

# Improve your Business



**EUPRO**  
EUROPEAN UNION SUPPORT  
TO MUNICIPAL DEVELOPMENT



**UNOPS**  
Implementing partner

## INFO SESSIONS



**8** INFO SESSIONS

**134** PARTICIPANTS

## APPROVED APPLICATIONS



**20** PROJECT PROPOSALS

**13** LOCAL SELF-GOVERNMENTS

### BY LEADING APPLICANT



- Associations - 3 ●
- Regional Development Agencies - 7 ●
- Business Incubators - 5 ●
- Research Institutions and Academic Organisations - 2 ○
- Clusters - 2 ●
- Science or Technology Parks - 1 ●



EUPRO	<b>EUR 627,247</b>
CO-FUNDING	<b>EUR 33,761</b>
<b>TOTAL</b>	<b>EUR 661,008</b>

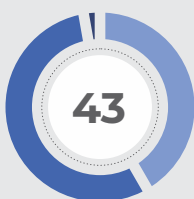
## SUBMITTED APPLICATIONS



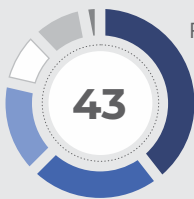
**43** APPLICATIONS

**24** LOCAL SELF-GOVERNMENTS

### PROJECTS



- Šumadija and Western Serbia - 18 ●
- Southern and Eastern Serbia - 24 ●
- Other<sup>1</sup> - 1 ●



- Associations - 17 ●
- Regional Development Agencies - 10 ●
- Business Incubators - 7 ●
- Research Institutions and Academic Organisations - 4 ○
- Clusters - 4 ●
- Science or Technology Parks - 1 ●

THE CALL WAS OPEN FROM 22 APRIL TO 10 JULY 2019

The Programme is supporting projects by business support organisations (BSO) which are aiming to contribute to the competitiveness and sustainability of small and medium sized enterprises and entrepreneurs through the provision of assistance to enterprises to enhance their production processes and the quality of products and services, as well as in certification and introduction of relevant standards and specific activities geared towards market expansion.

<sup>1</sup> City outside the Area of Responsibility of the Programme

No.	LEADING BSO	PARTNER BSO	LOCAL SELF-GOVERNMENT	CONTRIBUTION	PROJECT DESCRIPTION
1.	<b>A Business Incubator Centre (BIC) Yumco</b>	/	<b>VRANJE</b>	EU PRO 13,208 EUR Applicant contribution 1,472 EUR ..... <b>TOTAL</b> <b>14,680 EUR</b>	Tenants of BIC Yumco are predominantly furniture manufacturing start-up companies with high production costs due to small production volume resulting in higher retail prices than those of the larger competitors. Additionally, inadequate manufacturing equipment impacts the quality, appearance and the transport costs of the products. Lack of the per-part packaging equipment to allow assembling at the customer's address increases transportation costs and impedes online store marketing potential for the custom-made furniture manufacturers. The project envisages procurement of the packaging equipment and organisation of a fair to present the start-up companies - predominantly BIC tenants.
2.	<b>Business Innovation Centre</b>	Citizens' Association Business Innovation Programmes Belgrade	<b>KRAGUJEVAC</b>	EU PRO 32,406 EUR Applicant contribution 3,609 EUR ..... <b>TOTAL</b> <b>36,015 EUR</b>	The project focuses on SMEs preparation for successful Quality Management Services (QMS) certification. This will be achieved through the tailor-made business support aimed at improving their business operations, specialised trainings focused on quality of products and services, improving quality management capacities and mentoring support.
3.	<b>Center for Innovative Youth Entrepreneurship – Startup Centre Niš</b>	/	<b>NIŠ</b>	EU PRO 15,580 EUR Applicant contribution 1,670 EUR ..... <b>TOTAL</b> <b>17,250 EUR</b>	Startup Centre Niš will define a working space of 50m2 to be equipped with adequate software and hardware workstations in order to facilitate the work of SMEs from the gaming sector. Also, the three employees in the Startup Centre would be educated on the subject of developing gaming companies, their foreign scaling and global market access, as well as the promotion and branding of the projects. Additionally, interested high school and college students will be educated about the industry.
4.	<b>Center for Development of Jablanica and Pčinja District</b>	/	<b>LESKOVAC</b>	EU PRO 29,959 EUR Applicant contribution / ..... <b>TOTAL</b> <b>29,959 EUR</b>	The project proposes forming Innovative start-up accelerator programme to create favourable conditions for innovation. It aims to accelerate the development of cohesive and productive marketing innovation for young businesses/start-ups in the first year of operation and entrepreneurs/SMEs active for up to three years in Jablanica and Pčinja districts. The project will operate at two locations in Leskovac and Vladičin Han with well-structured basic and advanced training plans, education of RDA's employees and visit to start-up conference.
5.	<b>Center for Development Support and Initiative Novitas</b>	/	<b>PIROT</b>	EU PRO 28,707 EUR Applicant contribution / ..... <b>TOTAL</b> <b>28,707 EUR</b>	The project is oriented towards strengthening the competitiveness of local SMEs, including young people and women as vulnerable groups in five districts in Serbia. The project has two components - access to finance and access to new markets i.e. project activities secure technical support for entrepreneurs to successfully apply for necessary external financing as well as to strengthen their position in existing and new markets.
6.	<b>Faculty of Electrical Engineering of Niš</b>	/	<b>NIŠ</b>	EU PRO 24,780 EUR Applicant contribution / ..... <b>TOTAL</b> <b>24,780 EUR</b>	The Project predicts establishment of ELPROFA – Prototype Factory focused on development of advanced manufacturing technologies and prototyping in the region. ELPROFA will allow SMEs to produce prototypes and small production batches locally i.e. more efficiently and at a much lower cost. This can increase the competitiveness of SMEs by helping them build better products with improved design. Project predicts procurement of 3D modelling and printing machine, development of Handbook and introduction of new services necessary for SMEs in this line of business.

