

IN MEMORIAM OF LJUBOMIR MOJOVIĆ

PERSISTENT AND UNFALTERING FIGHTER
FOR ENERGOPROJEKT'S UNITY

*Al-Khulafa, Baghdad,
November 1983 – a
building handover
ceremony*

Ljubomir Mojović was born in 1932 in Cacak Serbia, where he finished secondary school. He continued his studies at the Faculty of Electrical Engineering at Belgrade University (with a major in Energetics); he was only 24 years when he duly graduated.

In the same year (1956), he was employed by Energoprojekt where he was immediately appointed to participate in power plant projects Kolubara and Kostolac, and in the years ahead, he also participated in a range of other projects (thermal power plants of Kosovo, Obrenovac, Pljevlja; thermal and heating plants of Novi Sad, Novi Beograd etc.) For some time he was the Chief of sector and after that he became the sector's Managing Director and a Chief engineer for the former OOUR Energetics and Industry Department.

In the annals of Energoprojekt this name will always be associated with pioneering nuclear power plant projects. At the very beginning of his career, when he studied in England and Italy, Mojović specialised in nuclear technology. Under the program of Federal Board for nuclear energetics, he worked as a Chief designer for studies and projects on nuclear power plants in Yugoslavia. He managed Energoprojekt's joint venture projects with Swedish, Canadian and Soviet companies. Furthermore, he dealt with numerous studies for selecting nuclear power plant locations on the territory of former Yugoslavia.

Modern computer technology in Energoprojekt was for the first time applied in Mojović's team and he was one of the experts that were credited for founding the Energoprojekt's computer centre. He was therefore seen as an innovator.

In Energetics, the nuclear sector of Energoprojekt, under management of Ljubomir Mojović, has become a leading project group in our country. A group of highly specialised engineers which Ljubomir developed with the right human resource policy have affirmed our company both nationally and internationally. Under his leadership a number of projects were successfully completed, which represent significant technological progress in Nuclear Technology and other disciplines. These technological advances were initiated and achieved with his direct involvement.

In the mid-70s, Mojović was assigned another pioneering job – this time in the mining industry. Firstly he was appointed as the assistant director and later the director of OOUR Mining Industry Department, also known as Geomines founded for the purpose of research, exploitation and processing of minerals, metals and non-metals.

In the following 4 years, Mojović was nominated on the board of directors for SOUR and involved in business acquisitions overseas.

In June 1983, Ljuba Mojović was nominated as the chief executive officer of Energoprojekt and he remained in this position until May 1989. After that, he briefly left Energoprojekt to be-

come the director of Yugoslavia's Chamber of Commerce Office in Great Britain.

Professional, diligent, conscientious and systematic, Ljuba Mojović was noticed and rewarded at the very start of his career. The decision on Mojović's reward - for successfully managing the development of nuclear power plant projects in cooperation with the Swedish company ASEA – was signed-off by the former CEO Živko Mučalov with the following explanation: "In relatively new discipline of nuclear technology, especially

come the director of Yugoslavia's Chamber of Commerce Office in Great Britain. In his programme of Energoprojekt development, Mojović advocated for greater unity of business subsidiaries, as a competitive advantage on international markets. He advocated for maximum rationality of business, continuous investments in development, and orientation on engineering in all areas of work. He was an initiator and an active participant in all processes that led to unification of the most important common functions of the SOUR – which includes finance, development, informational systems, acquisition, and coordination of larger business ventures. He insisted on using the synergetic approach, as a comparative advantage of Energoprojekt.

Mojović appreciated the importance of economics and corporate finance. During meetings outside Energoprojekt, he would always refer to updated and relevant data at his disposal. He initiated the creation of the Internal Bank of the Energoprojekt system which opened on 1st January 1986.

He will certainly be remembered as the initiator of large scale projects important for the



One of the last Ljubomir Mojović's meetings with colleagues during the 50th anniversary of Energoprojekt

country's economy and consequently for successfully scaling up the business system of Energoprojekt – MGM (consisting of Minel, Gosh and MIN).

He was a polyglot – fluent in English, French, German, Italian, and Russian.

Besides professional qualities, Ljuba was adorned by many human virtues. He was above all a righteous and moral man. He was calm,

relaxed, and characterised by the ability to precisely define work related tasks, identify problems and suggest appropriate solutions.

Intelligent, diligent, studious, methodical, responsible, versatile – he also managed to be actively engaged outside of Energoprojekt. He performed various duties in the ministry chambers of commerce and builder associations, he was a member of the federal board and committee for economic and foreign relations, a chairman of the Executive board of Jubmes and a member of the Executive board of Yugobank, a member of the council of the Faculty of Law, a member of the council of "Mihajlo Pupin" Institute, an advisor to many published and professional magazines. He published dozens of professional articles – studies and surveys – both nationally and overseas.

