

KO JE KO U JUGOSLOVENSKOM BIZNISU 2000

"Vremena promena su i vremena konfuzije. Reči gube uobičajeno značenje, hod nam je nesiguran", napisao je jedan autor. Hod država u globalnom sistemu je danas upravo takav: privrede su suočene sa potrebom prilagođavanja u koordinatama ekonomske globalizacije. I kao i sa drugim realnim procesima i ovde se radi o kompleksnim pojavama koje u sebi sadrže i staro i novo, moderno i tradicionalno, napredno i konzervativno. Države i nacionalne privrede danas su suočene sa "kompresijom vremena i prostora" - skraćivanjem vremena reagovanja i prostora za delovanje.

Dvadeseti vek je vreme temeljnih promena - svet postaje sve međuzavisniji, odnosi delova - država se suštinski menjaju, obim i brzina kretanja rada, kapitala, informacija ubrzavaju se svakodnevno.

Globalizacija u osnovi ne menja suverenitet države; ona dovodi u pitanje efikasnost državne kontrole, jer: (1) informacione tehnologije umanjuju moć država; (2) deregulacija umanjuje moć država; (3) umanjuje se makroekonomska automonija država.

Ekonomska analiza ne može biti bez vizije: ne može se u XXI vek ulaziti sa rudimentarnom osamnaestovekovnom darvinovskom borbom za opstanak i aksiomom da je pojedinac početak i kraj ekonomske analize i poimanjem tržišta kao grabljičike konkurencije. Naprotiv, fenomeni partnerstva i saradnje, stvaranje globalnih kompanija na osnovama svakodnevnih fuzija i merđera vrednih stotine milijardi dolara ukazuju na razuđene mreže saradnje firmi sa dobavljačima, kupcima, konkurentima, državom i okruženjem. Kratkoročno definisani interesi profita bivaju upotpunjeni dugoročnom vizijom partnerstva.

*Partnerstvo postaje ideja vodilja sve većeg broja kompanija i ona je "tvrdi jezgro" projekta **Biznis partner**: dugoročni odnosi saradnje medijskih kuća, poput **Mas-medija** - pionira i lidera u ovoj nastajućoj i brzo razvijajućoj delatnosti, privrede, nauke i države su obrazac i matrica funkcionisanja otvorene tržišne privrede u savremenom svetu.*

U ovoj knjizi čitaoci - poslovni ljudi, akademski krugovi ekonomista, predstavnici državnih organa i najšira javnost - upoznaju se na pristupačan i jednostavan način sa profilom vodećih jugoslovenskih kompanija - lidera u granama i delatnostima koje su prepoznali kao oslonce svog dugoročnog uspeha i tako se uvrstili u prvi red partnera na putu oporavka i rekonstrukcije jugoslovenske privrede, partnera svetskim

WHO IS WHO IN YUGOSLAV BUSINESS 2000

"Times of change are times of confusion. Words are losing their usual meaning, our pace is uncertain" - wrote an author once. Such is the pace of states in the global system today: economies are confronted with the need to adapt in coordinates of global economy. Much as with other actual processes, here we are dealing with complex phenomena that contain the old and the new, the modern and the traditional, the advanced and the conservative. States and national economies are facing "compression of time and space" - shortening the time for reaction and the space for action.

The twentieth century is the time of fundamental changes - the world is becoming interrelated, the relations between parts - states are changing substantially, the scope and speed of movements in work, capital, or information are accelerating each day.

Globalization basically doesn't change the sovereignty of the State. It challenges the efficiency of State control because: 1) Information technology reduces the power of States; 2) deregulation reduces the power of States; 3) macro-economical autonomy of States is reduced.

Economic analysis cannot be without a vision: we cannot enter the 21st century with rudimentary Darwinist Survival Struggle of the 18th century, and the axiom that the individual is the beginning and the end of economic analysis; or with the market being understood as a predators' competition. On the contrary, such phenomena as cooperation and partnership, creation of global companies based on everyday fusions and mergers worth hundreds of billions dollars, point out to a branched network of cooperation between firms and suppliers, buyers, competitors, the State and the environment. Defined short-term interests of profit become supplemented by long term visions of partnership.

*Partnership is developing into a guiding idea to an increasing number of companies and it is the "hard core" of the **Business Partner** project. Long term cooperative relations of media houses such as **Mass Media** - the pioneer and leader in this arising and fast developing field, with the economy, science and State are the principle and role model for the functioning of an open market economy in the modern world.*

In this book, the readers - business people, academic economist circles, State Office representatives as well as the wide public - are introduced in an easy and simple way to the profiles of leading Yugoslav companies; the leaders in branches and activities which they had recognized as bases for their long term success thus taking a place in the first line of part-

kompanijama.

