

INSTITUTE FOR ECONOMICS AND FINANCE  
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*Who we are  
and our approach to  
YOU*



**Belgrade  
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## MAIN FEATURES OF OUR COMPANY

### FIELDS OF OUR COMPETENCE

- ▶ financial consulting
- ▶ privatization and status changes of enterprise
- ▶ consulting in accounting
- ▶ capital evaluation
- ▶ consulting in taxation
- ▶ information technologies consulting

### OUR TARGETS

- ▶ Achieving all working attributes making us essential to our Clients: high expert competence, imaginative solutions for complicated situations and high standard of service.
- ▶ Application of effectiveness and efficacy as economic principles in business

### OUR POLICY

- ▶ New creative solutions: research, discovery, development and implementation of new and more effective approaches in dealing with sophisticated business transactions and effective support for clients
- ▶ Development and adoption of more effective procedures in business

### OUR PURPOSE

- ▶ To satisfy ever increasing need for reliable financial information
- ▶ To affirm the power of the consulting expert in the financial field as a factor of development of stabile relations in the society based on market economy

### OUR MISSION

- ▶ To satisfy the needs we are servicing with the highest professional standards
- ▶ Continuous development of our own capacities employed to satisfy the needs we service

### OUR ORGANIZATION

- ▶ Within the principles of effectiveness and efficacy in our work
- ▶ Servicing the needs of our clients and adjusted to the people who do the work

### OUR HISTORY

- ▶ Established in year 1990 on the basis of the program of Federal Government for introduction of the consulting in entrepreneurship and restructuring the enterprises
- ▶ In year 1994 the consulting was transformed into the Institute for Economics and Finance (IEF)
- ▶ In year 2000 IEF was formed as the independent company for auditing



## PORTFOLIO OF OUR PROGRAMS

### OUR ACHIEVEMENT

We serviced managements of hundreds of organizations involved in different activities with concepts, systems, estimates, verified financial information and suggestions for numerous strategically significant decisions.

### STRUCTURE OF PROGRAMS

Our programs are the result of our perception of the arising needs in the incumbent areas of competence that we develop and where we have competitive edge. Guided in this way, we achieved that our results are in accordance with the expectations of our client.

### OUR SLOGAN

We are developing the programs for services in the form which guarantees the quality of the service. The quality of service is measured by the contribution of our results to achieve the set targets of the management we are servicing.

### AWARENESS OF OUR ROLE

We are the part of the market system in which we play the role of the meticulous analyst and designer of economic processes. In order to strengthen the management, our role is to clarify the positions of our clients and to anticipate and design future events and their financial impacts.



## CONSULTING

### CONSULTING FOR ACCOUNTING

It is not possible to imagine any business without accounts. To make a good calculation means to register systematically all business events, evaluate and categorize them and then make relevant reports..

Our job is to service our clients in all stages of accounting calculation: designing the system, control of system reliability and its produced results as well as the advancement of the accounting system.

### CONSULTING FOR PRIVATIZATION

The management of the privatization operations requires complex know-how and high quality information. Evaluation of businesses, restructuring, transfer of the ownership, positioning of changes, directing and measuring the transaction effects are the core of our service.

### FINANCIAL CONSULTING

'The nerve of the matter is money!' The slogan originates from old Latin and it points to the central idea of financial experts. No nerve no point, since there is no contents. Business attitude is in essence financial attitude and it represents the common framework to all business evaluations. Financial consulting in developing market environment is gaining its importance in influencing management to the same measure as the financial criteria are becoming crucial in any business thinking and decision making.

### CONSULTING FOR TAXATION

Even the most capable businessman cannot avoid two things: the first is death meaning the termination of his life; the second is the tax to be paid on various basis. The difference of the two is that death comes only once, while taxes are following one another causing the river of the financial outflows.

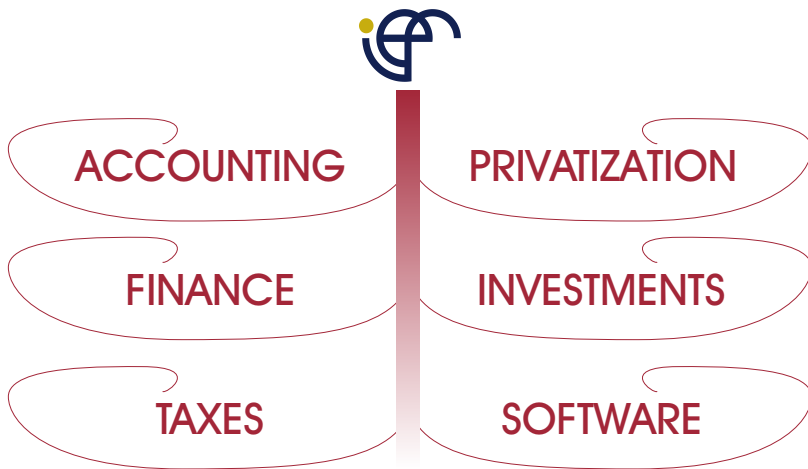
Tax wisdom requires the sophisticated knowledge of intricate tax obligations and finding the solution which will satisfy tax obligation and minimize the outflow on the tax basis. That's where our consulting role appears