Mojović was awarded with many prizes and acknowledgements: Charter of the Institute "Boris Kidrič" in Vinča; Memorial plaques of the city of Belgrade; order of labour with the red banner; order from the Kenyan President, however, he was the most pleased when Energoprojekt, at its 35th anniversary, received the AVNOJ science reward – which is the highest recognition in the former, great Yugoslavia.

Having returned from Great Britain in August 1993, Mojović was appointed as special advisor in Holding (for carrying out investment activities). He retired at the age of 65 – on his birthday – 13th February 1997. Even then it seemed that his professional precision and systematic manners were present with his departure.

Energoprojekt will eternally cherish memories of the work and figure of Ljuba Mojović – his initiative and persistence which he used to fight for the company and contribution that led to its development.

By bidding farewell to engineer Ljubomir Mojović, we remain grateful for everything he did in order to ensure stability and advancement of Energoprojekt.

D.J.

RECOLLECTIONS

DR MIODRAG MESAROVIĆ

SERIOUS, DEDICATED
TO THE PROFESSION

Ljuba was serious and dedicated to the profession even when he was a young man. Therefore, it came as no surprise when Mučalov (a former General Director) chose him to do a delicate task – to form and develop a nuclear business. He succeeded by tackling issues of new nuclear technology. Under his management the nuclear business reached its peak, and Energoprojekt became the country's leading company.

Ljuba was a calm, composed man who knew how to precisely define tasks so that one could easily process them. He was a man of patience and serenity, he had the ability to choose people ready to learn what they did not know, and he inspired them to develop their profession. Every Saturday we held Board meetings and recapped what each one of us had done that week. He would attentively listen to everyone, he would give good advice whenever it was needed, but he could also be a stringent judge, cold, emotionless, with compelling arguments no one could refute. Apart from directing business, he was a leader who was constantly improving his professional knowledge. He "dived deeply" into the profession in order to feel safe and competent to lead with authority.

ALEKSANDAR VASOJEVIĆ

LJUBA TAUGHT
ME TO LOBBY FOR
ENERGOPROJEKT

Ljuba was great and wise director, he could spot issues accurately, so he would assign concrete tasks to those employees that were able to resolve them. He would write down the assignment, name of the assignee and a deadline, and that allowed him to establish control.

He had a rare feature – he could openly admit that he does not know the answer and he would without hesitation ask the relevant person.

I joined the Business Board because Ljuba demanded that at least one member be an economist, everybody else was an engineer. Unofficially, I was his department director and PR manager so that he could have more time for complex tasks. Thanks to Mojović, Energoprojekt had a great authority in society as it initiated useful changes such as the ones in law regulations: concerned with conducting investment projects abroad, foreign exchange operations, foreign trade, taxes on foreign income...

Such and similar activities helped me and Rada Milosavljević, who was also a member of SOUR Business Board, learn about an area of business called "lobbying", which is a necessary tool for achieving righteous and justified cause.

BRANKO DOKMANOVIĆ

HIGH MORAL
STANDARDS

Being Ljuba's colleague at University, I can testify that ever since he was a student one could portend that he would have a successful career: he was brilliant in secondary school, brilliant as a college student, serious, diligent, studious, and systematic. Those characteristics were simply recommending him for a hard, pioneering job given at Energoprojekt – development of nuclear energetics.

I would especially like to pinpoint range of his personal characteristics, without which one could hardly lead a company. First of all, he had high moral standards and was very responsible. He did not ask for privilege, he deemed his work fully paid and that nothing else belonged to him.

Directors, at the time he was one, could not choose their co-workers themselves. Nevertheless, he managed well in maintaining cooperation and rarely did he enter into conflicts. Although he seemed cold, he hid a warm personality underneath, with great compassion for people and their issues. However, Mojović was not a poser, he did not pursue superficial gestures which would make him popular and favourite.

Composed as he was, it was hard to annoy him. He would not rashly decide or panic be-

fore issues. He was able to grasp the core of an issue and tackle it, discarding everything secondary through reason and analysis.

What also adorned him was his strong love for family, overwhelmed by mutual devotion and understanding. His family always stood behind him, taking over many routine, daily tasks that did not have time for. In return, all his free time after professional commitment Ljuba gave to his spouse and children.

*OOUR - Basic Organization of Common Labour.
*SOUR - Advanced Organization of Common Labour.
*CEO - Chief Executive Officer