Koristeći tradicionalne opipljive resurse i još više neopipljive resurse znanja, inicijative i fleksibilnosti i inovativnosti ove firme su se po svojim ukupnim performansama približile svet-skoj konkurenciji i u globalnoj tržišnoj utakmici mogu biti ravnopravni partner i pouzdani oslonac jugoslovenske privrede.

Priče o firmama u ovoj knjizi su posebne i originalne, ali sa jednom zajedničkom potkom: dosezanje uspeha, sticanje i očuvanje liderske pozicije je mukotrpna, neprekidna borba za nove proizvode, kvalitet, kupce, tržište. To je tržišna filozofija koju jugoslovenski radnici i menadžeri dobro poznaju i ona je čvrst temelj uspeha firmi predstavljenih u ovoj knjizi.

A one dolaze iz različitih sektora: industrije - RTB Bor, Goša, Tigar, Petar Drapšin, Jadransko brodogradilište, Umka, Jumko, Fabrika akumulatora Sombor, Metalac, Hemofarm, Potisje; saobraćaja - Luka Bar, Transportšped; poljoprivrede i prehrambene industrije - Vučje Porečje, 13. juli, Knjaz Miloš, Dijamant, Apatinska pivara, Flores, Banat, Kikindski mlin, Neoplanta, Žitko; stanogradnje - Stankom; bankarstva - Prva preduzetnička banka, Novosadska banka, Continental banka; spoljne trgovine - Jugoimport SDPR; trgovine - Interkont-komerc, Rodić MB; turizma - Budvanska rivijera; zdravstvenog turizma - Čigota; medija - RTS RJ program Srbija Danas; nauke i obrazovanja - Naučni Institut za ratarstvo i povrtarstvo, BK Univerzitet.

Ova knjiga je tako još jedna karika u razuđenoj mreži partnerskih odnosa saradnje kakvi se moraju uspostavljati u odnosima društva, privrede i države, karika koja doprinosi stvaranju svojevrsnog kooperativnog makromenadžmenta koji danas postaje poslovna filozofija najnaprednijih privreda sveta.

Firme koje su predstavljene u ovoj knjizi, a njih je svakim danom sve više, su svojevrsne gravitacione tačke koje poput pauka pletu mrežu tržišnih odnosa uporedivih sa onima u svetu. Osloncem na fleksibilnost i inovativnost ova preduzeća su pokretači dinamičkih strukturnih promena kroz koje će se realizovati projekti obnove jugoslovenske privrede.

Prof. dr Miomir JAKŠIĆ

ners on the road of recovery and reconstruction of Yugoslav economy, among partners of world companies.

Using the traditional tangible resources and even more the intangible resources of knowledge, initiative, flexibility and innovation; I.E. by their total performance these firms have come closer to world competitors and in the global market competition they can be equal partners and reliable supports to the Yugoslav economy.

Stories of companies in this book are special and original, but with one common ground: reaching for success, gaining and maintaining the leading position is a hardworking constant struggle for new products, quality, the Buyer, the Market. That is the market philosophy well known to Yugoslav workers and managers, and it is a firm cornerstone of success to companies represented in this book.

They come from different sectors: Industry - RTB BOR, Goša, Tigar, Petar Drapsin, Jadransko Brodogradiliste, Umka, Yumko, Fabrika akumulatora Sombor, Metalac, Hemofarm, Potisje; Traffic - Luka Bar, Transportsped; Agriculture and Food processing - Vucje Porecje, 13th Jul, Knjaz Miloš, Dijamant, Apatinska Pivara, Flores, Banat, Kikindski mlin, Neoplanta, Zitko; Housing construction - Stankom; Banking - Prva Preduzetnicka Banka, Novosadska Banka, Continental Banka; Foreign trade - Jugoimport SDPR; Trade - Interkomerc, Rodic MB; Tourism - Budvanska Riviera; Health tourism - Čigota; media - RTS Serbia Today Program; Science and education - Scientific Institute for farming, BK University.

This book is another link in the branched network of cooperative partner relations such as must be maintained in society, relations, economy and the State; it is the link that contributes to the creation of a specific cooperative macro management that is growing into a business philosophy among modern advanced world economies.

Companies represented in this book, and their number is increasing each day, are specific gravitational points, weaving spiders their network of market relations comparable to those in the world. Relying on flexibility and innovations, such enterprises are the promoters of dynamic structural changes through which the renovation of Yugoslav economy will be accomplished.

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