

General Credentials

November 2011

Prepared by

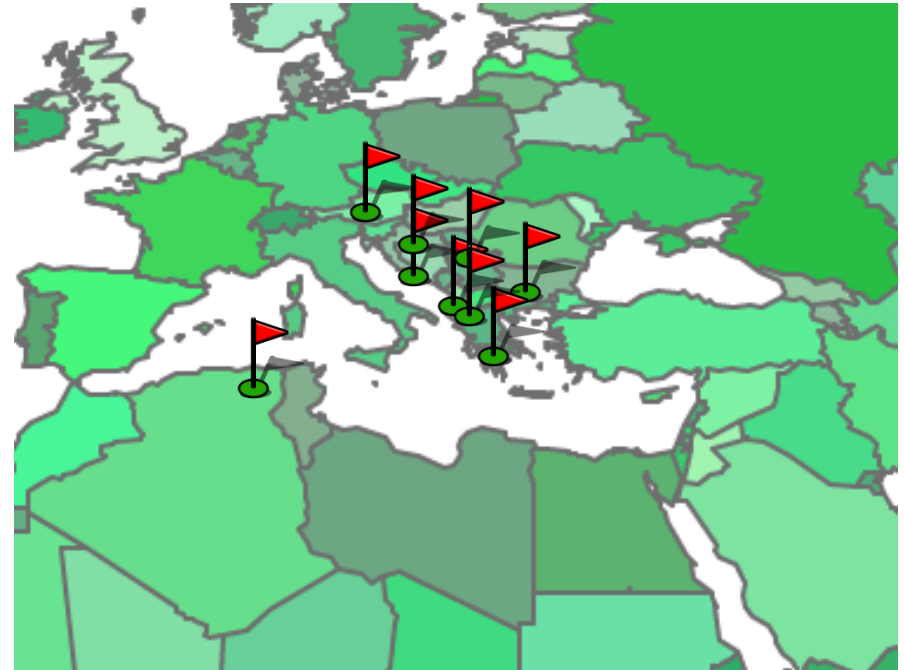
[webb.dowse](http://webb.dowse.com)
intelligent corporate communications

Who we are

- A unique combination of British and local managers at the peak of their profession, with a diverse but **synergistic** range of knowledge, skills and expertise
- We offer a fresh new approach to corporate communications throughout the Balkans. Our **integrated approach** to communications combines a carefully planned mixture of public relations and media management, public affairs and stakeholder relations to achieve our clients' objectives
- A wealth of experience with major investors in the region together with hands-on experience of **best practice** in international business communications
- **Excellent contacts** with stakeholders and media
- Strong reputation among clients and media for delivering **quality** results

Where we are

- We have established a **network** of top consultants in Albania, Bosnia & Herzegovina, Bulgaria, Croatia, Macedonia, Montenegro, Serbia and Slovenia. We know the region, its people, the challenges and the opportunities
- Following our success in the Balkans, and at the request of major clients, we have recently expanded our operations into Greece and North Africa, with a presence in Algiers and Athens.



- Our regional network is centrally managed from the HQ in **Belgrade**

What do we do

- Our role is to help manage your **reputation** and support your business **objectives** via a range of communications tools
- We are **strategic** advisers and providers of hands-on, **tactical** support in all areas of communication
- We guarantee that our clients will always have **full attention** and service from the consultancy's top management team

Services

Corporate Communications

- Media Relations and PR
- Social media and networking
- Intelligence monitoring and reporting
- Government relations and lobbying
- Public Affairs
- Investor Relations Communication
- Crisis Management and Disaster Recovery
- Reputation management and building
- Business-to-Business communications
- Internal Communications

Training and career development programmes

- Crisis communications
- Media communications
- Internal communications
- Leadership development
- Career coaching

Senior Partners




DAVID WEBB, Government & Public Affairs

David is an expert in business and government issues in the Western Balkans. His experience in the region dates back to the mid-1990s and includes service as the UK Minister for Trade's envoy to Kosovo in the immediate post-war period, 1999-2000, and five years as First Secretary Commercial at the British Embassy in Belgrade. Between leaving diplomacy and co-founding Webb Dowse, David worked as a freelance public affairs consultant with several major international clients, including Holcim and Telenor.

