



REPUBLIC OF MONTENEGRO  
GOVERNMENT OF THE REPUBLIC OF MONTENEGRO  
**Directorate for Development of Small and Medium-sized Enterprises**



**Organisation for Economic  
Co-operation and Development**



**Local Economic and Employment  
Development Programme**

**SME INTERNATIONALISATION IN MONTENEGRO  
AND OTHER SOUTH-EAST EUROPEAN COUNTRIES**

*Seminar organised by the OECD LEED Trento Centre for Local Development and the  
Directorate for Development of SMEs of the Republic of Montenegro*

**HOTEL "CRNA GORA" PODGORICA, MONTENEGRO**

**WEDNESDAY, 13 APRIL 2005**

## Rationale

Entrepreneurship is one of the most important drivers of local economic development. New firm formation and the activities of small and medium-sized enterprises (SMEs) help drive job creation and economic growth through accelerating innovation and promoting the full use of human, financial and other resources. The vitality of the new and small firm sector is therefore a major determinant of local competitiveness, whilst how local economies perform in this respect in turn influences national economic performance.

Public policy at local level can play a significant role in enhancing entrepreneurship performance by tackling the various market failures that can occur, for example in the supply of finance, premises, training and business advice, and by helping to overcome learning failures within local economies by building firm competencies and networks for knowledge exchange. Local governments and development agencies are very active in the design and delivery of entrepreneurship programmes. This includes intervention to encourage more entrepreneurial attitudes, support for training, improving access to finance, promoting exports and internationalisation, supporting innovation and developing business networks and clusters. Central governments also operate various initiatives for particular target localities.

Over the past 20 years the OECD Local Economic and Employment Development (LEED) Programme has provided a forum for national and local governments and development agencies to assess and exchange information on entrepreneurship policy development at local level. Since 2004, through its Trento Centre for Local Development ([www.Trento.oecd.org](http://www.Trento.oecd.org)), the LEED Programme has extended its reach to enable agents in member and non-member countries in central, east and south east Europe to join this forum for information exchange and problem solving in local development policies. In 2005, LEED's Trento Centre is organising a series of capacity building seminars in South East Europe to assess how to face key challenges in the area of entrepreneurship policy development. The following issues will be addressed:

- Financing Entrepreneurship (Sofia, Bulgaria 17 March 2005);
- Strengthening Local Clusters (Belgrade, Serbia 11 April 2005);
- SME Internationalisation (Podgorica, Montenegro 13 April 2005);
- Promoting SME Innovation (to be held in Bosnia), and
- Entrepreneurship Spirit & Skills (to be held in Macedonia).

These seminars are a follow up of the Trento Centre capacity building seminar on entrepreneurship held on 13-17 December 2004 in Trento (for more information, please see [www.Trento.oecd.org](http://www.Trento.oecd.org)). This seminar assembled representatives of central authorities responsible for shaping national SME policies and local small business development practitioners from OECD countries and countries of central and south east Europe. Based on the case studies developed by trainers and participants and on study visits to the Trento Province SME related institutions, the group analysed the key instruments and delivery methods used to i) improve SME access to finance; ii) develop entrepreneurship skills; iii) promote SME innovation, iv) strengthen local clusters; and v) promote SME internationalisation. The seminar in Montenegro will continue the work on the case studies identified during the Trento seminar and will further explore the theme of *SME internationalisation*.

This seminar will be held back-to-back with the seminar on *Strengthening Local Clusters* organised by the Trento Centre in co-operation with Government of Serbia and the Serbian SME Association in Belgrade ([www.trento.oecd.org](http://www.trento.oecd.org)). The seminar is part of the activities of the joint OECD- Central European Initiative Local Development Network (LDN).

## General information

### *Aims of the seminar*

- Analyse the policies and instruments necessary to **attract and embed foreign SMEs** in Montenegro regions;
- Study the instruments necessary to **facilitate the SME exporting activities** as well as main barriers encountered by Montenegro SMEs wishing to access foreign markets;
- Provide **know-how and support** to participants willing to promote SME internationalisation and attract foreign SMEs in their regions.

### *Participants*

40 participants from Montenegro and other countries will be participating in the seminar, including:

- National, regional and local governments;
- Business forums, e.g. chambers of commerce, trade federations, financial institutions;
- Local and regional development agencies
- The education and training sector;
- International organisations providing assistance to the development of the SME sector.

