

NEWSLETTER

April
2025



The Hastor Foundation marked the successful completion of the first cycle of the mentorship program "First Step into the Business World"

The Hastor Foundation celebrated the successful completion of the first cycle of the mentorship program "First Step into the Business World," designed for scholarship recipients in their final years of study who had the opportunity to immerse themselves in a professional environment and learn from top experts.

The first cycle of this unique program was held at ASA Hospital, which opened its doors to students from various fields, enabling them to transform theoretical knowledge into real work experience, collaborate with leading experts in their fields, and utilise the most advanced medical technology. The planned 90 hours of mentorship expanded into an impressive nearly 300 hours, serving as a testament to the motivation, quality of work, and mutual inspiration between mentors and mentees.

The program's closing ceremony brought together representatives from the management boards of the ASA group of companies, former Hastor Foundation scholarship recipients now successful businessmen, professors, and current scholarship recipients of the Hastor Foundation. Mr. Eldin Hadžiselimović, President of the Board of Directors of the Hastor Foundation, welcomed the attendees, emphasising the importance of investing in education, mutual support, and the motivation of future leaders.

At the closing event, the mentors presented their mentees with certificates of completion for the mentorship program, and Adisa Kučuk, a member of the Board of Directors of the Hastor Foundation, awarded letters of appreciation to the mentors for their dedicated guidance.

"This was truly not just a transfer of knowledge and clinical practice; this is a story that created much more: strong friendship, shared successes, and, in the end, collegiality," emphasised the mentor, Dr. Šejla Kotorić Keser, Head of the Department of Clinical Microbiology at ASA Hospital.



Our scholarship recipients, participants of the mentorship program, could not hide their enthusiasm and satisfaction with this opportunity. Venesa Karić, one of the program participants, proudly says:

„This was an excellent opportunity for both professional and personal development. I am sincerely grateful for the opportunity. This is an opportunity that should not be missed and is not found so easily!”

We continue with even greater enthusiasm - we proudly announce the continuation of the mentorship program “First Step into the Business World,” intending to give even more young people a chance for professional development in an environment that values knowledge, effort, and dedication.

We thank our mentors, participants, and everyone who supported the project for their trust and shared success. This is just a preview of a great story!

Translated by: Maida Avdić



April – The Month of Goodness

April is a month of special acts of kindness for the scholarship recipients of the Hastor Foundation throughout Bosnia and Herzegovina. During this month, they actively engage in various volunteer projects and initiatives aimed at bringing smiles to others, helping those who need support the most, and demonstrating the power of unity and solidarity. Through small but sincere gestures, the scholarship recipients strive to make their communities better places for life, fully aware that every good deed, no matter how small it may seem, has the power to spark positive change.

Guided by the values that the Foundation nurtures and applies daily, April is yet another opportunity for them to spread the spirit of humanity, selflessness, and social responsibility through their volunteer engagement. Whether it is helping the elderly or schools, organizing environmental campaigns or simply giving their attention and time to whoever needs it—every good deed leaves a mark. In doing so, Hastor Foundation scholarship recipients show just how important it is to do good—not just in April, but every single day.

Acts of kindness across Bosnia and Herzegovina:



BIJELJINA



GORNJI VAKUF



KALESIJA



LUKAVAC



MAGLAJ



NOVI TRAVNIK



NOVI TRAVNIK



SARAJEVO



SAPNA



SARAJEVO



SAPNA



NOVI TRAVNIK



SREBRENİK



SREBRENİK



STOLAC



STOLAC



TUZLA



VISOKO



ZENICA



ŽIVINICE



ZVORNIK

INTERVIEW OF THE MONTH

Indira Musić, Marketing Manager at ASA Hospital and a Mentor: *Mentorship builds bridges. My biggest goal was for the student to gain confidence*

As part of the mentorship program "The First Step into the Business World," **Indira Musić**, an experienced Marketing Manager at ASA Hospital, shared her extensive knowledge and invaluable experience with a student doing her master's degree in the same field. We spoke with this amazing mentor about marketing, the challenges, and the successes in mentorship.

- **Indira, could you briefly introduce your mentorship? What areas of marketing did you manage to cover with the student?**

The mentorship process I had with the student was more than just knowledge transfer—it was a journey of shared growth, learning, and mutual inspiration. We worked on specific areas of marketing: from the basics of digital advertising, content development, and market analysis to branding. But what I am especially proud of is that with every task, we also built self-confidence, recognized our strengths, and learned to see challenges as opportunities for personal development. Marketing today is a broad field, but it only becomes truly exciting when combined with humanity and emotion—and that is something the two of us definitely managed to recognize and build through our work.

- **What was the most important thing for you as a mentor to achieve during the mentorship program?**

For me, every mentorship relationship is, above all, a human story. Knowledge is important, but what I wanted to pass on to the student was a sense of security—to know her worth, to know that she can succeed, and not to be afraid to take steps forward, no matter how small or uncertain they may seem at first. Marketing is a business of ideas and strategies, but above all, it is a business with people and for people. The greatest value of this process, for me, was witnessing how the student grew week by week: asking questions, exploring, recognizing her potential, and gradually building her self-confidence.



- Which skills do you consider essential for standing out in the world of marketing?


In today's world of marketing, it is important to remain curious, authentic, and open to change. Creativity is what drives us, but without empathy, adaptability, and a genuine willingness to listen to those around us, ideas remain just ideas on paper. I believe it is also crucial to develop emotional intelligence because behind every product, campaign, or brand are people with their own stories, needs, and emotions. That is what marketing truly is—creating a sincere connection with people.

- What is your view on modern marketing, following trends and technology? Can everything modern replace the fundamental principles of marketing?

Technologies and trends are wonderful tools—they open up new possibilities, speed up processes, and help us reach a wider audience. But what remains unchanged and most valuable are the fundamental principles of marketing—honesty, understanding, and creating real value for people. The best campaigns emerge when we combine the modern with the genuine, when we use technology but stay true to our story, authenticity, and human approach. Marketing that touches the heart is always in style.

- What is the importance of this kind of mentorship support for young people?

I truly believe that mentorship support for young people should be part of everyone's mission and responsibility. We have all been at the beginning once—full of dreams but also fears. One sincere word of encouragement, a piece of advice drawn from experience, or simply someone willing to listen can be a turning point on that journey. Mentorship builds bridges: between experience and youth, between knowledge and new ideas, between confidence and courage. That is why these programs are not just about learning; they are about creating a community where sharing, helping, and believing in yourself and others truly matters. And in my opinion, that is the greatest value we can leave behind for young people.



Marketing that touches the heart is always in style.

The most in-demand skills of the future

Today's world is changing across all fields, and with it, the skills considered valuable for employment are also shifting.

To avoid the risk of becoming outdated, it is important to learn new, currently relevant skills that will keep us competitive in the job market. Among these, **technical literacy** is fundamental—knowing how to use the technology and tools that shape our everyday work is key to success. **Creativity** is just as important, as it drives innovation, which is often the foundation for progress in rapidly evolving industries. **Analytical thinking** helps us sort through information and make data-driven decisions, which is especially important in the digital world. **Communication skills**, particularly in online environments, enable team alignment and clear interaction with clients, while **emotional intelligence** contributes to better interpersonal relationships and teamwork. And finally, **flexibility**—the ability to adapt to new circumstances—has become a skill every worker should develop in order to thrive and find their place in a constantly changing world.



We invite you
*to join our mission and
help fulfill the dreams of
talented students and
young people who need
our support.*



If you would like to support the work of the Hastor Foundation,
you can make a donation through one of the following bank accounts:

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3389002201775656



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