Ambassador of the Republic of Serbia in Egypt Dragan Bisenic was appointed the 2017 SATUC Cup Ambassador for orphans and abandoned children. In such a manner, this organization, with the seat in London, and headed by the Qatari Princess Sheikha Al Thani, has honoured Ambassador Bisenic for his contribution to the actions aimed at assisting orphaned and disadvantaged children.

Other Honorary Ambassadors of this Organization include President of Honduras Juan Orlando Hernández, the First Lady of Colombia María Clemencia Rodríguez Múnera and others. Ambassador Bisenic will be presented with this honour at a ceremony in Cairo, on 7 January 2017.