

CURRICULUM VITAE

1. **Family Name:** Cetinić
2. **First Name:** Goran
2. **Date of birth:** June, 8th 1946
4. **Nationality:** Croatian, Serbian
5. **Civil Status:** Married
6. **Education:**

Date	Degree(s) or Diploma(s) obtained:
1969	University of Belgrade, Faculty of Economics, Serbia – Diploma, Dipl.oec
1975	International Marketing Institute, Cambridge Massachusetts, USA, Multinational Summer Program in Marketing Management, Diploma
1986:	Participant in the international management seminar in Geneva on Managing State Trading Organizations under auspices of the International Association of State Trading Organizations of Developing Countries and in association with the International Trade Centre UNCTAD/GATT.
1998	Fellow of Session 363 SALZBURG SEMINAR: “The International Impact of the European Monetary Union”
2002	Successfully completed Train-the Trainer course: “What will an International lender want to know about my company”, SEED – Managed by IFC & WB Group., Certificate,

7. Language skills:

Language	Reading	Speaking	Writing
Croatian	Mother tongue		
English	1	1	1
Serbian	1	1	1
German	5	5	5

Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

8. Membership of professional bodies:

9. Other skills (e.g. computer literacy, etc.):

1990:	Successfully completed course on computer word processing & spread sheet software.
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10. Present position:

Independent consultant,

11. Years within the firm:

since 1998

12. Key qualifications:

Export Banking, Market Research, Media Analysis, Project development, evaluation, assessment and management, Macro economic and social analysis, (see 14. for details)

13. Specific experience in the region:

Country	Date from - Date to
SFRJ, SRJ, Serbia & Montenegro, Serbia, Croatia, Bosnia & Herzegovina, Slovenia, Montenegro	1969 to date (see under 14)

14. Professional experience:

Date	Location	Company	Position	Description
2010	Serbia	Budget watch (NGO)	President (founder)	Civil control of budget spending in Serbia
2010	Serbia	Ipsos Strategic Marketing	Leading Researcher	Market Research: Value Chains for Employment, (UNDP)
2010	Montenegro	Puls - Marketing, Media and Public Opinion Research (Croatia)	Leading Researcher	<i>Integrity and Capacity Assessments of the Public administration Sector in Montenegro</i> , Anti Corruption Project for: UNDP Montenegro, <i>desk review report</i>

2008	Serbia	StrategicPuls Group	Project Manager	Market Research: Machine tools in Serbia (Istituto Nazionale per il Commercio Estero – Italy)
2007/2008	Serbia	European Consulting Group	Field Research and Analysis	Identification mission: Serbian Belt Conveyor Drums Producers (for German Hesse)
1998 to date	Serbia	IRES, USA (ProMedia program in Serbia - US AID)	Business Consultant	Media Economy, Media privatization, <i>Irex Privatization team</i> leader, Author and organizer of <i>Media sustainability index</i> yearly assessment for Serbia 2002-2012, Media research activities organizer, Handbook for local radio stations reporting on the European Union (EU)
2005 to date	Serbia	European Consulting Group	Senior consultant	Regional Development, Economic and export analysis, Serbian local media economy, Seminars on bidding for EU projects, EU project proposals writing
2006	Serbia	Strategic Marketing and Media Research Institute, Serbia (SMMRI, now Ipsos)	Project manager	IFC, Corporate governance principles at stock companies in Serbia
2005	Serbia	Human Dynamics European Consulting Group	Independent Assessor	European Agency for Reconstruction-EAR (EU investment institution in SEE) "Grant scheme assessment" for Integrated socio-economic development plan: Central Serbia, South Serbia and Banat
2003/2004	Serbia	European Movement in Serbia	Award committee member	Project of the EAR – Fund to Support to Civil Society in Serbia
1998-2003	Serbia	SMMRI (now Ipsos)	Project manager Leading researcher	Projects: "UNHCR Income Generating Projects Programm in Yugoslavia - an assessment with options for future development", "IDPs and Refugees living conditions, IFRC, ICRC, YRC", "Federal Republic of Yugoslavia: Internally Displaced Persons And Refugees Living Conditions" for IFRC, "OECD, Survey of small businesses, 2003", "WB, Business Climate Conditions, Regulatory Costs and Productivity in Serbia, 2002, 2003".....
2001	Serbia	World Bank	Short term consultant	Export Finance Facilitation project in FRY (Assessment of Urgent Needs to Establish Export Credit and Insurance Facility in FRY; First task was to collect data on Yugoslav export performances: extent, structure, main export markets, main export companies, main obstacles to export, export environment with special emphasis on financial needs. Short comparative analysis on export performances between years 1990 and 2000 was given. Second task was to identify and collect available data on future plans of western companies on Yugoslav market, including financial magnitude of those plans.

