEs
- Research and publishing activity
- Masterclasses led by successful women
- Online meetings of the International Business Women's Club of ABW
- Working dinners on the topic of quarterly economic analyses
- Association members

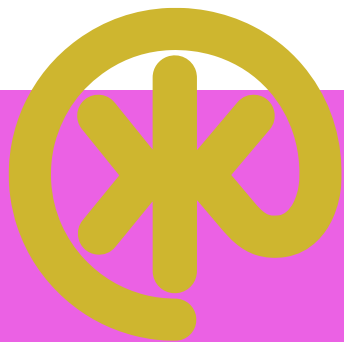


WHAT DOES MEMBERSHIP IN THE ASSOCIATION IMPLY



Active membership in the Association implies that:

- member comes as regularly as possible to ABW meetings,
- actively participates in the work of the Assembly of the Association,
- contributes to better work by participating in discussions and giving constructive suggestions,
- supports the actions of the Association
– Success Flower, Freja Forum, humanitarian activities...
- regularly pays the annual membership fee of ABW





ABW MEMBERSHIP WITHOUT LOCAL ASSOCIATIONS

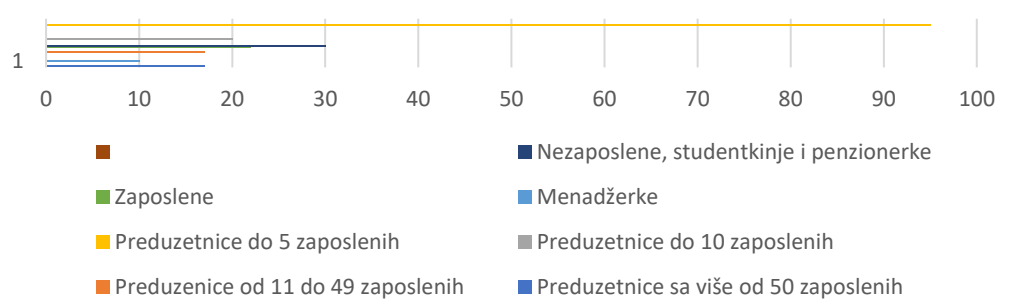


The Association currently has 310 members
About 72% pay the membership fee regularly.



This year, **49 new members joined**, while **50 new businesswomen and entrepreneurs** became interested in the activities of ABW Serbia through the e-ABW portal.

Membership structure in 2024



PRISTUPNICA
za članstvo u Udrugu poslovnih žena Srbije

Prednosti članstva

- Sve aktivnosti Udruženja poslovnih žena Srbije pružaju velike mogućnosti za umrežavanje članica, za promovisanje njihovih poslova, stvaranje poslovnih kontakata, a time i novih mogućnosti poslovanja. Saznajte više o konkretnim prednostima članstva u Udruženju, koje danas čini više od 300 žena iz cele Srbije.
- Ostvarivanje poslovnih kontakata
- Usavršavanje menadžerskih veština i unapređenje već postojećih biznisa
- Obuka za otpočinjanje samostalnog posla
- Mesečni sastanci sa temama koje su relevantne za razvoj biznisa
- Međusobna poslovna podrška među članicama
- Mentorski program koji pogoduje i mentorikama i početnicama u biznisu
- PR mogućnosti kroz predstavljanje uspeha članica u medijima
- Mogućnost uticaja na kreiranje politike razvoja malih i srednjih preduzeća kroz zajedničke akcije javnog zagovaranja sa ciljem poboljšanja uslova za preduzetništvo i samozapošljavanje žena

Preuzmite listing usluga Udruženja poslovnih žena Srbije

Formular za pristupnicu

Ime

Prezime

Prezime



ABW SERBIA MEETINGS IN 2024

In the current year, numerous events were organized, about which we informed and invited the membership via e-mail:

- * **Election Assembly** - January
- * **Regular meeting of members and workshop TITANIC SYNDROME - how to progress on the waves of change (Tatjana Mamula Nikolić)** - March
- * **Final ceremony on the occasion of the Girls in ICT Day, National Assembly**, April
- * **Regular meeting of members** - May
- * **Quick business meetings of members** - June
- * **Masterclass - Artificial intelligence in business** - September
- * **Support program for women's entrepreneurship 2024 UN Women Expo - Serbian Chamber of Commerce** - October and November
- * **XVIII Success Flower** - November
- * **Association of Business Women in Serbia our results, successes and plans** - December





WORK OF THE BOARD OF DIRECTORS



In the past period, the Board of Directors met on average two to four times a year, as needed, and on an extraordinary basis. The membership is regularly informed about all decisions made at these meetings.