### CONSULTING FOR INVESTMENTS

The development is the necessary condition of survival. This assumes continuous investing which is a complex operation. It is a stake in the future. To make the investment rationally means to make the stake for the future, avoiding any superfluous and unnecessary expenditure.

### CONSULTING FOR INFORMATION TECHNOLOGIES

Information technologies (IT) are the nerves of the business system. The control of the events in the system cannot be imagined without information. The basis for the effective system management is the creation of the system and programs for effective business data collection, securing the data, its processing and its presentation through complex reports.



## STRUCTURE OF THE CONSULTING PROGRAM

### CONSULTING IS GAINING IMPORTANCE

Modern world is witnessing further complication of its inter relations in all aspects of life. This is the consequence of the general dynamism requiring ever more intensive breakthrough of thinking in various aspects of human existence. The successful management of life requires the availability of reliable information about the object of management, as well as the very efficient system of management. Consulting is becoming the constructive factor of any serious business undertaking. This trend is becoming ever more notable.

### MARKETS ARE DEMANDING MORE INTENSIVE CONSULTING

Needs for consulting are expanding in the field of finance. The development of our local market demands reliable financial information and counseling which should help minimize business risks.

### CHALLENGES OF CONSULTING

Consulting is being challenged to develop further, as requested by progress which demands appropriate contributions. Being aware of this fact, we are doing the work which should help bring the general progress.



## AUDITING

### IT'S ABOUT FINANCIAL REPORTS

Financial reports are strictly prescribed forms which comprise everything important for the company referring to: 1. Financial standing (assets, liabilities, capital); 2. Profitability (expenditure, revenue, profit or loss); 3. Cash flows (in business, financial and investing operations); and 4. Policies directing the company. The responsibility for the creation of these documents, and hence for their quality, lies within the management of the company. Creation of the documents is a complicated process by itself and the interests in their presentation are often conflicting. In order to check their reality and compliance with accounting standards and laws and regulations, it is necessary to engage special professional independent auditors.

### REGULAR AUDITING OF ANNUAL REPORTS

The primary task of the financial report audit is to test the reality of the balance sheet, i.e. to establish whether the balance sheet is 'true and unbiased'. If so, the stipulated economic figures are trustworthy and the user can consider the available information to be valid, i.e. Verified.

In addition, independent or external auditors usually examine the complete standing of the company, its organization, check the accounting policy, system of internal control and the correctness of all business transaction records. In short, the auditor examines in detail complete structure of all business transactions, internal rules of the company, as well as its behavior. The result of the auditor's examination is the production of the valid financial information and hence the credibility which can be assigned to the statements stipulated in accounting reports.

### SPECIAL AUDIT FOR SPECIAL OCCASION

Auditors have expert knowledge of the structure and processes in the business entities, so they represent precious researchers and evaluators of the functioning quality of the business systems. Thus they are engaged not only to audit annual reports, but to evaluate complete accounting system. This is special audit engagement.

During the time, auditors have developed rather diversified portfolio of their services which refers to complete area of production of financial information and its use for various purposes. They go even beyond that: they try to cover the complete area of the business system management with tendency to consulting which they constantly expand and practice.

### PERSPECTIVE, MORE AUDITING!

The trend of development points to ever more intricate relations and differentiation of functions which requires continuous control by reporting.



## EDUCATION

### FORMS OF EDUCATION

We quantify the education in the forms which are the most adjustable to the needs of the effective knowledge transfer. Different users require different forms of education. The forms of education we apply can be: informative and formative.

**Informative:** in cases some current issues are to be communicated, so the people seeking the current findings must be well informed in order to act effectively in practice.

We practice **seminars** in informative education and their duration is from one to several days, with obligatory written hand outs. We are explaining issues and discussing them with the participants in order to pass the information effectively.

