

# International Leeds

The Leeds Initiative *Local partnerships making things happen*

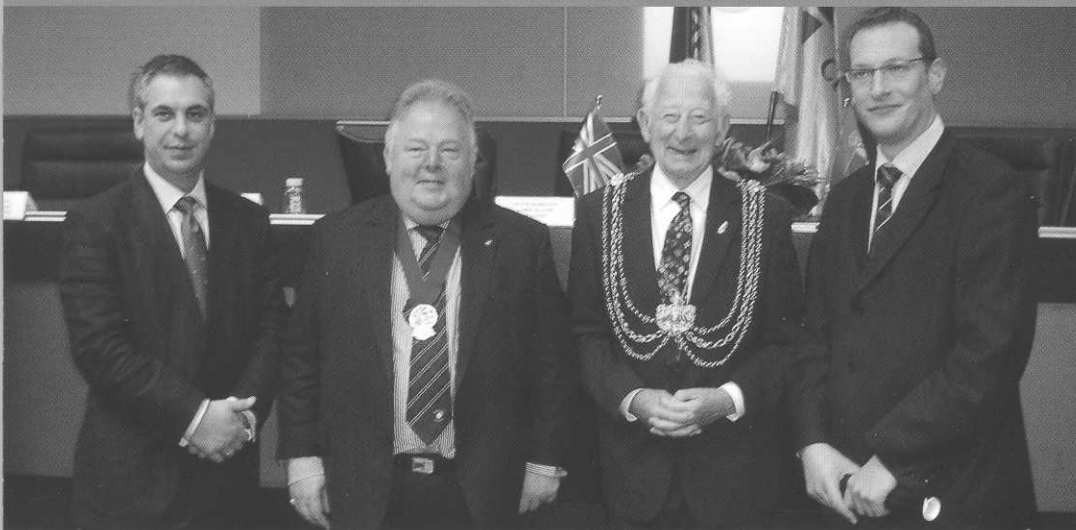


Photo: from far left George Tokos, Managing Director, Tokos Solutions, Keith Madeley, President of the Yorkshire Society, Councillor Frank Robinson, former Lord Mayor of Leeds and Mihailo Vesovic, Vice President of the Serbian Chamber of Commerce

## Yorkshire in Serbia

Yorkshire and Serbia have been developing links in the fields of sport and business. The city of Leeds and Leeds Metropolitan University hosted the first athletic training visit for Serbian Olympic athletes in 2008 in the lead up to the 2012 Olympic Games in London. To further the relationship between Serbia and Yorkshire, the Yorkshire Society in conjunction with the Central and Eastern Europe Business Network (CEBN) and Tokos Solutions, hosted a 'Doing Business in Serbia' event at Leeds Civic Hall on 15th January 2009.

Following on from this event, companies from Yorkshire signed up for a trade mission to Belgrade and Nis in Serbia in May. The trade mission was accompanied by Keith Madeley, chairman of the Yorkshire Society and the former Lord Mayor of Leeds, Councillor Frank Robinson. The delegation from Leeds and Yorkshire included corporate financial investment institutions and representatives from

sport, education, culture and tourism organisations.

The delegation attended a business conference in Belgrade to present their business opportunities to the Serbian audience. The businesses also took part in several successful one-to-one meetings and are optimistic about future collaboration and business opportunities.

The former Lord Mayor of Leeds was officially welcomed to Serbia in support of strengthening links between Serbia and Yorkshire. The Yorkshire Committee for the 2012 games and the Olympic Committee of Serbia formally signed a memorandum for long term collaboration.

The Mayor of Nis has been invited to be a Patron of CEBN to help develop the network in Serbia and to act as a point of contact to facilitate matchmaking between Yorkshire and Serbian companies.