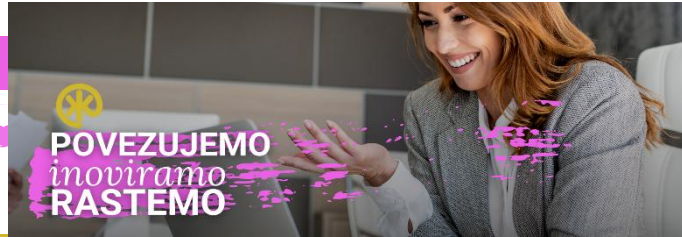




During the previous years, we worked on improving business conditions for SMEs through public advocacy, on strengthening cooperation with local associations, strengthening and expanding local and regional cooperation, promotion and education of young female entrepreneurs, with a special emphasis on the inclusion of women's companies in supply chains, we launched important e-initiatives of the Association: e-IBWC (online International Business Women's Club) and e-ABW, as well as the Summer Entrepreneurship Academy (LEPA)



WHAT WE DID



e-ABW



The e-ABW initiative was launched within the project Building organizational capacities for women's business associations and chambers of commerce financed by CIPE / Center for International Private Enterprise. This initiative aims to modernize ABW Serbia by including a greater number of female entrepreneurs operating in the digital domain, integrating digital female entrepreneurs into the association and strengthening its base.

Through this initiative were promoted:

- **23 new members** of ABW Serbia
- **2 new members** of the Management Board

A new and improved appearance of the visuals on the social networks of ABW Serbia was presented





The new look of the Instagram page feed and the introduction of new members on the social networks of ABW Serbia

NOVEMBER 2024

poslovnzene.org.rs



IMPROVING THE POSITION OF WOMEN
Projekat WEP je namenjen stvaranju novih prilika za zapošljavanje za nove žene, te jačanju kapaciteta i institucionalnih sredina koje omogućuju razvoj. Financira ga Evropska Unija preko profesionalnih partnera.

E-UPŽ 4 slova bezbroj mogućnosti
• Kako biti dobitnik/ica konkursa?
• Kako se prijaviti na konkurs?
• Kako doći do dobrih ideja?
• Kako doći do dobrih partnera?

Sta su zadaci WINnovatora?
• Kako biti dobitnik/ica konkursa?
• Kako se prijaviti na konkurs?
• Kako doći do dobrih ideja?
• Kako doći do dobrih partnera?

3 SAVETA za brži razvoj BIZNISA
• Kako biti dobitnik/ica konkursa?
• Kako se prijaviti na konkurs?
• Kako doći do dobrih ideja?
• Kako doći do dobrih partnera?

WE. CIRCULAR
Jačanje digitalnih i ino-štrajskih kapaciteta za održivu cirkularnu tranziciju preduzetnica u dunavskom regionu.

E-UPŽ BENEFITI za tebe
• Novi klijenti
• Razmena iskustava
• Umrežavanje
• Edukacije
• Višljivost

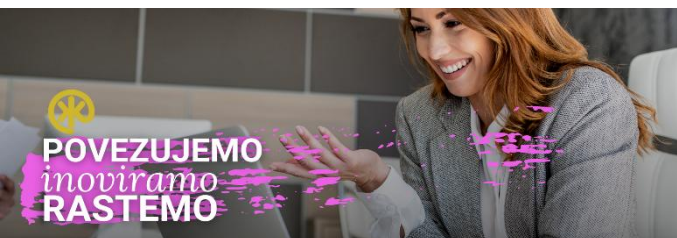
ST(REA)M IT
STREAMING GIRLS AND WOMEN INTO STREAM EDUCATION, INNOVATION AND RESEARCH je evropski projekat finansiran iz programa HORIZON WIDERS.

