

	 <p>Dragica Božinović, dipl.ecc. Commercial Director Novitas d.o.o.</p>
Sector	Wholesale and retail trade in non-specialized merchandize
Region	Sabac, West Serbia
Nomination as an Ambassador	<p>Dragica was born in Sabac 1960. She had finished Faculty of economic in Belgrade 1983. Since 1984. she was doing business in trade sector in a state company. Dragica is co-founder and co-owner (50%) of an trade company „Novitas“, which currently has 180 employes. The company was established in 1993. when Dragica had left managerial position in a state company, and decided to establish a firm with her husband. Dragica believes that the work makes a man. She does not take easily leader possition and fully appreciate and accept responsibility.</p>
About the company	<p>„Novitas“Ltd. is a wholesale and retail trade company. At the beginning (1993.) of its business activities it was based on the wholesale trade. Shortly thereafter Novitas' main focus shited towards Retail. Today, the company operates 24 stores wtih plans to increase the network.</p>
Raising awareness	<p>Permanent training of its employees through seminars, of which 140 are women, raise operational standards. As an indicator of success there are a lot of awards to employees, companies and even herself (see www.novitas.co.rs). The company participates in the raising of a favorable climate in region, through the implementation of legislation in practice. Involving employees in a private pension fund is one way of supporting staff.</p>
Further information	<p>Besides working in her company she takes part in the activities of the RCC Valjevo, Serbia and the ROC Ministry of Trade and Services Dragica is a great humanitarian and one of co-founder Relief Fund „Human heart Sabac“, whose slogan is „To build a more beautiful world for us“. Achieved as a wife, mother and grandmother Dragica supports career development of its employees, and maintains the balance of private and work life of employees, especially women. www.novitas.co.rs</p>