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Naslov: Srbija je bliža nego ikad pre

Strana: 87,88,89

**AMBASADOR SRBIJE U KANADI,
N.J.E. STEFAN TOMAŠEVIĆ**

Srbija je bliža nego ikad pre

Zahvaljujući novoj liniji Er Srbije, ljudi mogu lakše da putuju, a to znači da se lakše rađaju nove ideje, prijateljstva i poslovne mogućnosti

Sa diplomatskog i ekonomskog stanovišta, ali i iz perspektive naše brojne dijasporu u Kanadi, šta ova vazдушna veza suštinski menja i kako će ona dugoročno redefinisati odnose između naše dve zemlje?

– Obnavljanje direktne avio-linije između Beograda i Toronta, nakon 34 godine, predstavlja zaista istorijski trenutak u odnosima Srbije i Kanade, ali i veliki poslovni uspeh Er Srbije, koja je prepoznala značaj i potencijal ovog tržišta. Ova linija je mnogo više od novog avio-pravca. Ona predstavlja most između dve zemlje, ekonomija i ljudi. Direktna povezanost otvara dodatne mogućnosti za razvoj poslovne saradnje, investicija, turizma, akademske razmene, ali i za stvaranje novih kontakata i partnerstava.

Za brojnu i uspešnu srpsku zajednicu u Kanadi obnavljanje direktnog leta ima i posebno emotivno značenje. Nakon više od tri decenije Beograd i Toronto ponovo su povezani bez presedanja, čime Srbija postaje bliža našim ljudima, njihovim porodicama i novim generacijama koje žive u Kanadi, ali čuvaju snažne veze sa zemljom svog porekla. Uveren sam da će ova linija dugoročno doprineti tome da odnosi Srbije i Kanade dobiju novu dinamiku.

Krajem maja održan je veliki Poslovni forum Srbija–Kanada u Torontu, koji je u fokus stavio saradnju u oblastima energetike, IT sektora i zelenih tehnologija...

– Poslovni forum Srbija–Kanada predstavlja najveći poslovni skup ovog tipa u istoriji bilateralnih odnosa naše dve zemlje. Okupio je 28 kompanija iz Srbije i oko 50 kanadskih kompanija i organizacija, što jasno pokazuje da postoji značajan interes i veliki potencijal za dalji razvoj naše ekonomske saradnje. Posebno je važno istaći da je Forum održan neposredno nakon obnavljanja direktne avio-linije Er Srbije između Beograda i Toronta. Na taj način želeli smo da pokažemo da nova linija ne povezuje samo dva grada i dva kontinenta već stvara konkretnu platformu za intenzivnije poslovne kontakte, nove investicije i dugoročna partnerstva.

Fokus Forumu bio je na oblastima koje oblikuju ekonomiju budućnosti – energetici, informacionim tehnologijama, veštačkoj inteligenciji, inovacijama i zelenim tehnologijama. Srbija i Kanada imaju mnogo prostora za saradnju upravo u sektorima koji povezuju znanje, tehnologiju i kreativnost.



Predstojeća specijalizovana izložba EXPO 2027 u Beogradu biće najveći regionalni događaj i jedinstvena platforma za promociju inovacija. Možemo li očekivati snažan i tehnološki napredan paviljon Kanade u Beogradu?

– EXPO 2027 u Beogradu predstavlja istorijsku priliku za Srbiju da ugosti svet i predstavi ne samo svoje razvojne potencijale već i kreativnost, inovativnost i energiju čitavog regiona. Republika Srbija je uputila poziv Kanadi za učešće i u ovom trenutku se nastavljaju razgovori sa našim kanadskim partnerima. Iskreno se nadamo da će Kanada biti deo ovog velikog međunarodnog događaja, imajući u vidu njenu globalnu prepoznatljivost u oblastima novih tehnologija, inovacija, veštačke inteligencije, održivog razvoja, kulture i kreativnih industrija. EXPO 2027 vidimo kao mesto susreta, razmene ideja i pogleda u budućnost, i upravo zato verujemo da postoji veliki prostor da Srbija i Kanada kroz ovaj događaj dodatno razviju saradnju.

