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## Sanja Popovic Pantic

**Country, city:** Serbia, Belgrade

**Position:** President

**Organization/Business name and website:**  
Association of Business Women in Serbia

**Areas of Expertise:**  
female entrepreneurship, innovation management in SME's

**Favorite Quote:** "always look on the bright side of the life"



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### SHORT BIOGRAPHY:

**Citizenship:** Serbian

**Education:** M.A in Economics (marketing) and currently she is candidate for Ph.D. The title of her thesis is "Self - employment of women as a type of Female Entrepreneurship in Serbia".

**Course of career:**  
She has 18 years of multidisciplinary experience gained in marketing (mostly promotion and market research), consultancy in EU project for SMEs and research as she is employed as researcher in "Mihajlo Pupin" Institute for 16 years. In the same time she has been volunteering in NGO sector, as the leader of the Association of Business Women in Serbia. In the capacity of President of ABW Serbia, she has been coordinating the majority of ABW's project in empowerment of women but also she has been working as a trainer for start ups and development of established female companies.

**Some achievements:**  
The International Alliance for Women (TIAW) recognized and selected Sanja Popovic Pantic as a 2012 TIAW World of Difference 100 Award recipient while in the same year she has been awarded with the award PLANETA BIZNIS, delivered by magazine Ekonometar, for the extraordinary contribution to entrepreneurship development. She has been awarded also by the Ministry of economy and regional development in 2008. for the contribution to female entrepreneurship development in Serbia.

**Hobby:** hiking, playing games with my kids and their friends, linking people in the network, singing

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### CONTACT DETAILS:

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