**Formative:** in cases the participants need more thorough knowledge which actually represents more complete educational undertakings. In formative education we practice courses which can last several months.

### RESULTS

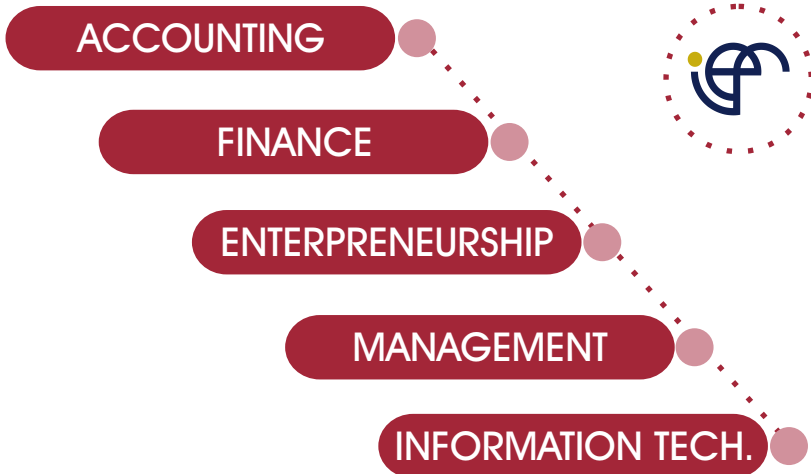
The results we achieved through various forms of education have contributed to better understanding the role players in business and their rethinking of their own positions in new relations. This also contributed to the improvement of the working standards within their organizations. In wider perspective, this also contributed to the increased capacity of the society to accept the challenge of the new approach. The strengthening of group of those who find their chances in the new approach and take action to use it represents the general social benefit.

We are rather pleased with the fact that our words have been listened to and adopted by a number of managers and field officers. The wide range of our educational action involves finding new concepts, as well as the solutions for practical, operational problems.

### OUR ACHIEVEMENTS

Our achievements in education are: vast number of educational courses, seminars, expert discussions ... this resulted in discarding many old ideas and rising of the new ones. Education is really the process of transformation of the human quintessence, i.e. the transformation of mentality.

We organized hundreds of educational courses, seminars and conferences. It was the parade of thousands of participants and tens of lecturers with variety of expert know-how, but not only that, it was the continuous symphony of transferring ideas, new approaches and the creation of the new knowledgeable and mental structure necessary for building the new market oriented society. This symphony goes on continuously, made from the tones that are answering the needs, as well as the invitations to bring about new light to events and understanding of always new and ever changing events we shape and that shape us.



## EDUCATIONAL PROGRAMS OF THE INSTITUTE

### POWER OF KNOWLEDGE

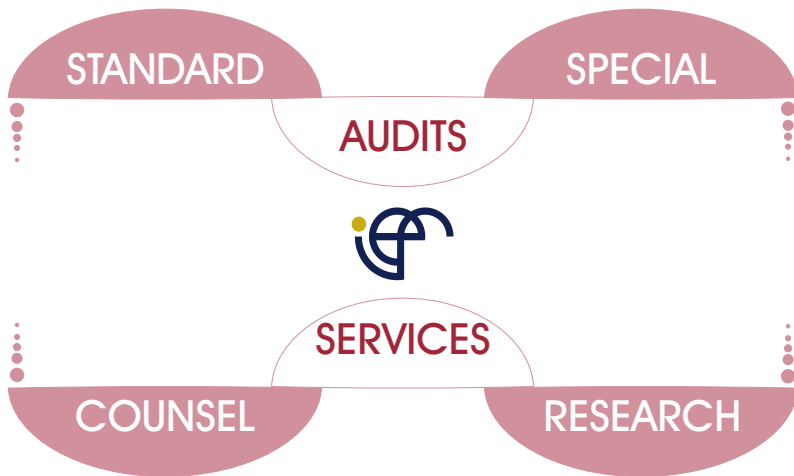
Contemporary world is getting more intricate while its immaterial component is becoming more important. The power of understanding the events in their relations and the vision of the solutions are the vanguard for the action leading to solutions. Accordingly, the knowledge is getting upper hand in relation to material inputs and capital and it is becoming the crucial factor for success in any undertaking. Today, the critical factor for success is the knowledge. To acquire knowledge means to acquire the crucial supposition for any success. The beginning of the success must be in the recognition of the power of the knowledge.

### WITH KNOWLEDGE TO POWER

The advantage is obtained with the possession of the factor of education which is the decisive factor of success. The way to achieve this advantage is through education.