Naši ljudi u Kanadi važe za izuzetno integrisane, ali i duboko povezane sa maticom. Sa novom direktnom linijom koja olakšava dolazak, kako vidite ulogu projekata poput Tačke povratka u motivisanju naših visokoobrazovanih stručnjaka da se vrate ili poslovno povežu sa Srbijom?

– Srpska zajednica u Kanadi predstavlja jedan od najvažnijih mostova između naše dve zemlje. Naši ljudi su veoma uspešno integrisani u kanadsko društvo, ostvaruju značajne rezultate u različitim oblastima, a istovremeno čuvaju snažnu emotivnu, kulturnu i porodičnu vezu sa Srbijom. Danas povezivanje sa maticom ne podrazumeva samo fizički povratak.

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Ono može imati različite oblike, kroz pokretanje poslovnih projekata, investicije, prenos znanja, mentorstvo, naučnu saradnju ili povezivanje mladih stručnjaka.

U tom smislu svi projekti sa ciljem bolje integracije Srba u rasejanju imaju važnu ulogu, jer stvaraju konkretne mogućnosti da naši ljudi širom sveta pronađu najbolji način da svoje iskustvo i znanje povežu sa Srbijom. Nova direktna linija Beograd-Toronto dodatno olakšava te veze. Ona šalje jednostavnu ali važnu poruku – Srbija je bliža nego ranije.

Kada svojim kanadskim kolegama i diplomatama želite da dočarate šta je to pravo srpsko gostoprimstvo, šta im najradije predstavite iz naše tradicije? S druge strane, za naše građane koji ovom novom direktnom linijom prvi put lete do Toronta, šta biste rekli da nikako ne bi smeli da propuste kako bi osetili pravi duh Kanade?

– Srpsko gostoprimstvo se možda najbolje razume onda kada se doživi. Ono nije samo u bogatoj trpezi, muzici, kulturi i tradiciji već pre svega u želji da se gost oseća prijatno. Naravno, uvek sa ponosom predstavljamo našu kuhinju, vina, kulturno nasleđe i bogatu istoriju, ali ono što naši prijatelji iz Kanade najčešće ponesu kao najlepši utisak jeste toplina i neposrednost naših ljudi.

S druge strane, putnicima koji prvi put dolaze u Kanadu preporučio bih da pokušaju da upoznaju njenu raznolikost. Toronto je jedan od najmultikulturalnijih gradova sveta, mesto gde se susreću različite kulture, jezici i tradicije. Naravno, Nijagarini vodopadi su nezaobilazni, uz brojne gradove i mesta od Vankuvera do Halifaksa, kao i veličanstvenu kanadsku prirodu. Ipak, pravi duh Kanade najbolje se upoznaje kroz njene ljude, kroz otvorenost, toleranciju i sposobnost da različiti žive zajedno.



Obnavljanje avio-linije između Beograda i Toronta, nakon 34 godine, predstavlja istorijski trenutak u odnosima Srbije i Kanade, ali i veliki poslovni uspeh Er Srbije

Restoration of this direct route between Belgrade and Toronto, after 34 years, represents a truly historic moment in relations between Serbia and Canada, but also great business success for Air Serbia

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H.E. STEFAN TOMAŠEVIĆ,
SERBIAN AMBASSADOR TO CANADA

Serbia is closer than ever before

Thanks to Air Serbia's new route, people can travel easier, which facilitates the creation of new ideas, friendships and business opportunities

What does this connection fundamentally change from a diplomatic and economic perspective, but also from that of our large diaspora population in Canada, and how will it redefine relations between our two countries over the long term?

"Restoration of this direct route between Belgrade and Toronto, after a break of 34 years, represents a truly historic moment in relations between Serbia and Canada, but also great business success for Air Serbia, which has recognised this market's importance and potential. This is much more than a new aviation route, as it represents a new bridge between two countries, economies and people. The direct connection creates additional opportunities to develop business cooperation, investments, tourism and academic exchanges, but also to forge new contacts and partnerships.

