

RECEPTION FOR AMBASSADOR OF DENMARK

December 3rd

Nis City Mayor Darko Bulatovic and Deputy Mayor Milos Bandjur met today with H.E. Ambassador of Denmark Mr. Anders Christian Hougård at Nis City Hall. Denmark and the Republic of Serbia enjoy a positive range of relations including political and development cooperation. It is the Embassy's overall task to represent Denmark and the Danish interests in Serbia, as well as to seek cooperation in the many areas where Danish and Serbian interests are mutual or complementary. Denmark supports Serbia in its efforts on the path towards the EU. The related reform processes are also increasing the business opportunities in Serbia for Danish companies. The representatives of the Danish IT Company Better Collective took part in the meeting. "There are already several Danish companies in the city, and I have taken the opportunity to present to the Ambassador Hougård the potentials of our city in the IT sector and to invite other companies from this country to invest here," as Mayor Bulatovic said on this occasion. Better collective was founded in 2004 and has its headquarters in Copenhagen. Today, the company has a global presence, expanding beyond Danish borders. They currently have offices in Paris, Vienna and Nis. Better collective is a leading developer of educational platforms within the gaming industry. Through products they try to make sports betting and gambling entertaining, transparent and honest for a global online betting network. In the past two years, about 70 programmers have been employed in this company in Nis, and there is an intention to double the number of employees in the next year.