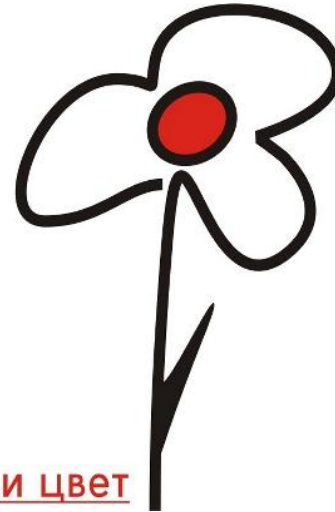




CLUSTER “SHUMADIAN FLOWER”



кластер шумадијски цвет





Reasons for establishment

- High concentration of flower producers in the Region has identified
- They had strong need for associating
- Application for the Ministry of Economy Program “Development of clusters in Republic of Serbia 2006 - 2011”





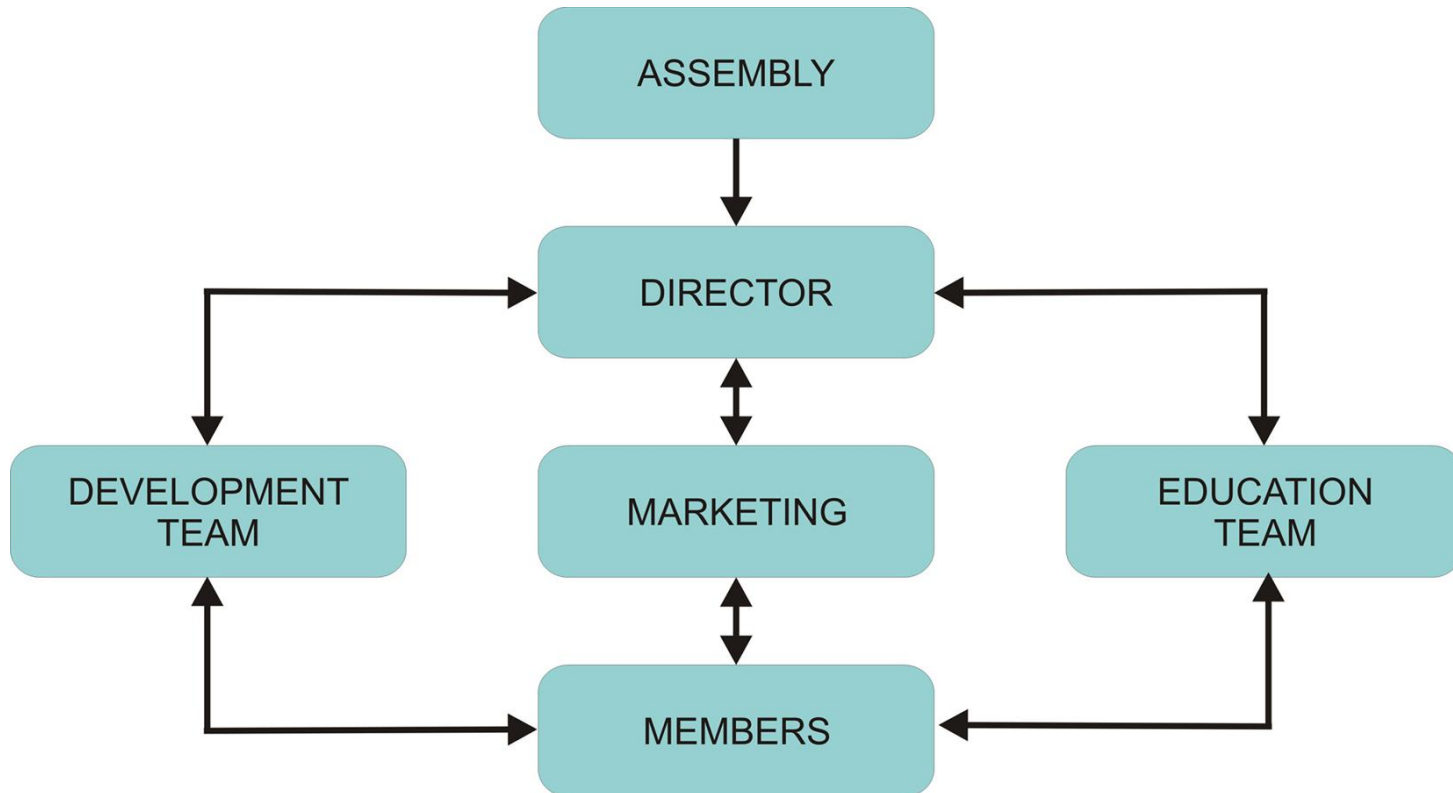
1st phase of the project - 2006

- Formed the core of cluster
- Proposed and adopted a model law for the registration of the cluster
- Executed registration of cluster
- Held a set of trainings for business management and improvement of production
- Created databases of Cluster members
- Adopted development strategy 2007-2009





Cluster organizational structure



2nd phase of the project – 2007 (1/3)

Number of the Cluster members: 40

- 30 registered agricultural holdings
- 1 enterprise
- 6 sole proprietors
- 2 municipalities (local self-managements)
- REDASP



