

U.S. Agency for International Development's Serbia Enterprise Development Project

Briefing for Serbian Unity Congress Economic Forum
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ПРОЈЕКАТ ЗА РАЗВОЈ ПРЕДУЗЕТНИШТВА У СРБИЈИ
SERBIA ENTERPRISE DEVELOPMENT PROJECT

Description and Objectives

- Funded by USAID
- July 2004 – June 2006
- Implemented by Booz Allen, IESC, ACDI/VOCA, ME&A, Crimson Capital

- Increase competitiveness in six sectors
- Improve business-government dialogue
- Create positive perceptions of Serbian business environment

- New markets
- Innovative products
- Value added
- Focus intensively on results



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Improve Competitiveness

SECTORS	CROSS-CUTTING SUPPORT
Wood and Furniture	Export Development
Apparel	Finance & Investment
ICT	Communications
Tourism	Grants
Pharmaceutical Clinical Research	Advocacy
Fruit and Fruit Juice	Logistics
	Other Short-Term (internal and external)

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Improving Business-Government Dialogue

Due to political instability, the Serbia National Competitiveness Council failed to gain confidence of the private sector and commitment of government.

SEDP has reconstructed the main function of the council from the ground up, working with the main business organizations to improve advocacy.

- Pilot case: Labor Law
- Regulatory task forces



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Creating Positive Perceptions of Serbian Business Environment

SEDP works with companies and the Serbian Investment and Export Promotion Agency (SIEPA) to improve perceptions of the Serbian business and investment environment

The "little tigers" of Europe emerge.

European investors are increasingly optimistic about the new "little tigers" of Europe—Slovenia, Romania, the Baltic States, Croatia and Serbia...

European investors... ranked Serbia among the top 25 most attractive investment destinations globally.

AT Kearney, FDI Confidence Index 2003

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Results

- International quality certification
- New, value-added products, including organic
- New markets
- Multinationals return to Serbia
- Branded apparel displayed and sold at New York trade shows
- Serbian companies back in major trade publications
- Improved finishing technology
- Positive news coverage: BBC, AFP, Guardian, Observer
- \$250,000 in matching grants awarded
- Improved regulations
- www.serbianfruit.com,
www.serbianapparel.com,
www.serbianfurniture.com



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Coordination with Other Projects and Donors

- USAID's Community Revitalization through Democratic Action (CRDA) Program
- USAID's Commercial Court Administrative Strengthening Activity (CCASA)
- USAID's WTO Accession Project
- USAID's Montenegro Private Sector Development and Competitiveness (PSDC) Project
- USAID's Macedonia Competitiveness Activity (MCA)
- SEMDAS Grant Program
- DEG
- SEED
- EAR's Vocational Education and Training Program

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