

Dalekovod's paralell slalom on the foreign and domestic market

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Value of projects could reach up to five billion kunas by the end of the year

Dalekovod, a company with a vision to become a leader in the region and export-oriented even towards markets which are miles away from Croatia, ranging from Scandinavia to South Africa, „plays“ both cards: Dalekovod is present both on the domestic and on the ever increasing number of foreign markets. The company is engaged in design, supply of the equipment and erection of high voltage transmission lines. The company's management leaves an impression as if it easily converts business plans into new contracts and recent business events only confirm the above fact. The growing Dalekovod's business network, based on new projects on the domestic market and on current projects that are carried out in Norway, Kazakhstan, Albania, Monte Negro and Macedonia, amount to three billions kunas in total. The company has been negotiating projects on several more markets, e.g. the Ukrainian, Swedish and Namibian (new projects are anticipated in Kazakhstan). Further, the company is entering finals related to the contract award on the domestic market valued between 600 and 700 million kunas. Hence, it is anticipated that projects concluded by Dalekovod by the end of the year 2007 would reach up to five billion kunas.

Local resistance

The President of the Managment Board of Dalekovod, Mr. Luka Miličić, is a winner of numerous management awards and honors on behalf of the company. Notwithstanding the above, he does not like to put himself forward in the public. He is very much aware of the fact that he is leading the company into market expansion; however he prefers to remain self-denying. He claims that he does not have enough time off work to go on a decent holiday. Besides, he also unwillingly grants an interview. When opportunity offers for an interview, he proudly lists, puffing away at his Havana cigar, all the places around the world where Dalekovod is engaged in execution of construction projects. However, he does not miss the chance to relativize the success story. Mr. Miličić becomes sceptical and asks himself if it is good at all to write about the company's successes. It is common knowledge that many other successful businessmen are not freed from such dilemmas. According to their opinion, the negative perception of success might potentially lead to practical problems. There is a chance that the success of the Croatian company may even act as an opponent and obstacle in gaining other projects. By making allusions to the fact that Dalekovod is more efficient in gaining projects on foreign markets and that there should be more space on the domestic market for Dalekovod's capacities and efficiency, Mr. Miličić confirms that the aim of the company's management policy is to avoid stagnation on the domestic market by any means. It may be speculated that the business challenge – to be equally successful in Croatia as well as on foreign marekts – is a reason why Mr. Miličić has droped a bombshell in the public, presenting to the media representatives an enigma related to a new large project to be signed by Dalekovod in two weeks' time for a Croatian Employer. This may or may not be HEP, rumours about the new business partner of Dalekovod have spread behind the scenes. What we know for fact is that Dalekovod is oriented towards the domestic market where it intends to appear in new spheres of business. An example of the above is construction industry. Dalekovod has signed two contracts for construction of two handball halls in Zadar and Split. The company shall, as a sub-supplier in Zadar, be in charge of construction of a steel structure

of the hall dome patterned after the lace which is characteristic of the Pag island. Further, the company shall co-operate with IGH and Konstruktor in Split. In order to capture new business positions in Croatia by expanding its activities, Mr. Miličić has probably decided to make a breakthrough in communication as well. Dalekovod has managed once again to conclude a large export project, which is the fourth project this year. However, this has not passed in silence which was so characteristic of Dalekovod so far.

A new life for TLM

Known for his decency towards the media, Mr. Miličić has invited this time his Norwegian business partner, President of the Management Board of Statnett, Mr. Andreas Calrsen, and welcomed him at his headquarters in Zagreb, where he has held an impressive press conference and proposed a toast by drinking champagne. It has been his first such meeting with the media. While chatting with the journalists, he drew their attention to Dalekovod's project of Šibenik TLM. „It will be one more successful story“, asserted Mr. Miličić. At the same time he anticipated that the contract between the Consortium and HFP shall be signed Mid September. The most interesting issue to the investors is the Dalekovod's shift towards the capital market. Besides emission of bonds, there is no confirmation so far about the listing of the company in the first stock exchange quotation, which has been anticipated for this year already.