ZELIŠ LI DA BUDEŠ WINnovator?
Postani deo promene

ALEKSANDRA ŠVONJA
Classica Nova

Projekat prekogranične saradnje Srbija - Severna Makedonija
ZAJEDNO MOŽEMO VIŠE

POVEZUJEMO inoviramo RASTEMO
POSLOVNE ŽENE SRBIJE



e-ABW

The e-ABW initiative was launched within the project Building organizational capacities for women's business associations and chambers of commerce financed by CIPE / Center for International Private Enterprise. This initiative aims to modernize ABW Serbia by including a greater number of female entrepreneurs operating in the digital domain, integrating digital female entrepreneurs into the association and strengthening its base.



Benefiti za naše članice

e-UPŽ, digitalni segment Udruženja poslovnih žena Srbije, pruža ključne prednosti neophodne za uspeh u digitalnom svetu. Od umrežavanja sa drugim preduzetnicama i razmene iskustava do pristupa ekskluzivnim informacijama i edukacijama, e-UPŽ je posvećen osnaživanju, povezivanju i razvoju digitalnih preduzetnica. Naše članice uživaju u mogućnostima kao što su:

- ✓ **Uspostavljanje baze za saradnju** i dobijanje relevantnih kontakata za privlačenje novih klijenata i kupaca.
- ✓ Praktična **razmena iskustava, povezivanje** sa drugim udruženjima u zemlji i inostranstvu i pristup raznim benefitima.
- ✓ **Redovni sastanci, konferencije i događaji**, koji omogućavaju članicama da se umreže i prošire svoje poslovne vidike.
- ✓ **Edukativne radionice, masterclass-ovi** i pristup važnim informacijama i istraživanjima.
- ✓ Posebne pogodnosti, kao i mogućnost za **medijsku i drugu vidljivost** i preporuke.

Pridruži se i ti!

Popuni formu kako bi izrazila svoje interesovanje za e-UPŽ i saznala više o mogućnostima članstva.

Ime i prezime

Zanimanje

Mejl-adresa

Broj telefona

Slažem se sa obradom mojih ličnih podataka u svrhu izražavanja interesa za e-UPŽ i dalje komunikacije vezane za moj upit.

e-UPŽ ima za cilj da doprinese razvoju savremenih digitalnih strategija, stvarajući snažnu zajednicu koja podstiče rast i razvoj, ne samo poslovanja, već i pojedinačnih članica.

Pridruži se i ti i budi deo Udruženja za budućnost.

POSTANI DEO PROMENE

e-IBWC

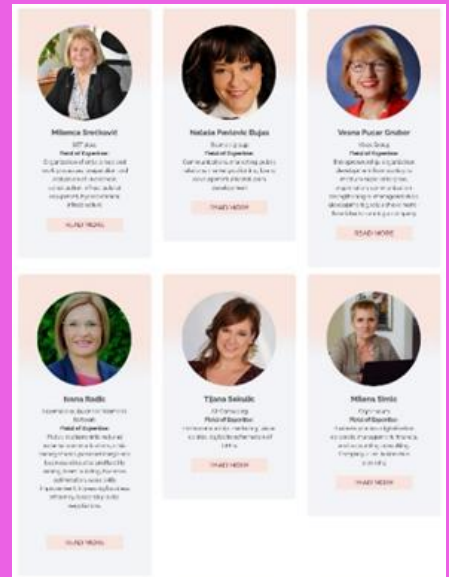
In 2021, we launched an online International Business Women's Club to connect business women from the diaspora and those who want to develop business relationships with entrepreneurs here. So far, the network has been established in Italy, Austria, Malta, Cyprus, Norway, Germany, as well as in the Middle East (UAE).





e-MENTORING

It was created within the framework of the UN Women project Awakening of digital entrepreneurship - from new forms of vulnerability on the labor market to economically empowered women, within the Key steps towards gender equality program, funded by the European Union, and is successfully working online. A large number of mentors, members and non-members, are involved in the work. In 2020, within the Success Flower event awards were given to the best mentor couples.



LEPA ACADEMY

In the summer of 2023, the LEPA Summer Entrepreneurship Academy was launched, a summer cycle of training on the most current business topics. The plan is to continue the work of LEPA Entrepreneurial Academy of ABW Serbia..