To organize the education means to organize the key infrastructure to success. It produces the most important and most productive factor of economic creation human capabilities.

The knowledge is the base for any progress and acquisition of the competitive advantages.



## STRUCTURE OF THE AUDITING SERVICES

### AUDITING BENEFITS

Auditing is constantly developing due to the value of the services it renders. The engagement of the auditor brings manifold benefits. Among many, the most important benefits of the auditing are:

1. Auditing improves the reliability of the functioning of internal control systems.
2. Auditors check whether financial reports are 'true and unbiased'.
3. Auditors increase the trust in financial reports.

### IMPORTANCE OF AUDITING IS GROWING

The result of the auditing is value attestation of the financial information:

1. Market economy assumes the general insecurity. In such situation the points of reliable reference are sought for. Auditors are verifying the correctness of the financial information.
2. Owners and managers are separated and this generates the - problem of the trust in financial reports of managers. Auditor is the bridge of trust between the two.



## PUBLISHING

The communication with our users is performed by all modern means, including publications of various contents and purposes. We are reaching our clients with live word, discussing complicated problems and proposing appropriate solutions. Written word is also very important way of our communication with the wide range of public.

Our publishing program is strictly integrated in the mainstream of our activity consulting in the area of management. It affirms our program orientation and enhances our activity towards clients contributing to their better informing and giving the base for healthy understanding of the circumstances of business life and then for healthy decision making.

Our publishing activity comprises two areas of activity:

### MAGAZINES

We are publishing two magazines dedicated to the current topics which constantly occupy any management. The topics refer to auditing, i.e. examination of the quality of the financial reports and to the transformation, i.e. to the problems of the changes in structure and behavior in order to harmonize them with the requirements of the effective market approach.

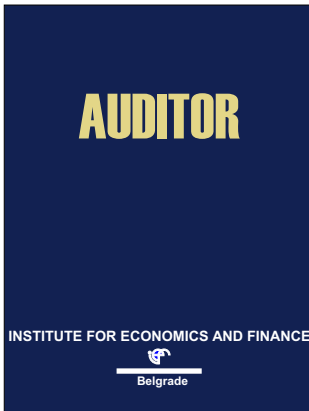
The areas of transformation and financial reporting are closely tied. Transformation is the issue of business entity, while the financial reporting must be a precise meter of the effects evolving from developments. Hence the connection of the two magazines we publish: Economy of Transformation deals with problems of transformation, while The Auditor deals with the problems of financial reporting.

### BOOKS AND OTHER PUBLICATIONS

The books we publish are the documents of our main program goals in communication with prospects. They present the essential know-how which is the base for understanding the subject complexity. They are sources for refreshing by conceptual thinking, but also the guidelines for solutions of the problems which life brings to business players.

Contemporary life is abundant with challenges and requires more and more engagement from the people. The action and the result prevail over thinking and time which could be spent in the thorough study of the issue to be managed. Hence, the stronger demands are appearing for the books with digested material, and demands that they contain all the information and recommendations which enable the reader for quick and appropriate response to the challenges in front of him.

Motivated with the purpose to contribute to the economy of information, quick and easy understanding of focused subject, we are oriented to the effective way of the knowledge transfer and to prepare the people so they can be able to make decisions and act with competence and responsibility.



## OUR MAGAZINES

'The Auditor' is the magazine which is opening the financial horizons to top management. It is dedicated to the issues of system and the policies, meaning the wide problems of forming financial structures and structuring the financial reports. In market relations, the financial reports make the prescribed form of reporting to management, owners and other interested parties and the public. Financial reports verified through auditing are the starting point to understand all important qualities of the enterprise. Hence the high interest for them and their enormous importance in market communication.

Topics of our magazine and the purposes it serves are exactly the issues which should be focused by any modern management.

To be informed this is the elementary supposition of any business success. To be informed on financial aspects of business is the quintessence of the basis for success.

'Economy of Transformation' is our magazine dedicated to the problems we live through during the transition. Transformations are our current developments and they are directed to the new, asking for different approach in business and social life. Our magazine is asking the right questions and is searching for and finding the right answers.

To identify business problems, discover the forces which are bringing about the new, and to find methods for activating the new ways to realize the goals more effectively, to create the conditions to engage less capital and spend less resources to achieve the same target, as well as to rationalize the complete economic process, these are the business targets of every player in market economy. These are the targets of our magazine: to serve the business players as the pointer for the directions and methods of successful acting.

It is intended for management as tool that helps to identify the transformational requirements and solutions leading to success.

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