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7.	<b>ENECA</b>	/	<b>NIŠ</b>	EU PRO 29,833 EUR Applicant contribution 3,514 EUR ..... <b>TOTAL</b> <b>33,347 EUR</b>	The project aims to support premium food producers from Southeast Serbia in order to contribute to enhanced competitiveness of SMEs in this region. By procuring equipment for food hub which was established by ENECA in a village Vrtište and also providing mentoring support, the organisation will contribute to improved production process and product quality of ten existing hub users and seven new SMEs, as well as ten unemployed women and youth from the National Employment Service (NES). Raising awareness and general visibility of the food hub via digital marketing is also seen as project priority to ensure long term success and project sustainability.
8.	<b>Ni-Cat Cluster</b>	/	<b>NIŠ</b>	EU PRO 29,896 EUR Applicant contribution 1,979 EUR ..... <b>TOTAL</b> <b>31,876 EUR</b>	Project will cover two components - the training for cluster employees in business development support (sales and marketing) including the establishment of procedures and policies, and the business missions and conference visits on targeted markets with proper preparation, maximising opportunities in the field and proper follow-up. All materials, lessons learned and contacts will be available to members in the future.
9.	<b>Science and Technology Park Čačak</b>	Technical Faculty Čačak	<b>ČAČAK</b>	EU PRO 49,731 EUR Applicant contribution 5,925 EUR ..... <b>TOTAL</b> <b>55,656 EUR</b>	The project aims to increase the awareness of SMEs in the Moravica, Raška and Zlatibor districts on digital transformation, facilitate application of strategic approach in planning digital transformation of SMEs, create a platform for inter-sector cooperation between ICT and other industries and provide technical expertise to run the process.
10.	<b>Regional Development Agency of Eastern Serbia - RARIS</b>	/	<b>ZAJEČAR</b>	EU PRO 29,551 EUR Applicant contribution / ..... <b>TOTAL</b> <b>29,551 EUR</b>	The project aims to help SMEs operating in Tourism & Leisure industry based in Eastern Serbia to overcome the challenges posed by digitalisation, by providing them with two sets of tailored trainings on digitalisation and implementation of digital marketing activities.
11.	<b>Development Business Centre Kragujevac</b>	Center for Entrepreneurship Kragujevac	<b>KRAGUJEVAC</b>	EU PRO 46,593 EUR Applicant contribution / ..... <b>TOTAL</b> <b>46,593 EUR</b>	The project is designed to improve sustainability and competitiveness of food processing SMEs in Šumadija and Eastern Serbia, through two main components. The first involves direct work and support to selected SMEs through training and consulting in the field of marketing, digitalisation, branding and sales to improve the quality of their products and key business processes. The second one is focused on enhancing capacities of BSOs (lead applicant and partner) for sustainable and high quality provision of support services to SMEs.
12.	<b>Regional Development Agency Braničevo - Podunavlje</b>	/	<b>POŽAREVAC</b>	EU PRO 30,000 EUR Applicant contribution / ..... <b>TOTAL</b> <b>30,000 EUR</b>	The project aims to improve sustainability and competitiveness at perspective markets of the region's SMEs in the sector of dairy product manufacturing, through addressing several aspects that need improvement: manufacturing processes and quality of the product, business planning and management, marketing and business networking, and support services.