"For the large and successful Serbian community in Canada, the renewal of this direct scheduled flight has special emotional significance. After more than three decades, Belgrade and Toronto are once again connected without interruption, which brings Serbia closer to our people, their families and the new generations who live in Canada, but also preserves strong ties with their homeland. I am convinced that this line will contribute to relations between Serbia and Canada gaining a new dynamic over the long term."

Late May saw the holding of a large Serbia-Canada Business Forum in Toronto, which focused on cooperation in the energy field, the IT sector and green technologies...

"The Serbia-Canada Business Forum represents the largest business gathering of this type in the history of our two countries' bilateral relations. It brought together 28 companies from Serbia and around 50 Canadian companies and organisations, clearly showing the existence of significant interest





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and great potential for the further development of our economic cooperation. It is particularly important to stress that the Forum was held immediately following the renewal of Air Serbia's direct route between Belgrade and Toronto. We wanted to show, in this way, that the new line doesn't only connect two cities and two continents, but also creates a tangible platform for more intensive business contacts, new investments and longstanding partnerships.

"The Forum focused on the areas shaping the economy of the future: energy, information technology, artificial intelligence, innovation and green technologies. Serbia and Canada have a lot of room for cooperation in these specific sectors that connect knowledge, technology and creativity."

EXPO 2027, the upcoming specialised exposition to be held in Belgrade, will be the largest regional event and a unique platform to promote innovation. Can we expect Canada to have a strong and technologically advanced pavilion in the Serbian capital?

"EXPO 2027 in Belgrade will represent a historic opportunity for Serbia to welcome the world and present not only its development potential, but also the creativity, innovation and energy of the entire region. The Republic of Serbia has sent an invitation for Canada to participate, and talks are currently continuing with our Canadian partners. We sincerely hope Canada will be part of this major international event, consid-

ering its global recognisability in the fields of new technologies, innovation, artificial intelligence, sustainable development, culture and the creative industries. We see EXPO 2027 as a place for meetings, exchanging ideas and looking to the future, and that's precisely why we believe great room exists for Serbia and Canada to further develop cooperation through this event."

The Serbian community in Canada is considered extremely well-integrated, but also deeply connected to the homeland. With this new direct line that eases arrivals, how do you see the role of projects like the Point of Return platform and initiative when it comes to motivating our highly educated experts to return to, or connect with, Serbia in terms of business?

"The Serbian community in Canada represents one of the most important bridges between our two countries. Our people are very successfully integrated into Canadian society and achieve significant results in various fields, while at the same time preserving a strong emotional, cultural and familial connection with Serbia. Connecting with the motherland today doesn't only mean physically returning. It can take different forms, through the launching of business projects, investments, knowledge transfers, mentoring, scientific cooperation or connections between young experts.

"In that sense, all projects that aim to better integrate expat Serbs have an important role because they create concrete opportunities for our people around the world to find the best way to connect their experience and knowledge with Serbia. The new direct Belgrade-Toronto line further eases such connections. It sends a simple but important message: Serbia is closer than before."

When you want to convey to your Canadian colleagues and fellow diplomats the true essence of Serbian hospitality, which aspect of our tradition do you most like to present to them? On the flip side, when it comes to Serbian citizens flying on this new direct route to experience Toronto for the first time, what would you tell them that they mustn't skip if they want to feel the true spirit of Canada?

"Serbian hospitality is perhaps best understood when it is experienced. It isn't found only in the rich cuisine, music, culture and tradition, but primarily in the desire to make a guest feel comfortable. Of course, we always proudly present our cuisine, wines, cultural heritage and rich history, but our friends from Canada most often take away the warmth and directness of our people as their most beautiful impression.

"On the other hand, I would recommend that travelers arriving in Canada for the first time try to get acquainted with its diversity. Toronto is one of the world's most multicultural cities; a place where various cultures, languages and traditions meet. Of course, Niagara Falls is a must, as are numerous cities and towns, from Vancouver to Halifax, as well as Canada's magnificent nature. However, the best way to get acquainted with true spirit of Canada is through its people, through their openness and tolerance, and the ability for differences to coexist."

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