

RESULTS

# Support to business support organizations

## Public call for proposals for business support organizations



PREPARATORY ACTIVITIES

EVALUATION PROCESS



**4** Info-sessions



**45** Applications



**123** Participants



**19** Local self-governments

The call was open from 9 December 2021 to 2 February 2022

RESULTS

Approved

Areas of support



**16** Projects  
(22 BSOs)



**7** Šumadija and Western Serbia

**9** Southern and Eastern Serbia

- Digitalization
- Marketing
- Resilience
- Greening and circular economy
- Internationalization
- Standardization
- Financial instruments



**694,438 Euros** Total value of approved projects

**672,654 Euros** EU support through EU PRO PLUS programme

The program provides support to business support organizations (BSO) to enhance competitiveness and resilience of small and medium sized enterprises (SMEs) and entrepreneurs in LSGs in Šumadija and Western Serbia and Southern and Eastern Serbia. The projects also contribute to expansion to new markets, the introduction of standards, as well as increasing the ability of small businesses to recover and be more resilient to the negative effects of the COVID-19 pandemic.

## APPROVED PROJECT PROPOSALS

Lead BSO	Partner BSO/LSG	LSG	Contribution	Project description
1. BUSINESS DEVELOPMENT CENTRE KRAGUJEVAC		Kragujevac	Total value: <b>43,862 Euros</b>  EU PRO Plus: <b>43,862 Euros</b>  Co-funding: /	The objective of the project is digitalisation of sales and application of e-commerce tools for 25 beneficiary SMEs.
2. INTER-MUNICIPAL UNION OF AGRICULTURAL ASSOCIATIONS		Novi Pazar	Total value: <b>42,690 Euros</b>  EU PRO Plus: <b>42,690 Euros</b>  Co-funding: /	The objective of the project is to increase the competitiveness and market reach of 15 dairies in Southwestern Serbia, from Novi Pazar, Sjenica, Tutin and Raška, via optimised marketing strategy and improved product quality.
3. CENTRE FOR THE DEVELOPMENT OF JABLANIČKI AND PČINJSKI DISTRICTS		Leskovac	Total value: <b>49,983 Euros</b>  EU PRO Plus: <b>49,983 Euros</b>  Co-funding: /	The objective of the project is to improve resilience and competitiveness of 150 SMEs manufacturing industry (food processing, wood processing, metal processing, chemicals, textile, clothing, leather, and footwear) in the Jablanički and Pčinjski districts mitigating the impact of the COVID-19 pandemic.
4. REGIONAL DEVELOPMENT AGENCY BRANIČEVO-PODUNAVLJE		Požarevac	Total value: <b>44,549 Euros</b>  EU PRO Plus: <b>44,549 Euros</b>  Co-funding: /	The objective of the project is to improve the overall sustainability of at least 30 SMEs in agri-food production and catering sectors in Braničevo-Podunavlje by strengthening their resilience and competitiveness through training, mentoring and direct support.
5. REGIONAL ECONOMIC DEVELOPMENT AGENCY FOR ŠUMADIJA AND POMORAVLJE	City of Kragujevac	Kragujevac	Total value: <b>59,192 Euros</b>  EU PRO Plus: <b>49,992 Euros</b>  Co-funding: <b>9,200 Euros</b>	The objective of the project is to contribute to the development of the catering sector in Kragujevac by creating opportunities for capacity improvement and increased competitiveness as well as strengthening the resilience of 21 beneficiary SMEs and their ability to recover from the negative impact of COVID-19.
6. BUSINESS INNOVATION CENTRE KRAGUJEVAC	Association of Citizens "Business Innovation Programs"	Kragujevac	Total value: <b>43,938 Euros</b>  EU PRO Plus: <b>43,938 Euros</b>  Co-funding: /	The objective of the project is to increase competitiveness of 20 SMEs operating in the service and manufacturing industry, strengthen capacities of the employees, and enhance services or products through improvement of processes and quality of products and services.