DAVID DOWSE, Public Relations & Crisis Management

One of the most experienced professionals working in his field in the region, David has over 20 years' experience in corporate communications, during which time he has worked with leading independent UK agencies on projects throughout Europe, the Middle East, Asia and USA. Since the beginning of 2006, he has been based in SEE region, managing complex communication campaigns for many high-end investors in the region, including ArcelorMittal Steel, MasterCard, Cemex, Coca-Cola, Danone, Heineken, Intel and Nokia.



Dragana Aleksic-Matic, Media Relations & Business Development Director has a decade of PR experience working with a broad range of international and local clients in Serbia and Bosnia-Herzegovina, including a successful spell as Head of PR and Marketing for Balkan Investment Bank AD in Banja Luka. Originally a journalist, Dragana recently gained her Master's degree in Public Relations from the University of Belgrade, with a top marked thesis on tailored PR for the 15-25 years age group.

HQ management team



Jelena Dašić, Account Manager

Jelena earned a degree in English in Belgrade before moving to live, study and work in the USA. During Media Studies at Norwalk College, Connecticut, Jelena won awards for journalism and video production. She went on to work as media relations officer for the Vice President of Thomson Corporation, one of the world's largest media houses. Jelena returned to Serbia in 2008 to join Webb Dowse.



Lidija Milic, PR consultant - A Master's graduate in English from the University of Belgrade, Lidija has worked for a variety of international organisations, including EBRD and the Council of Europe. As well as fluent English, Lidija also speaks French and Dutch.



Bojana Gajić, Account Executive

A Philology Graduate, Bojana joined the Webb Dowse HQ team from Belgrade Design Week, where she was PR Manager. She brings valuable media contacts and experience, as well as expertise in high-end event management. In addition to English, Bojana speaks Japanese and Italian.

Regional team, Albania, BiH and Slovenia



Dasareta Mitro, Senior Consultant, Albania

Dasareta followed a degree in English with a Chevening Scholarship in Media and Mass Communication and is currently continuing postgraduate studies in Marketing and PR. Highly articulate and well-informed, her previous career posts include the Serbian Embassy in Albania, the Albanian Telegraphic Agency (official news agency) and the Ministries of European Integration and Public Works, Transport and Telecommunication as well as commercial firms. She brings an in depth understanding of Albanian and regional affairs, and a strong network of high-level contacts in business, media and government.



Almir Pestek, Senior Consultant, Bosnia and Herzegovina

Mr Almir Pestek, Deputy Director of the Economics Institute of Sarajevo, joins us as a Senior Consultant, advising on all aspects of our developing operations in Bosnia and Herzegovina. With a Master's Degree in Economics, extensive business experience and a highly-developed network of contacts, Mr Pestek is one of the leading experts in his field. His appointment takes our capabilities in BiH to a new level.



Barbara Drogenik, Senior Consultant, Ljubljana, Slovenia

Having worked for several international agencies, including four years as head of Grey Worldwide Slovenia, Barbara brings to Webb Dowse top class experience and extensive contacts across the full range of Slovenian business, media and politics. She has represented blue chip companies across sectors as diverse as telecommunications (Nokia, Telekom Slovenija, Simobil), finance and banking (Bank Austria, Raiffeisen, SKB), automotive (Skoda, Audi), food and beverages (Knorr, Cynar, Smirnoff) and pharmaceuticals (GSK, Krka).