2001	Serbia	International Finance Corporation	Short term consultant (Fact finding mission member and Integral report writer)	SME mapping in FRY (Determining the key constraints affecting SME activities and provide a basis for program interventions by the World Bank Group (WBG) and partner organizations).
1991	Croatia	FAO	Member	Preidentification mission for development of private agricultural sector on the Island of Korčula, Croatia
1988	Serbia	Economic Institute	Researcher	Restructuring Program and Company Export Strategy for one of the major Yugoslav trading company - INEX, Belgrade
1987	Serbia	Economic Institute	Researcher	Preparation of export strategy program for the metal working company GOŠA, Smederevska Palanka.
1986	Bosnia & Herzegovina	FAO Bankers Program/YUBMES	Identification mission Co-leader	Project - Rural Development of Western Bosnia
1979-1998	SFR Yugoslavia	Yugoslav Bank for International Economic Cooperation (YUBMES)	General manager	Senior Advisor, (6 months), Chief of the Office of the President (4 years), Director General, Marketing and Information Department (9 years), Advisor to the President – leading economist (5 years). Member of Export credit board and Non-commercial risk board (3). Export credit investment analysis and decision, Export promotion, business information for exporters, cooperation with WB, ADB, IABD, UNIDO, SIDA, USA Ex- Im, ECGD, GATT etc. (Yugoslav Bank was eminent Export credit agency (second in turnover among underdeveloped countries export credit agencies) with direct business contacts with all important commercial banks in ex Yu). Personally responsible for analysis of economic standing of commercial banks in Croatia and permanent personal communication between Croatian commercial banks and Yubmes
1978-1979	SFR Yugoslavia	Yugoslav Federal Self-management Body for Foreign Trade Promotion	Advisor	Federal Export Promotion Board
1973	Croatia	Foreign Trade Research Institute	Advisor	“Restructuring of the Shipyard SPLIT production program”, Split, Croatia
1969-1978	SFR Yugoslavia	Foreign Trade Research Institute	“Scientific researcher”	Research of Foreign Trade problems. Main projects - Protection Policy in Service Sector, Invisible Trade of Yugoslavia, Foreign Economic Relations Development Program...

15. Other relevant information

1988-1991 Vice-Governor of Yugoslavia in IFAD,
1987-1991 Member of Mixed Committees for Economic Cooperation between Yugoslavia and Eastern Germany and Yugoslavia and Turkey,
1987-1991 Representative of Yugoslav Bank for International Economic Cooperation in FAO Bankers Program and in Association of State Trading Organizations (ASTRO)
1992-1994: Co-founder and Vice-president of European Movement in Serbia
1994-2006: Member of the Main Board, European Movement in Serbia
1999-2006: Economic Forum President, European Movement in Serbia, Founder of Young Economist Forum
2003-2006: Vice-president, European Movement in Serbia
2004-to date: Forum for International Relations – member

Main Contributions to Conferences:

- Chairman of several international seminars and conferences: Seminar on Business Intelligence in Banks, Seminar on US Export Control and Licensing (Co-organizer with U.S. Department of Commerce – Bureau of Export Promotion), Seminar on Gulf Crisis and the Implications on International Economic Relations and on Yugoslav Economy, Seminar on Risk in Doing Business with Developing Countries and on Collection of Outstanding.
- Report “South European Co-operation-Some Economic Issues”, Confidence Building in Former Yugoslavia, International Conference on Security and Stability in South Eastern Europe, Glasgow, Great Britain, 24/25 January 1997.
- Initiator, organizer, contributor and chairman of four conferences: “Local Media Privatization in Serbia”, IREX, Belgrade, February, 18th 2004, 26th November 2005, 31st May 2006, 15.June 2007, Speaker on the conference: „Six years of media privatization in Serbia“, 2008

Main Publications:

- Invisible Trade of Yugoslavia, FTRI, Belgrade, 1975;
- Yugoslav Export Credit Financing in 1983, 1984, EIC, Zagreb, Beograd, Ljubljana 1984, 1985;
- Editor, co translator and initiator of dissemination to the exporters following IFIs publications: “Guidelines, Procurement under IBRD Loans and IDA credits”; “Rules and Procedures for Procurement under African Development Fund Loans”; “Sample Bidding Documents, Procurement of Goods” Inter American Development Bank, African Development Bank, World Bank; “World Bank Disbursement Handbook” 1985
- “Yugoslavia” in Guide to Export Finance, EUROMONEY, London, 1989;
- “Yugoslavia” in Guide to Export Finance, EUROMONEY, London, 1990;
- “Possibilities and forms of economic cooperation of Yugoslavia with countries south of Sahara”, IDR Institute, Zagreb, Croatia, March 1990
- “Shipbuilding Industry” in Industry and Development, Global Report 1990/1991, UNIDO, Vienna, 1990;
- “The Policy and Practice of the EBRD” in the Guide through European Bank, Belgrade 1992, Editors: B. Pajković, G. Cetinić
- “Problems of South-eastern Europe Economic Cooperation” in “Balkan 1997” European Movement in Serbia, Belgrade, May 1997
- “Diverted Trade Flows in South-eastern Europe 2000 - View from Serbia”, European Movement in Serbia, Belgrade, 1999
- More than 100 articles in different print media
- Economic Antibarbarus, (Analysis of two last decades of Serbian economy performances), Republika, Belgrade September 2010
- The Greek Economic Crisis and Its Effects on Serbia, Sudeost-Europa, 58. Jahrgang 2010 – Heft 4, Sudost-Institut, Regensburg, Germany, 2011

EU and Media related activities details

- Initiator of preparation, printing and distribution of a **Handbook** for local radio stations reporting on the European Union (EU);
- Initiator of preparation (co-author), printing and distribution of a **Handbook** Media Privatization Manual (for local Serbian electronic media);
- Member of **Evaluation committee** for EAR project *EAR – Fund to Support to Civil Society in Serbia*
- **Assessor** for the projects (two times) *The Regional Social and Economic Development Program*. The program was implemented in 3 separate regions: Banat, Southern Serbia and Central Serbia. Description: assessment of proposals received through calls for proposals: detailed technical and financial assessments and evaluation of received project proposals, (step 1. the administrative check, step 2: evaluation of the concept note - Relevance of the action, Effectiveness and Feasibility of the action and Sustainability of the action and step 3: evaluation of the full application), preparing an assessment report of the technical and financial evaluation including a ranking of the evaluated proposals, support to the preparation of the evaluation report, writing of award letters and letters to unsuccessful applicants and preparation of grant contract documentation for the successful applicants on the basis of standard EAR grant contracts.
- **Author and co author of several project proposals** for EU/EAR financing
 - o During 2009 prevailing author of three project proposals for EU funding in line with PRAG requirements. Two of three won the donations in 2010 – 1) Religious tolerance as huge milestone in road to EU (Applicant – Media Centre Belgrade); 2) Towards Europe (Applicant - local radio station Boom 93 - Pozarevac);
 - o Leading author of the project *Reducing young women unemployment in Serbian underdeveloped municipalities by supporting self-employment in service and tourist sectors*. On March 10th 2011, Project was submitted for EU financing under Support to Civil Society, Budget lines: 09SER01/03/21 and 10SER01/07/11, Reference: EuropeAid/130847/L/ACT/RS and won the donation.
 - o Author of two project proposed for EU financing under Regional Socio-Economic Development Program II (RSEDP2) in 2010
- **Organizer** of yearly session for Irex MSI (Media Sustainability Index in Serbia) complex assessment of media situation for the years: 2002-2012; managing the assessment process, author of Serbia chapters 2002-2012 (see: www.irex.org/MSI/index.asp)
- **Author** of the handbook “How to write about economy”, Novi Sad: Media Art Service International, 2008 (Petrovaradin: Maxima graf).
- **Co-author** “Legally on air”, Manuel for media professionals, co-author, Link plus, 2008
- **Trainer** in Workshop: “Planning and Preparation for EU Grants”, Media center, 21-22 September 2010 and February 2012: (Goran Cetinic, “Project idea/How to reach a successful application?/ “Concept note” writing)
- **Trainer** on Workshop: “Planning and Preparation for EU Grants”, DAI, Vranje, South Serbia, January 20, 2011, Goran Cetinic, Application package(Practical info – I Part : Project idea/How to reach winning application, Concept note writing, Application writing tools, Documentation collection, Methodology, Potential partnership, Application final check, Q&A; Practical info – II Part: Log Frame writing)

Contacts:

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Period:	October - June	July - September