



Tatjana Matic, Director of the Development Fund of the Republic of Serbia

Born on 2 July 1972 in Belgrade.

Ms Matic completed primary school and secondary comprehensive school in Belgrade. She graduated from the Faculty of Philology of the University in Belgrade with a B.A. in Serbian and world literature.

From February to November 2001, she was Assistant Director of Panasonic for the Federal Republic of Yugoslavia. From 2001 to 2002, she worked as a marketing manager of Belgrade-based company “William Grants – MPS Group”. In 2002, she began working for the Government of the former Federal Republic of Yugoslavia and until 2004 she served as Assistant Head of the Office of the Director of the Coordination Centre for Kosovo and Metohija of the Federal Republic of Yugoslavia, later of Serbia and Montenegro and Deputy Prime Minister of the Government of the Republic of Serbia. From 2004 to 2005, she was the Head of the said Office. From 2005 to 2006, she served as Director of the Coordination Body for Preševo, Bujanovac and Medveđa of Serbia and Montenegro. She subsequently held the same position in the Republic of Serbia until 2007.

From 2007 to 2012, she was the Secretary of the Ministry of Labour and Social Policy of the Republic of Serbia. During that period, she participated in and managed numerous projects concerning public administration reform, which was implemented from 2009 to 2012, as well as projects for the allocation of assistance from European Union funds.

In July 2012, she was appointed State Secretary at the Ministry of Foreign and Domestic Trade and Telecommunications of the Republic of Serbia. In that period, she held the highest position for implementation of the programme for switching from analogue television broadcasting technology to digital television in Serbia, and she also presided over several negotiating groups tasked with EU negotiation within the Coordination Body for the EU Accession Process of the Republic of Serbia (freedom of establishment and freedom of services, competition and consumer protection and health protection). In the same period, she was also President of the Product Safety Council and a member of the Managing Board of the Development Fund. She held all these functions until April 2014.

In May 2014, she was appointed State Secretary of the Ministry of Trade, Tourism and Telecommunications. In this period, she was the President of the Working Group for

implementation of the programme for switching from analogue television broadcasting technology to digital television in Serbia, which was successfully completed in June 2015.

She was also a member of the Commission for Cooperation with the UNESCO on matters of IT and the information society. She also chaired the Working Group for defining the national broadband network.

In 2015, she initiated launching of the project “Rural Broadband Rollout of the Republic of Serbia”, and subsequently managed the project activities until their successful completion. In addition, in 2015 she led the negotiating groups for Chapters 3 and 10. She is a member of European Strategic Group for Digital Development. From 2016 to 2018, she was the coordinator of the current economic reform programme. She held the position of State Secretary until 2020.

During this period, she also designed two crucial projects implemented by the line ministry, including: “Connected and Safe – Safe Virtual Environment for Children” and “Information Technology (IT) Caravan”.

In October 2020, she was appointed Minister of Trade, Tourism and Telecommunications of the Republic of Serbia.

In February 2021, pursuant to a Decision of the Government of the Republic of Serbia, she was appointed Commissioner-General of the Republic of Serbia for the World EXPO 2020 Dubai, UAE.

In April 2021, pursuant to a Decision of the Government of the Republic of Serbia, she was appointed President of the National Council for Recovery and Development of Tourism.

In March 2022, pursuant to a Decision of the Government of the Republic of Serbia, she was appointed Commissioner-General of the Republic of Serbia for EXPO 2025 – Osaka.

While serving as of the Minister of Trade, Tourism and Telecommunications, she was also the President of the Serbian party in the of the Joint Committee for Economic Cooperation with the Republic of Turkey, the President of the Serbian party in the Joint Committee for Trade and Economic Cooperation with the State of Israel and the President of the Serbian party in the Standing Intergovernmental Committee with the Kingdom of Morocco.

In December 2022, she was appointed Director of the Development Fund of the Republic of Serbia.

She is fluent in English and has working knowledge of Russian.

Ms Matić is married, with two children.