2nd phase of the project – 2007 (2/3)

Implemented activities:

- Founded service centre within the Regional Economic development Agency for Sumadija and Pomoravlje
- Two trainings conducted in domain of improvement of green house production, with 90 trainees
- One training in sales techniques, with 10 trainees
- Founded the service centre library with 20 magazines and 10 books



2nd phase of the project – 2007 (3/3)

Implemented activities:

- Two manuals were made:
 - Flower growing technologies
 - Green-house production
- The association was presented at the Business Base Fair
- Web site www.sumadijskicvet.com created, logo and slogan designed and promotional calendar of the Cluster was created
- Rented a transportation (cargo) vehicle and mutual sale space of 30msq area in Kragujevac
- 250.000 flower pots procured for plants through joint financing of the Cluster members





3rd phase of the project – 2008 (1/4)

Number of the Cluster members: 76

- 59 registered agricultural holdings
- 1 enterprise
- 13 sole proprietors
- 2 municipalities (local self-managements)
- REDASP





3rd phase of the project – 2008 (2/4)

Implemented activities:

- Expansion of membership on the national level and intensive promotional campaign
- Diversification on production of spice (herbs) and curing plants
- Formed distribution centres and organized joint distribution,
- Continued professional education of the members through training courses and workshops
- Exhibition at the Fair of Horticulture in Novi Sad, Agriculture Fair in Kragujevac and Business Base Fair in Belgrade





3rd phase of the project – 2008 (3/4)

Implemented activities:

- Capacity building of the service centre with the objective of better utilization and efficiency for the Cluster members, establishing additional services and availability of experts in specific fields of activity
- The Cluster manager visited 36 Cluster members with the objective of promoting the Cluster activities and assessment of the members' capacities in order to suggest appropriate development measures and forming of a joint offer
- Established innovative centres in Raca and Vrnjacka Banja
- The Cluster web site reorganized and updated





3rd phase of the project – 2008 (4/4)

Implemented activities:

- Continued process of branding through improvement of visibility, through promotion activities at the national level
- Desk research of EU market and neighboring countries and the international market penetration strategy developed based on the research
- Established contacts and meetings held with potential international partners and signed the Agency Contract
- Prepared promotion material in English for the international partners.





4th phase of the project - 2009

Number of the Cluster members: 99

- 70 registered agricultural holdings
- 10 enterprise
- 13 sole proprietors
- 5 municipalities (local self-managements)
- REDASP





Plans for the future development of Cluster

- Standardization of process, from procurement to distribution
- Establishment of a joint venture for product distribution
- Increasing investment through networking with financial institutions
- Intensification of RD activities through partnerships with R&D organizations
- Continue the process of branding
- Raising the effectiveness and efficiency of service center
- Continuing professional development





Cluster strategic goals

Cluster strategic goals	Indicators
Promotion of the concept of associating with the objective of achieving mutual benefits	<ul style="list-style-type: none"> • Territorial coverage of the whole region of Sumadija and Pomoravlje • Increased number of members up to 200
Increasing the level of stability in business	<ul style="list-style-type: none"> • Established enterprises – distributors of Cluster products • 30% increased total revenue of the Cluster members
Improvement of the market approach	<ul style="list-style-type: none"> • Increased market share for 30% at national level • Increased level of the brand recognition among the 10 most represented at the national market • 10% of the production placed on the international market
Improvement and modernization of the production	<ul style="list-style-type: none"> • 20% increased returns • Increased rate of investments by 10% annual rate • 20% reduced production costs
Implementation of continuous professional education principle	<ul style="list-style-type: none"> • Included science and research development institutions in the Cluster • Three sets of professional trainings conducted per year





Product range of Cluster ”Šumadijski cvet”

- Pot flowers
- Garden plants
- Cactuses
- Spice herbs



Product range of Cluster "Šumadijski cvet"



Product range of Cluster ”Šumadijski cvet”



Početna Kancelarija Asortiman Forum klastera Kontakt

Klaster Šumadijski cvet

O KLASTERU "ŠUMADIJSKI CVET"

Klaster proizvođača cveća „Šumadijski cvet“, osnovan je u decembru 2006. godine u Kragujevcu. Razlozi za osnivanje su bili pre svega geografska koncentracija proizvođača na teritoriji opština Kragujevac, Rača i Knić. Predlog za osnivanje je potekao od samih proizvođača cveća koji nisu imali mogućnosti da se efikasno povežu i iskoriste mogućnosti povezivanja na najbolji način.

Šta su klasteri

Poslednje decenije, koncept klastera je postao centralna ideja konkurentnosti i ekonomskog razvoja. Zahvaljujući brojnoj literaturi, i studijama slučajeva, razlozi za osnivanje klastera za produktivnost i inovativnost su bolje poznati, a podsticanje povezivanja preduzeća u klastere prihvaćeno kao efikasan instrument za jačanje efikasnosti preduzeća, njihovo osposobljavanje da proizvode robe i usluge višeg stepena prerade kojima će stvarati bogastvo na domaćem i međunarodnom tržištu.

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