



PREMIUM FOOD DESIGN HUB INITIATIVE

Many promising business ideas and food products often do not find their way to consumers due to numerous obstacles. To overcome the difficulties, USAID Competitive Economy Project supported the Premium Food Design Hub initiative. The objective is to develop a viable business model to support creation of better use of creative industries, technologies and innovative solutions in the food industry. Four hubs will support food start-ups and SMEs design and develop innovative premium food products, provide better access to finance and improve competitiveness, and raise the profile of Serbian premium food products in domestic and international markets.

Design hubs are recognized as entrepreneurial “hot spots” to perform all support activities to food start-ups and SMEs. These activities include: mapping of food start-ups and SMEs with high growth potential, announcement of individual public calls for proposals, selection process and signing contracts with selected entities. Hubs will conduct tailored training and events structured to build knowledge about premium product development and go-to-market strategies for selected food companies.

This initiative will mobilize local resources in supporting food start-ups and SMEs, increase the number of novel premium products, and help transform the domestic premium food market through innovations and technologies.

Numbers:

The Project awarded four grants to selected hubs – NOVA ISKRA, IMPACT Hub, BIPs and Design Taste Center - to be allocated over a one-year period.

16 selected SMEs and start-ups to enter design hubs in early April 2018; at least 1 premium product to be developed per company.

Visual Identity:



Roadmap:

