



AVRAMOVIC Zoran

Football Friends / Judo Friends / Project FUDRIJ

President
Serbia



A unique and rather specific football and judo festival took place in Ivanjica at the end of July 2011. That is a recipe and program already successfully tested in similar camping events - Judo Friends and Football Friends, which are the basis of Fudrij. With a slogan "Life is a miracle – football and judo", Fudrij attracted 140 secondary school children from the whole region, actually from the former Yugoslavia areas, to come to this event. The patron of the Festival was the Ministry of Youth and Sport of the Republic of Serbia. Young football and judo talents spent ten days well planned by the organizer. The program included trainings every day, football tournament, psychology workshops and other free time activities in the evenings. A team of coaches, psychologists and animators had a task to make the things go smooth and ensure that every item from the agenda is professionally performed. Since every day of Fudrij has started and ended with hard and intensive trainings, which could potentially cause some injuries, medical supervision was provided full time. Owing to the experience gained from the Football Friends and Judo Friends, which is designated by the Peace and Sport as one of the best projects globally, the number of accidents and injuries was reduced to minimum. The tumult and violence of the nineties crippled all aspects of society in the republics of former Yugoslavia, and the region's young people continue to be affected by their countries' recent past. In 2005, Football Friends was created to help this younger generation transform their lives and to help heal the fragmented societies in which they are growing up. In cooperation with various organisations and municipalities, Football Friends facilitates educational initiatives in conjunction with non-formal educational institutions to enhance youth development. The organisation currently runs football programmes across Bosnia and Herzegovina, Montenegro and Serbia which have served more than 15000 participants since 2005.



**football
FRIENDS**

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Zoran Avramovic - Born on 25 September 1959 - Married with two children - Qualifications: 1982. graduated from the Department for Journalism, Faculty of Political Science, University of Belgrade. 1983-88. PR manager of the "Holiday Inn" hotel which accommodated the members of the International Olympic Committee, during the Winter Olympic Games in Sarajevo in 1984 / 1988 : manager of the "OSSA" agency for sports marketing / 1989: Head of sports marketing in the Marketing and Communications Agency of the Red Star Association of Clubs / 1993: Director of the Marketing and Communications Agency of the Red Star Association of Clubs that was renamed to Red Star Marketing / 2003: Member of the Managing Board of Red Star football club and the club's representative to the UEFA Football Forum / 2005: Executive Director of Red Star football club Currently occupies a position of the director of Red Star Marketing and is in charge of the organizational, sponsorship and PR activities of the Red Star Association of Clubs. From 1995 is also in charge of sponsorship and marketing and communication activities of all national teams competing under the Serbian Volleyball Association (and former associations of Yugoslavia or Serbia and Montenegro). Member of CEV (European Volleyball Confederation) working group - TOP Volleyball. Member of Sports Council of Republic of Serbia / Author of the books "Industry of Football" 2004 (Industrija fudbala) and "Football as a Religion" 2006 (Fudbalska religija) and "Football on the First Place" 2010 (Fudbal na prvom mestu) / Columnist in BLIC daily, writing a column "The Line of the Ball" that is dedicated to sports management / Founder and president of the "Football Friends Foundation" / Since 2005 reestablished an international youth football tournament in Foča, under the name of "Football Friends" / Football Friends Balkan team participated in the Street World Cup in Berlin, Germany in 2006 / Initiated a street football league project "Kids from the Hood" in Belgrade, enabling a winning team to visit London as a guest of the Street League London / Winner of an award, presented by the Institute for European Affairs (INEA) from Germany, for organization of youth and "street" football tournaments, under the auspices of FIFA, for 2007 / Football Friends organized European Street Football Festivals in Foča (Bosnia and Herzegovina) 2008 and 2009 / Initiated street football Regional League FOOTBALL FRIENDS with teams from 12 cities from Serbia, Bosnia and Herzegovina and Montenegro / Football Friends team represent region in the Festival FIFA Football for Hope as a part of World Cup in South Africa, 2010 / Languages: English and French.



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