### *Languages*

Serbian and English

### *Site of the seminar*

#### *Hotel*

Hotel "K E R B E R" PODGORICA, ul. Novaka Miloseva br. Phone: +6381 81 248-900, 248-909 E-mail: <a href="mailto:hotelkerber@cg.yu">hotelkerber@cg.yu</a> <a href="http://www.hotelkerber.cg.yu">www.hotelkerber.cg.yu</a>	HOTEL "CRNA GORA" PODGORICA Nemanjina Obala 11 street Podgorica, Montenegro  <a href="http://www.hotelcg.com">www.hotelcg.com</a>
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*To register and for further information please contact:*

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## AGENDA OF THE SEMINAR

- 9.30-10.00 *Registration*
- 10.00-10.30 **Opening remarks** *Mrs. Gordana Djurovic, Minister for International Economic Relations and European Integration*
- Mr. Peter Tatarko, Coordinator, OECD LEED Trento Centre for Local Development*
- Mr. Zoran Vukčević, director of the Directorate for Development of SMEs, Republic of Montenegro*
- 10.30-13.00 **SME EXPORT SUPPORT INSTRUMENTS: Introduction and Programme Examples**
- This session will analyse the main barriers to SME exporting, the available instruments (finding partners, participation in trade fairs, information and advice, managing growth etc.) and the delivery methods of these instruments.
- 10.30-11.15 Theory and Practice of Internationalisation of SMEs by *Ms. Karen Wilson*, Founder, GV Partners
- 11.15-11.45 Internationalisation Policies: the Case of the Autonomous Province of Trento, by *Mr. Gianluca Salvatori*, Minister of Programming, Research and Internationalisation, Autonomous Province of Trento
- 11.45-12.15 Presentation of Representative Office Director, SMECA Podgorica  
*Mr. Bratislav Pejaković*
- 12.15-12.45 Debate
- 12.45-14.00 *Lunch*
- 14.00-15.30 **SME EXPORT SUPPORT INSTRUMENTS: Further Programme Examples and Lessons**
- Based on presentations from SME export support institutions from Serbia and Montenegro and an OECD country this session will analyse the instruments necessary to facilitate the SME exporting activities as well as main barriers encountered by SEE SMEs wishing to access foreign markets. The objective of this session is to provide recommendations for existing SME export support institutions and know-how and contacts for participants wishing to set up similar initiatives in their regions.

- 14.00-14.30** Sprint: Supporting the Internationalisation of Trentino SMEs, by Mr. *Graziano Molon*, Director of SPRINT, Agency for Internationalisation of Trentino Chamber of Commerce, Trento Italy.
- 14.30-15.00** Process, Performance, Change Programme, Bilateral Cooperation and Foreign Trade for Albanian SMEs, by *Mr. Ilir Rembeci*, Tirana Regional Agency for Business Development, Albania
- 15.00-15.30** -Questions and answers.  
-Discussion aided by 5-10 pre-prepared questions to participants.
- 15.30-16.00* *Coffee break*
- 16.00-17.30** **WORKSHOPS**
- The workshop, dedicated to concrete SME internationalisation tools (finding partners, participation in trade fairs, information and advice, managing growth etc.). The work will be based on the OECD and SEE **case studies prepared by participants prior to the meeting** and on the materials of the Trento Centre seminar on entrepreneurship. The discussion will be supported by a short document outlining major questions. The objective is to provide know-how and support to participants willing to improve SME access to foreign markets. The workshop should achieve to propose a set of concrete recommendations and proposals to be presented during the final session of the seminar.
- Workshop**
- Moderator Karen Wilson
- 16.00-16.30** Case study 1, to be confirmed
- 16.30-17.00** Case study 2, to be confirmed
- 17.00-17.30** **Discussion of the results of the workshops**
- 17.30-18.00** **Closing remarks**
- Mrs. Gordana Djurovic, Minister for International Economic Relations and European Integration*
- Mr. Peter Tatarko, Coordinator, OECD LEED Trento Centre for Local Development*
- Mr. Zoran Vukčević, director of the Directorate for Development of SMEs. Republic of Montenegro*
- 18.00-19.00* *Farewell cocktail*