



Jasmina Knezevic General Hospital Bel Medic

Sector	Healthcare services
Region	Southeastern Europe, Serbia
Nomination as an Ambassador	<p>Founded in 1995. as a practice with only three employees, Bel Medic has been transformed over the years into a hospital with 110 permanent employees and more than 150 eminent doctors on call. It was not easy to be an entrepreneur and run any business in the country in transition, which has also suffered a war. To be an entrepreneur in the health sector is still difficult - prior to 1989. it was completely prohibited - and now it is accepted with great reserve. For all that, I have never seen my entrepreneurship just as a business, but as a pioneering work in changing the system. I have always deeply believed that private initiative can be the engine of society and engine for changes, and that the private health sector has enormous potential for economic development. The motive for my application to this project is to use my experience, knowledge and energy to inspire other women to make business steps, and to join in effort to put Serbia firmly on European path.</p>
About the company	<p>General Hospital Bel Medic offers full range of medical services for the whole family – for both children and adults - 24 hours a day, 365 days a year. Comprising General Hospital, Outpatient Clinic and Health Center, with a 15 years of experience, it has tens of thousands of satisfied patients and clients, including many prominent domestic or foreign companies operating in Serbia.</p>
Raising awareness	<p>To develop and encourage private initiative, to foster establishing of more private health institutions, to make influence in favor of creation better business environment - all those are goals inscribed in Bel Medic Vision and Mission document. I am looking forward to work in that direction, especially to encourage women colleagues to start their own businesses.</p>
Further information	<p>Talent and energy of women are a huge potential of my country. It should be revived and actively involved, as we have to connect, make networks, cooperate, help each other. This project is a way to do that. www.belmedic.rs</p>