



USAID Competitive Economy Project

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The Project will stimulate system-wide support and investments in the food processing industry in order to increase sales and exports, creating a model of support that can be replicated in other sectors.

Project funded by:

U.S. Agency for International Development (USAID/Serbia)

Project implemented by:

Cardno Emerging Markets USA Ltd (in cooperation with DNA Communications and Souktel Inc.)

Key counterparts:

Ministry of Agriculture;
Chamber of Commerce and Industry of Serbia;
Development Agency of Serbia.

Where we work:

Country wide

Project duration:

April 2017- April 2021

Total amount:

\$ 11,950,807

Contact:

10L Bulevar Mihajla Pupina, 11000
Belgrade
Phone: +381-11-40 11 700
E-mail: info@konkurentno.rs
www.konkurentno.rs

BACKGROUND

The USAID Competitive Economy Project is a four-year, \$11.95 million activity to strengthen the competitiveness of the Serbian food processing industry, particularly fruit and vegetable value chains, with the goal to increase sales and exports of Serbian food products on domestic and international markets.

ACTIVITIES

The project will partner with public and financial institutions, the Serbian education system, business associations, and a variety of other service providers to create a support system for Serbian companies that can be replicated within other industries and is sustainable.

By focusing on three key market opportunities the project will:

1. Support small and medium sized companies wishing to develop innovative high value products and access the domestic retail and hotel/restaurant/café niche market;
2. Create and strengthen distribution channels of high value products in niche export markets, to include geo-branded products, bio and organic food, and shelf-ready products.
3. Increase exports within the industry processing sector by introducing innovative approaches and strengthening connections among firms specialized in frozen, dried and warm processed products, and business support service providers.

Project activities will be accompanied by tailored communication and marketing campaigns to help improve the image of Serbian products and attract additional investments.