

## Serbia & Montenegro Section

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### Getting Closer to Industry

Our Section helps chapters to organize events focused on practical knowledge, with speakers from industry. An industry oriented conference ZINC 2016 with special sessions for networking with industry is strongly supported by the Section. CE chapter in collaboration with RT-RK Institute organizes workshops/hackatons/talks that lead to industrial internship opportunities in RT-RK and other companies (nViso, iWedia, Google). In addition, TELFOR 2016 conference gathered a lot of industry people. Ericsson, Nokia and Rohde&Schwarz companies provided invited plenary lectures and over 15 companies organized their own technical and commercial presentations. During the conference, IEEE S&M Section organized a booth promoting the IEEE.

To improve Industry Relations, there is a need for more visibility and publicity of IEEE in the industry sector. The industry should be more aware of the opportunities offered by the IEEE, and the academia more aware of the large segment of industry needs. One way is to organize stand-alone events that target industry guests with industry oriented challenges. In 2016 we organized meetings with numerous companies promoting IEEE: TELEKOM, VLATACOM, ERICSSON, NOKIA, Rohde&Schwarz, HUAWEI, IRITEL, IMTEL, etc. We will continue to support the above mentioned activities, with accent to higher publicity in industry sector and their deeper involvement.

### Attracting and Supporting Future Members

In S&M section, the majority of new members are Students and Young Professionals. It has been shown that the best way to attract them are the student IEEE events, conferences and events with organized membership renewal and joining. Organized joining is a good way to explain to new members what IEEE membership is and what it consists of, what the benefits are and how new members can connect to local student branches and technical societies. Short presentations of IEEE (a few minutes) in classes by professors or student colleagues, that direct student to organized joining event, show very good results.

The best way to attract new members (Students and YPs) is to address their basic expectations. It would be great to enable them a limited access to all IEEEExplore papers.

Among our major successes we could emphasize: the organization of 9th international students projects conference IEEEESTEC 2016, student section at 24th Telecommunications Forum TELFOR 2016 and several events with organized membership renewal and joining in Belgrade, Novi Sad and Niš. Our section continues to support student branches and student activities.

### Section Vitality

All chapters, affinity group and student branches are alive and active. There a lot of technical meetings and other events. The Section has made big efforts in order to promote IEEE, to retain members and to recruit new ones. Generally speaking, the vitality and sustainability of the Section and its units could be improved by increasing the scope of membership benefits, for instance by offering the promotional free access to IEEEExplore papers more often.

The major successes in terms of Section Vitality are:

- The Section met its retention goal for the 2016 membership year and also a very good result is achieved in the “recruitment” category.
- A new MoU was signed between the Serbia & Montenegro Section and the National Society ETRAN.
- The Joint Chapter PELS/IES/IAS was awarded with “Best Chapter Award” by the IEEE Power Electronics Society
- Organization of the IEEE PES Member-Driven Initiative “Public Outreach to Power Engineering Community in Serbia and Western Balkan Region Focusing on the Female Members and Young Professionals”
- The Section supported a significant number of conferences, workshops, seminars, invited lectures, etc.
- Section website is very-well maintained and regularly updated.

### IEEE in Africa

- Promotional activities specifically tailored for the needs of academic and industrial sectors in Africa.
- Actions focused to women in technical disciplines.
- Sections from Europe could support IEEE activities in Africa by networking and sharing the experience and best practice.

### Support from IEEE Office in Vienna, Austria

Networking with EU companies and academic institutions for the benefit of the IEEE membership.

### Miscellaneous / Recommendations / Feedback

IEEE Serbia & Montenegro Section, as one of the successors of the former IEEE Yugoslav Section founded on June 21, 1971, has reached 45 years since its foundation. To mark this milestone, the Section Executive Committee organized a celebration in Belgrade, on November 23, 2016. In addition to the local participants, it gathered representatives from the IEEE sections in the region, especially colleagues who have had a significant role in the history of the IEEE related to the former Yugoslavia.