LETNJA
PREDUZETNIČKA
AKADEMIJA

Iskoristi **LETO** i napreduj u svojim preduzetničkim poduhvatima kroz 14 tema vrsnih trenera

UDRUŽENJE POSLOVNIH ŽENA SRBIJE

Leka Dedivanović
BE BRAND

Manuela Stamatović
TIKTOK ZA POČETNIKE
LINKEDIN ZA PROFESIONALCE

Tatjana Mamula Nikolić
REINOVACIJA I REINTEGRACIJA POSLOVANJA

Svetlana Gašević
RAZVOJ KREATIVNOSTI
ORGANIZACIJA DOGAĐAJA

Vesna Sarević
SVE JE JAVNI NASTUP

Milena Torbica
LIČNA EFIKASNOST

UŽIVO online obuke od 21.06. do 4.07.

Stanislava Škugor
HR IZAZOVI U PREDUZETNIŠTVU

Tijana Sekulić i Miodrag Kostić
DIGITALNA TRANSFORMACIJA
PRIMENA AI ALATA U POSLOVANJU

Miša Pavičević
VOĐENJE PRODAJE, OD PRODAVCA DO DIREKTORA PRODAJE



MEDIA AND SOCIAL MEDIA

- **375** media announcements about the members and work of ABW Serbia
- **11.079** followers on the Facebook page of ABW Serbia
- **4.608** followers on the Instagram page of ABW Serbia
- **1.211** followers on the LinkedIn page of ABW Serbia
- **514** followers on the Girls in ICT Day Facebook page
- **258** followers on the the Girls in ICT Instagram page
- **753** followers on the ABW Serbia YouTube channel
- **933** videos on the ABW Serbia YouTube channel
- **232.675** views on ABW Serbia YouTube channel
- **371** followers on the Girls in ICT Day YouTube channel
- **299** videos on the Girls in ICT Day YouTube channel
- **91.156** views on the Girls in ICT Day YouTube channel
- **3.200** subscribers receive free editions of the ABW Newsletter



CURRENT PROJECTS 2024

1 Bridging the gender and age gap on the labour market through capacity building and promotion of new job opportunities in cross border region – CBC job gender and age equalizer – EU IPA Program for Serbia and North Macedonia (September 2023 – March 2025)

2 Boosting digital and industrial capacity for sustainable circular transition of women entrepreneurs in the Danube Region – WE. Circular– EU Interreg Danube Region Programme (January 2024 – June 2026)

3 Improving the position of Women in the labour markets of peripheral INdustrial regions – WIN – EU Interreg Danube Region Programme (Januar 2024 – jun 2026)



CURRENT PROJECTS 2024

- 4 ST(R)E(A)M IT/STREAMING GIRLS AND WOMEN INTO STEAM EDUCATION, INNOVATION AND RESEARCH (January 2024 – December 2026)
- 5 WINnovators – „Boosting entrepreneurial and STEM/STEAM capacity of young Women in higher education institutions for sustainable development and INnovation“(December 2021 - November 2024) – EU Erasmus+ Program
- 6 Organizational capacity building for women’s business associations and chambers of commerce(September 2023 - April 2024) – CIPE Center for International Private Enterprise
- 7 Women in Digital Transformation and in STEM (Oktober 2024 – March 2025) CIPE Center for International Private Enterprise
- 8 WOMEX 2025 - Interreg



WOMEN'S ENTREPRENEURSHIP SUPPORT PROGRAM 2024 UN WOMEN EXPO

The EXPO 2024 Women's Entrepreneurship Support Program aimed to promote networking, business opportunities and skills development for women entrepreneurs through several key initiatives.

- 10. 10. – an event called Inclusion of female entrepreneurs in economic flow – 184 participants attended the event
- 25. 10. – Night market
- 30 entrepreneurs exhibited their products
- 13 - 25.11. – Four online trainings
Key aspects of the business plan – PhD Tatjana Mamula Nikolić
Branding and packaging - Marija Selaković,
Effective pricing– Dragica Božinović
Digital marketing – Manuela Stamatović
- on average 45 female entrepreneurs followed these online trainings

The event is part of a regional initiative to support women's entrepreneurship implemented by the UN Women Agency for Europe and Central Asia starting in 2021.





THANK
YOU!



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