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13.	<b>Regional Development Agency JUG</b>	/	<b>NIŠ</b>	EU PRO 26,876 EUR Applicant contribution 449 EUR ..... <b>TOTAL</b> <b>27,325 EUR</b>	The project consists of the two main groups of activities. First is to support SMEs in the form of training, educational, experience sharing and networking activities to increase human potentials and foster uptake of innovation practices that could lead to improved economic parameters of the SME. Second is to establish EN - INNO physical space in order to provide easy access to 'academic' expertise for SMEs and facilitate partnerships between SMEs, academia and RDAS. EN-INNO lab will serve for training and co-creation activities and as a working space for young SMEs, students and mentors teams involved in innovation contest.
14.	<b>Regional Development Agency of Podrinje, Podgorina and Rađevina</b>	Regional Development Agency Srem - Ruma	<b>LOZNICA</b>	EU PRO 50,000 EUR Applicant contribution 9,695 EUR ..... <b>TOTAL</b> <b>59,695 EUR</b>	The goal of this project is to help the export of 40 SMEs from the area of Western Serbia (regions: Podrinje, Mačva, Kolubara) to the Hungarian market while learning about their needs and possibilities. The project will also organise and host a visit by the Hungarian delegation to the entrepreneurs from Serbia aiming to facilitate networking and increase trade potential. Likewise, having in mind technical obstacles and barriers in the area of export, the project intends to enable the certification of potential exporters to the Hungarian market by upholding ISO and other international standards necessary for export.
15.	<b>Regional Development Agency of Sandžak - SEDA</b>	/	<b>NOVI PAZAR</b>	EU PRO 29,658 EUR Applicant contribution / ..... <b>TOTAL</b> <b>29,658 EUR</b>	The project consists of the two connected sets of activities. First is supporting SMEs through provision of the technical assistance in digital marketing (website and logo development, social media outreach and etc.), as well as capacity building for SMEs on website and social media maintenance. Second set of activities includes enhancement of RDA capacities to provide professional services and monitor progress in activities relevant to engagement in digital marketing and branding, as the introduction of new service is in line with the needs of SMEs in the region.
16.	<b>Regional Development Agency Zlatibor</b>	West Metal Group Cluster Užice	<b>UŽICE</b>	EU PRO 49,940 EUR Applicant contribution 4,910 ..... <b>TOTAL</b> <b>54,850 EUR</b>	Designed to enhance the competitiveness of SMEs in metal industry the project envisages the development of a toolkit for innovative models of presentation at international fairs. Although primarily developed for nine West Metal Group cluster members, the model will afterwards be available to all SMEs in the region. The project will also secure fulfilment of the preconditions for successful penetration of new markets through process of implementation/certification/recertification of relevant standards in all cluster members. During the project implementation partners will build up their capacities in business development service provision particularly in the field of access to finance and business internationalisation.
17.	<b>Technical Faculty Bor</b>	/	<b>BOR</b>	EU PRO 10,480 EUR Applicant contribution / ..... <b>TOTAL</b> <b>10,480 EUR</b>	The main goal of this Project is to strengthen competencies of entrepreneurs to run their own successful business. The training envisages three workshops and includes four modules: Marketing, Operations, Communication, and Finance. The expert team will consider each business individually and will together with entrepreneurs find tailor-made solutions for the identified issues.

No.	LEADING BSO	PARTNER BSO	LOCAL SELF-GOVERNMENT	CONTRIBUTION	PROJECT DESCRIPTION
18.	<b>Timok Youth Centre</b>	Nova Iskra Creative Hub Belgrade	<b>ZAJEČAR</b>	EU PRO 49,476 EUR Applicant contribution 539 EUR ..... <b>TOTAL</b> <b>50,014 EUR</b>	Project will provide education, know-how and mentoring services to the business community in the Timok region in order to increase competitiveness of SMEs, and to support their business adaptation to new, digital market. The project consists of workshops and trainings provided by experts in cooperation with Nova Iskra hub tailored to the needs of SMEs.
19.	<b>Citizens' Association Dunder</b>	/	<b>NIŠ</b>	EU PRO 29,623 EUR Applicant contribution / ..... <b>TOTAL</b> <b>29,623 EUR</b>	The project aims to increase competitiveness level of SMEs in construction sector of the Niš region, by introducing standards necessary to expand to the EU market. The EU platform OPEN HOUSE is an established, standard methodology for quality and sustainability assessment of buildings. Ten interested employees from cluster SMEs will be trained as the new professional OPEN HOUSE evaluator. Also, project predicts development of a methodology by the group of experts, based on OPEN HOUSE platform, harmonised with Serbian laws and regulations, for all six groups of criteria for quality assessment and sustainability of buildings. This methodology will become the manual for implementation of standards.
20.	<b>Women's Association Etno Forum</b>	/	<b>SVRLJIG</b>	EU PRO 20,949 EUR Applicant contribution / ..... <b>TOTAL</b> <b>20,949 EUR</b>	The project includes procurement of printing machine mainly for brochures and label printing used in food and wood processing and textile industry. The purpose of this machine is to lower operating expenses of SMEs in the Svrljig region which for now use commercial prices offered by suppliers in Niš. The project also includes training on the importance of advertising, packaging, designs and sales.
<b>TOTAL CONTRIBUTION</b>				EU PRO	<b>EUR 627,247</b>
				Co-funding	<b>EUR 33,761</b>
				<b>TOTAL</b>	<b>EUR 661,008</b>