



LEADERSHIP

UNIVEREXPORT  
She's the One: a voice that leads, decisions that last



"She's the One" is more than a slogan - it is a tribute to the women whose knowledge and dedication drive Univerexport forward every day. The campaign highlights that leadership is not about gender, but about competence and results

**I**n the month when International Women's Day is marked, Univerexport has chosen to proudly say "She's the One", launching a campaign that shines a light on the women who lead teams, drive change and set standards. Their roles are not symbolic - they are strategic, and that is the central message of the campaign.

Univerexport is a domestic company where women hold 62 per cent of leadership positions and make up 73 per cent of the total workforce. Behind these figures are real people in leadership roles, bringing experience, expertise and making decisions

every day across sales, logistics, marketing, finance and operations. "She's the One" therefore speaks not only about numbers, but about competence, commitment and the trust built through results.

**IN A COMPANY WHERE WOMEN HOLD THE MAJORITY OF LEADERSHIP ROLES, "SHE'S THE ONE" CELEBRATES THOSE WHO MAKE DECISIONS, BUILD TRUST AND ENSURE STABILITY. THE MESSAGE IS CLEAR: STRONG TEAMS ARE BUILT WHEN WORK AND EXPERTISE ARE RECOGNISED WITHOUT PREJUDICE**

ment and the trust built through results.

The slogan serves as a reminder that strong teams are built where knowledge, hard work and responsibility are recognised without prejudice. That is why Univerexport says the campaign's mission is to encourage women:

On International Women's Day, "She's the One" is a message of gratitude and respect to all our female colleagues whose work contributes to the company's stability and growth, as well as a reminder that equal opportunities are the foundation of sustainable and successful business, Univerexport said.

Because every good result is a team effort. And at Univerexport - more often than not, she's the one.

KNOWLEDGE

EDUCATION REFORMS

# Curricula, technology, and the market are changing Serbian schools

SERBIA FACES THE CHALLENGES OF UPGRADING ITS EDUCATIONAL SYSTEM: FROM ADAPTING CURRICULA TO SOCIAL CHANGES TO IMPLEMENTING MODERN TECHNOLOGIES, DIGITALIZATION, AND THE USE OF ARTIFICIAL INTELLIGENCE

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In recent years, Serbia's education system has been in a state of constant upgrading and adapting to current social and technological changes. The key challenge is no longer just the curriculum content, but the way knowledge is transmitted and applied in a world of accelerated technological development. Digitalization, artificial intelligence, and new learning methods, such as digital classrooms, are increasingly influencing schools, imposing a need for education to adapt to generations raised in a completely different environment.

In this context, as experts explain, the reforms planned for the coming years include changes to curricula, restructuring classroom teaching, and a greater focus on developing functional knowledge and skills. Starting with the 2027/28 school year, students in the first year



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