

Press Release

Luxembourg

2019.09.10



Ms. Ana BRNABIĆ, Prime Minister of the Republic of Serbia and the Serbian official delegation visited Jiway

2019.09.10 – In the context of digital transformation, Ms. Ana BRNABIĆ, Prime Minister of the Republic of Serbia, Ms. Marina JOVIĆEVIĆ, Ambassador of the Republic of Serbia to the Diplomatic World, Mr. Philippe DONCKEL, Ambassador to the Republic of Serbia and Mr. Marko ČADEŽ, President of the Chamber of Commerce and Industry of Serbia have met Luc CHARLIER, Managing Partner & Executive Director of Jiway, this Tuesday, September 10.

As Mr. Xavier BETTEL, Prime Minister of Luxembourg said last May during his official visit to Belgrade: "Luxembourg supports the European path of Serbia". Jiway has become a model of economic cooperation between our two countries by establishing one of its subsidiaries in Novi Sad in 2016.

"Many companies outsource a part of their work force to Asia or India, but we wanted to stay within the boundaries of Europe. Belgrade is only 2 hours of flight away from Luxembourg and 85% of people speak English. Furthermore, Serbia is recognized for being a pool of IT talents; talents we are proud to have hired for studying the feasibility of developments using new technologies for our *Mozalk* product" explains Luc CHARLIER.

By hiring some of them, the Luxembourgish company contributes actively to the economic development of the Republic of Serbia.

"The relationship between our two offices is built on skills exchange. Sofija NOVOVIĆ, one of our consultants is a good example. Initially employed by Jiway Serbia and as a driving force of the Serbian team, last December, she asked for joining the Luxembourgish team. She represents the "technical bridge" between Novi Sad and Luxembourg" says Igor JURIC, Administration and Sales Manager of Jiway Serbia and Sales Manager Southeast Europe.

"We support the integration of Serbia into the European Union and always had faith in the economic potential of this beautiful country," specifies Luc Charlier. The Serbian subsidiary thus constitutes a new hub for the business development in the Eastern European market. Marc ARDIZIO, Partner and Head of Business Development of Jiway and Igor JURIC, have transformed this engineering centre into a real business unit which allows the company to develop new business opportunities in Croatia, Romania and in the whole region of South-Eastern Europe.

So far, some agreements have been concluded and the *Mozalk Sport* platform will be implemented in the coming months for the famous football club "The Red Star of Belgrade".

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About Jiway

Jiway is a Luxembourgish software editor focusing on the delivery of flexible business solutions, adapted to clients' needs and expectations. At the service of banks and companies from the private sector, in Luxembourg and across the world over the last 15 years, Jiway has become a leader in the fields of document management, business process automation and relationship management.

More information www.jiway.lu.