

IEDC Alumni Club Montenegro organizes a lecture for Montenegro executives

Podgorica (Montenegro), 19 November 2009

In cooperation with the IEDC-Bled School of Management and Crnogorski Telekom A.D., recently established IEDC Alumni Club Montenegro organized its first business event - a free lecture for more than 120 managers and other executives from Montenegro, who were willing to exchange experience and best practices among themselves as well as to challenge them in front of international business professionals. The lecture titled "Market Challenges in Montenegro: How Can We Overcome the Constraints?" was led by Dr. Joe M. Pons, one of the leading professors of strategic marketing in Europe.

Event's opening address by **Vuk Gojnić** (EMBA 2008), President of the IEDC Alumni Club Montenegro, and Director of Development of Fix/Broadband Network, Crnogorski Telekom, was followed by a Dr. **Joe Pons's** interactive lecture based on a case study "ENSR International« Harvard Business School. The lecture was followed by a **panel discussion** among five prominent business leaders from major industries, who discussed about "**Challenges of Markets in Montenegro**". The panelists **Daniel Szasz**, Chairman of the Board, Crnogorski telekom; **George Bobvos**, CEO, Crnogorska Komercijalna Banka; **Dusko Knezević**, Chairman of Board, Atlas Grupa; **Vladan Vujović**, CEO, Novito, and **Oliver Obradović**, Director, Microsoft Montenegro, expressed and discussed their views on key questions such as marketing and sales practices, value creation, constraints and prospects for growth. After the panel, managers from Montenegro posted direct questions to panelists and expressed their views and experiences on given topics.

Live presentation and movie from the lecture are available here - ([I. Part](#)) and ([II. Part](#)).



Vuk Gojnić's opening address



Dr. Joe M. Pons during his interactive lecture



Panel discussion on "Challenges of Markets in Montenegro"