Lead BSO	Partner BSO/LSG	LSG	Contribution	Project description
7. ZIP YOUTH CENTRE – BUSINESS INCUBATOR PIROT	Business Incubator Majdanpek and Association “ICT Network”	Pirot	Total value: <b>47,035 Euros</b>  EU PRO Plus: <b>47,035 Euros</b>  Co-funding: /	The objective of the project is to promote adaptation of digital transformation (DT) and its benefits to competitiveness and resilience of 150 SMEs in the areas of Pirot and Majdanpek.
8. BUSINESS INCUBATOR CENTRE „YUMCO“	Faculty of Economics in Niš	Vranje	Total value: <b>41,298 Euros</b>  EU PRO Plus: <b>39,106 Euros</b>  Co-funding: <b>2,192 Euros</b>	The objective of the project is to improve the competitiveness, sustainability and resilience of 20 SMEs in Pčinja district, including start-up companies within the incubator, through adaptation of the green economy and innovative practices for sustainability and resilience.
9. ASSOCIATION OF CATERING, HOTEL AND TOURIST WORKERS OF NIŠ		Niš	Total value: <b>48,518 Euros</b>  EU PRO Plus: <b>48,518 Euros</b>  Co-funding: /	The objective of the project is to enhance capacities and expand the market of south Serbia SMEs in tourism and catering by developing a common brand “Zalogaj juga” (A bite of the South) and establishing a food tasting and promotional center.
10. REGIONAL DEVELOPMENT AGENCY JUG		Niš	Total value: <b>26,984 Euros</b>  EU PRO Plus: <b>26,805 Euros</b>  Co-funding: <b>179 Euros</b>	The objective of the project is to improve knowledge, introduce innovative approaches and scale-up green and other circular solutions of doing business to achieve better environmental performance, market position and overall competitiveness of 30 SMEs in South Serbia from manufacturing industry, agriculture and food, plastics and packaging and construction.
11. CENTER NIT		Novi Pazar	Total value: <b>30,175 Euros</b>  EU PRO Plus: <b>30,175 Euros</b>  Co-funding: /	The objective of the project is to increase market share of 24 IT SMEs in Southwest Serbia as well as their ability to present their products to domestic and foreign clients as well as potential investors.
12. REGIONAL CHAMBER OF COMMERCE AND INDUSTRY OF MORAVIČKI AND RAŠKI DISTRICTS		Kraljevo	Total value: <b>32,710 Euros</b>  EU PRO Plus: <b>29,639 Euros</b>  Co-funding: <b>3,071 Euros</b>	The objective of the project is to contribute to improving knowledge and competence of around 200 SME representatives in the field of using “green energy” in Raški and Moravički districts, including 20 entrepreneurs to get the concept of photovoltaic power plants.

Lead BSO	Partner BSO/LSG	LSG	Contribution	Project description
<b>13. CENTRE FOR INNOVATIVE YOUTH ENTREPRENEURSHIP-STARTUP CENTRE</b>	<b>City of Niš</b>	<b>Niš</b>	Total value: <b>45,518 Euros</b>  EU PRO Plus: <b>38,375 Euros</b>  Co-funding: <b>7,143 Euros</b>	The objective of the project is to support regional development and rapid COVID-19 recovery through growth and development of resilient and stable startups and startup and innovation ecosystems in the region (South, East, Šumadija, Western Serbia).  Project beneficiaries are 30 startup, scaleup, and spin-off companies.
<b>14. SCIENCE TECHNOLOGY PARK ČAČAK</b>		<b>Čačak</b>	Total value: <b>45,518 Euros</b>  EU PRO Plus: <b>45,518 Euros</b>  Co-funding: /	The objective of the project is increasing awareness of 60 SMEs from agriculture (food processing), IT sector, metal processing and non-metal sector from Moravički, Raški and Zlatiborski districts, about advanced technologies-robotics and big data management, to facilitate application of these technologies, creating the platform for inter-sector cooperation between ICT, other industries and R&D institutions.
<b>15. BUSINESS ASSOCIATION OF EMPLOYERS "UNION ČAČAK 2000"</b>	<b>Association "Local action group Čačak – Gornji Milanovac"</b>	<b>Mrčajevci</b>	Total value: <b>44,616 Euros</b>  EU PRO Plus: <b>44,616 Euros</b>  Co-funding: /	The objective of the project is to contribute to growth and development of at least 20 local SMEs from Čačak, Gornji Milanovac and Lučani, by establishment of a webshop and relevant logistic support for product distribution.
<b>16. REGIONAL AGENCY FOR SPATIAL AND ECONOMIC DEVELOPMENT OF RAŠKI AND MORAVIČKI DISTRICTS</b>	<b>Faculty of Mechanical and Civil Engineering in Kraljevo, University of Kragujevac</b>	<b>Kraljevo</b>	Total value: <b>47,853 Euros</b>  EU PRO Plus: <b>47,853 Euros</b>  Co-funding: /	The objective of the project is to contribute to the growth and development of 25 SMEs in the metal sector in seven local self-governments in Raški and Moravički districts.

**TOTAL VALUE OF CONTRIBUTIONS:**

EU PRO PLUS: **672,654 Euros**

CO-FUNDING: **21,784 Euros**

TOTAL: **694,438 Euros**