Regional team, Bulgaria and Croatia



Nina Nedelcheva, Senior Consultant, Sofia, Bulgaria

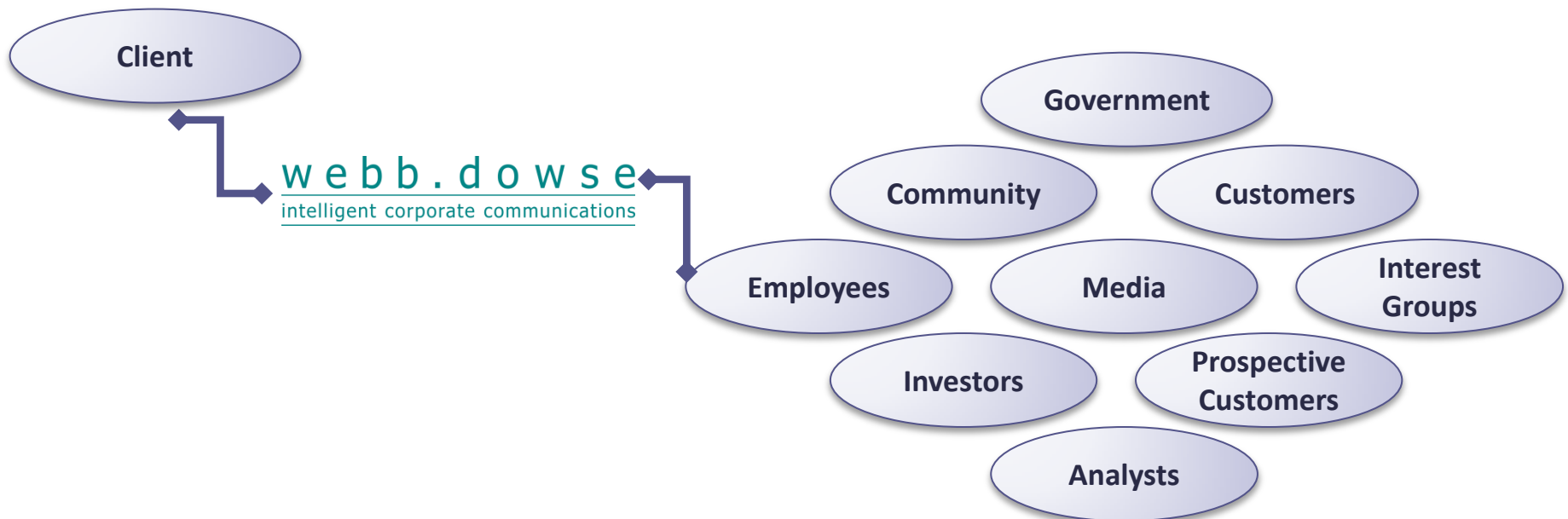
Nina has 10 years of experience in the field of communications, four of which were in the Bulgarian Government Press Office. She graduated in Journalism and Mass Communications and English Literature. Nina has provided strategic counsel for corporate communications and PA issues to multinational and local companies working in the fields of technology, banking, defense, automotive, real estate and chemical industries, including Intel, IBM, SAP, BASF, SEAT, etc. She has a keen interest in social media.



Iva Bodis, Account Executive, Zagreb. Iva followed studies in Journalism at the Faculty of Political Science in Zagreb, Croatia with post-graduate studies in Public Relations at the University of Tennessee, USA. Prior to joining the Webb Dowse team, she gained invaluable experience in the Croatian media landscape, working both as a journalist for HRT (Croatian national TV) and others, and also on a wide variety of PR projects. Her knowledge of the Croatian media scene, combined with creativity and flair, strengthens our regional capability.

Bridging the gap

- We have deep connections with the **media** and key **stakeholder** organisations and individuals in commercial, political and economic arenas in the region. We have a thorough understanding of the challenges and issues faced by investors
- We can help you bridge the gap between you and your **business goals** in the market
- We provide intelligent **information and analysis** of key factors affecting your business – facilitating more intelligent and effective communications delivery



Our clients include some of the largest foreign investors in the region:



ALPHA BANK



What do they say?

"David Dowse and his team have given real added value to our programmes in Serbia and Montenegro. We have appreciated their unique experience, creativity and professionalism."

**Steinar Ostermann, Senior Advisor, Group Risk,
Telenor/Promonte, Montenegro**



What do they say?

“Webb Dowse brings a rare level of professionalism and dedication to corporate communications in the Balkans, and they have quickly impressed us. Their access to media and incisive understanding of how to get meaningful, business-oriented results is outstanding.”

Maja Sever, Manager, Corporate Communications,
High Growth European Markets,



What do they say?

“Webb Dowse provides key strategic and tactical support to our communications activities in the region.

Their team has shown us that they truly understand the complex challenges that communications in the Balkans are daily faced with, as well as the difficulty and sensitivity of complex work matters and environment protection issues. At the moment, there is no other consultancy of the kind in the region with this high level of professionalism.”

Dijana Bozic-Srdanovic, Communications Manager



Further information: www.webbdowse.com

Contact: Dragana Aleksic-Matic,
Media Relations & Business Development Director

dragana.aleksic@webbdowse.com

+381 63 1191016