



Sanja Knezevic, Executive Manager
Company name „Ethno“

Sector	Rural tourism
Region	Rasina District, Central Serbia
Nomination as an Ambassador	<p>Sanja Knezevic has dealt with rural tourism since 2006 when she and her family started a project of reconstruction and renovation of the hamlet, today known as ethno village Latkovac which is over 200 years old. The reconstruction lasted nine months, and in July 2007 the ethno village Latkovac was officially opened. Several thousand guests from home and abroad have passed through the village during the previous four years.</p> <p>The tendency to make a constant progress in her work and reveal new perspectives, determined Sanja to run her own business which enabled her to combine her four great loves - archaeology, village, tourism and cultural management.</p>
About the company	<p>She founded her entrepreneurial firm Ethno in 2008 and the core business of the firm is rural tourism. The main aim of Ethno is improving the tourist and cultural center Ethno village Latkovac which currently employs six workers. Since its opening the Ethno village Latkovac has organized several festivals (Etnovizija - Festival of children's ethnic music, Sounds of Memories - a festival of Serbian folk music, DREAM - Classical Music Festival), a large number of literary events, performances, fashion shows, workshops, traditional crafts and art colony (painting and sculpture), environmental camp "Eco s(ph)ere Latkovac, numerous seminars, summer schools and specialized trainings.</p>
Raising awareness	<p>Since the beginning of her business, Sanja has initiated and participated in many socially responsible campaigns that promote the importance of caring about the environment, the inclusion of children with special needs, waking of activism among women from rural parts of Serbia to influence the quality of their lives with their own engagement.</p>
Further information	<p>Lately, I often hear that it is very difficult to engage in one's own business in Serbia, that it is harder for women than for men, that the business is the field created only for men ... I think that there is no obstacle when we understand the rules, when we define the goals and the platform to achieve these goals. I believe that this period is the period of great challenges thus I defined my professional life – a struggle with constant challenges. http://www.ethno.co.rs/</p>

