



Open Regional Fund (ORF) -

Foreign Trade Promotion in South East Europe

“Export Promotion of Automotive Industries in SEE
through Cluster Network”

Belgrade, June 19th 2009



Open Regional Funds

- ORF Foreign Trade Promotion
- ORF Legal Reform
- ORF Modernisation of Municipal Services
- ORF Energy Efficiency (as of 10/2008)



ORF Foreign Trade Promotion

Current Sub-Projects:

- **(1) Automotive Industry**
 - Bosnia and Herzegovina, Serbia, Macedonia, Croatia, Slovenia
 - Major Players: Chamber of Foreign Trade and Automotive Clusters
- **(2) Designer Network**
 - Bosnia and Herzegovina, Serbia, Macedonia, Albania
 - Major Players: Associations
- **(3) SWG / Regional Rural Development**
 - Albania, Bulgaria, Macedonia, Montenegro, Serbia, the Serbian Province Vojvodina and UNMIK Kosovo
 - Major Players: SWG
- **(4) IT**
 - Macedonia, Croatia, UNMIK Kosovo, Bosnia and Herzegovina, Serbia
 - Major Players: Chamber of Foreign Trade, ICT-Cluster/Associations



ORF Foreign Trade Promotion

Current Sub-Projects:

- **(5) CEFTA**
 - Croatia, Serbia, Montenegro, Macedonia, Bosnia and Herzegovina, Albania, UNMIK Kosovo and Moldova
 - Major Players: CEFTA Sekretariats, Trade Associations, Agencies
- **(6) Network of Export Consultants**
 - Croatia, Montenegro, Serbia, Bosnia and Herzegovina, Macedonia, Albania
 - Major Players: Export Promotion Agencies
- **(7) Regional Network of CEFE Consultants**
 - Serbia, Bosnia and Herzegovina, UNMIK Kosovo, Montenegro, Macedonia
 - Major Players: CEFE Association
- **(8) RDA Bus Tourism**
 - Albania, Bosnia and Herzegovina, Macedonia, Montenegro and Serbia
 - Major Players: Tourism Agencies, Ministries



General Objective: To strengthen the competitiveness of SME in the region

- Impact on the company level: exports, employments, investments
- Cooperation between enterprises: working groups, networks, associations, clusters
- New services offered on the meso level and paid for by the companies
- Companies use services offered by the Government
- Impact on Business and Investment Climate



Summary of previous results

- Enterprise Level:
 - Organization of company networks with the objectives:
 - Regionalization of Marketing and Distribution structures in:
 - Automotive Industry
 - Tourism
 - Fashion
 - Improved position of the region SEE as a brand (Websites: SEEautomotive, SEE-fashion, SEE-rural and SEE-consultancy)
- Political Level:
 - Support of CEFTA when organizing a procedure for prioritization and reduction of non-tariff trade barriers in CEFTA countries
 - Organization and support of “Standing Working Group on Rural Development in SEE”



Sub-Project:

“Export Promotion of Automotive Industries in SEE through Cluster Network”

- Goal:

To improve the position of automotive suppliers from the Western Balkans on the Western European and global market.

- Target Group:

SMEs which can integrate themselves in the supply chain of international automotive industries and because of that generate added value.



Sub-Project:

“Export Promotion of Automotive Industries in SEE through Cluster Network”

- Intermediary:

Primarily new founded clusters in each country as well as other organisations and agencies for foreign trade promotion.

- Participants/Partners:

Automotive Cluster of Bosnia and Herzegovina – ACBiH

Automotive Cluster of Serbia – AC Serbia

Automotive Cluster of Macedonia – AC M

Automotive Cluster of Croatia – HAK (Partner)

Automotive Cluster of Slovenia – ACS (Partner)



Sub-Project:

“Export Promotion of Automotive Industries in SEE through Cluster Network”

■ Activities/Tasks:

- Designing and launching a regional web portal including a supplier database to promote suppliers of the Western Balkans and therefore to increase the interregional and international recognizability of SEE.
- Establishing a Marketing Office in Germany for Bosnian, Serbian and Macedonian suppliers to support their potential activities on German and Western European markets.
- Implementation and promotion of joined marketing activities such as fairs, conferences, delegation trips to OEMs or Tier-1 or Tier-2 suppliers.



Results of the Sub-Project

- Launching of joint web portal: www.automotive-see.eu
 - Network of five Automotive Clusters from the Region (Slovenia, Croatia, Bosnia and Herzegovina, Serbia and Macedonia)
 - Database of ca. 200 suppliers with a search option according to automotive modules, components and parts
- Joint signature of a Cooperation Agreement of the Bosnian, Serbian and Macedonian Cluster with international Associations/Clusters
 - with Dutch Cluster signed
 - with Turkish Association agreed, signing in september
 - with German Cluster in preparation
- Joint presentation at regional and international trade shows
 - Automechanika 2008 in Frankfurt
 - Automobile Show 2009 in Belgrade
 - Equip Auto 2009 in Paris (in preparation)



www.automotive-see.eu



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Automotive Cluster of Slovenia

**Thank You
For Your Attention!**