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Laza Kekic heads the Economist Intelligence Unit's largest regional team of analysts who provide economic, political and business coverage for Eastern Europe, including the former Soviet Union. He also heads the Country Forecasting Services, which include the Economist Intelligence Unit's main traditional product, the Country Reports, as well as the Country Forecasts (medium and long-term forecasts for 82 countries aimed at direct investors).

Areas of main specialisation and interest are: Russia, the Balkans and other transition economies, foreign direct investment, economic forecasting; growth economics.

Laza has written extensively for the Economist Intelligence Unit and other outlets on these topics. He is also a frequent speaker at Economist and other conferences and seminars. Laza was educated at the London School of Economics (BSc and MSc Econ) and joined the Economist Intelligence Unit in 1993.