



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



**Local Economic and Employment  
Development Programme**

**STRENGTHENING LOCAL CLUSTERS IN SERBIA AND MONTENEGRO  
AND OTHER SOUTH EAST EUROPEAN COUNTRIES**

*Seminar organised by the OECD LEED Trento Centre for Local Development in co-operation with  
SA-SME the Serbian SME Association*

*and*

*with the support of the Government of Serbia and the Municipality of Indjija*

*Sava Centar, Belgrade*

*Monday, 11 April 2005*



**LDN**  
**Local Development Network**



## 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);
- SME Internationalisation (Podgorica, Montenegro, 13 April 2005).
- Entrepreneurship Spirit & Skills (to be held in Bosnia);
- Promoting SME Innovation (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 Serbia seeks to further explore the theme of *strengthening local clusters*.

This seminar will be held back-to-back with the seminar on *SME Internationalisation* organised by the Trento Centre in co-operation with the Agency for Development of Small and Medium-Sized Enterprises in Podgorica on 13 April. The seminar is part of the activities of the joint OECD- Central European Initiative Local Development Network (LDN).

## **General information**

### ***Aims of the seminar***

- Based on OECD experience, debate cluster policy development; the rationale for policy intervention and the types of cluster support policies;
- Study the instruments and policies necessary to foster the development of SME clusters in Serbia;
- Provide know-how and support to participants willing to promote SME cluster development in their regions.

### ***Participants***

180 participants from Serbia and Montenegro and other countries of the following groups will be take part in the seminar:

- 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, English, Italian and French.

### ***Site of the seminar***

Sava Centre, Belgrade

### ***Hotels***

INTERCONTINENTAL BEOGRAD  
Vladimira Popovica 10, 11070 Belgrade  
tel. 381-11-311-3333 fax. 381-11-311-1402

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## AGENDA OF THE SEMINAR

**8.30 - 9:00**      **Registration**

**9:00 – 9.30**      **Opening remarks**      *Vojislav Kostunica, Prime Minister of the Republic of Serbia*

*Peter Tatarko, Manager, LEED Trento Centre for Local Development, OECD*

*Goran Jesic, Mayor, Municipality of Indjija*

*Velimir Vukadin, President, Serbian SME Association*

**9.30-10.30**      **HIGH LEVEL PANEL ON ENTREPRENEURSHIP DEVELOPMENT IN SERBIA**

Chair: *Gianluca Salvatori, Minister for Planning, Innovation and Research, the Autonomous Province of Trento, Italy*

*Miroljub Labus, Deputy-Prime Minister*

*Predrag Bubalo, Minister of Economy and Privatization*

*Slobodan Milisavljevic, President of the Chamber of Commerce*

**10.30-11.30**      **CLUSTERS POLICY: THE KEY ISSUES**

This session will introduce the cluster concept, defining its essential features and related outcomes. It will identify the rationale for policymaking in support of cluster development and outline the key issues around which cluster policy should be built and implemented.

Chair: *Peter Tatarko, Manager, LEED Trento Centre for Local Development, OECD*

**The rationale for clusters policy**

*Goran Lindqvist*

**Implementing clusters policy: key issues and challenges**

*Ron Botham, University of Glasgow, U.K.*

Q&A session

**11.30-11.45**      **Coffee break**

**11.45-13.00 CLUSTERING AND CLUSTER POTENTIAL IN SERBIA**

This session will apply the clusters concept to the Serbian economy to assess the existence and/or potential for cluster development in Serbia. It will draw from existing research, mapping exercises and policy initiatives towards cluster development.

Chair: *Peter Tatarko, Manager, LEED Trento Centre for Local Development, OECD*

*11.45 - 12.00*     **Cluster Development Potential in Serbia**     *Petar Pavlovic, Deputy Minister of Economy*

*12.00– 12.45*     **Panel discussion on cluster potential in Serbia**     *Mirjana Jovanovic, Serbian SME Agency*

*Milan Jankovic, President, Chamber of Commerce of Belgrade*

*Ivan Pasztor, Provincial Secretary for Privatisation, Government of Vojvodina*

*Nedeljko Kuric, Regional Socio-Economic Development Programme – Co-ordinator for Banat Region*

*12.45 –13.00*     Preliminary conclusions by the rapporteur

*13.00-14.00*     *Lunch*

**14.00-15.30 CLUSTER POLICY EXAMPLES**

This session will present three case studies of cluster policy in Italy, France and Slovenia. The examples will provide concrete know-how and support to participants willing to support clusters development initiatives in other regions.

Chair: *Karen Wilson, Founder, GV Partners*

*20'*     **Cluster Policy in Veneto Region – the Law on Industrial Districts**     *Gian Angelo Bellati, Director of Eurosportello, Unioncamere Veneto, Italy*

**Developing Cluster Policy in Trentino**     *Gianluca Salvatori, Minister for Planning, Innovation and Research, the Autonomous Province of Trento, Italy*

20'	<b>The Slovenian Cluster Development Approach and Experience</b>	<i>By Andreja Križnič, Senior Consultant, ITEO Management Consulting, Slovenia</i>
15.00-15.30	Debate	
15.30-16.00	<i>Coffee break</i>	
<b>16.00-17.15</b>	<b>CLUSTER POLICY THEMES</b>	
	Chair: <i>Karen Wilson, Founder, GV Partners</i>	
16.00-16.20	<b>Theme 1: Clusters and Foreign Direct Investment Attraction</b>	
	<i>“National Cluster Development Programme”</i> by Lubos Lukasik, Director of Consulting Services Department, Czech Invest – Business Development and Investment Agency, Czech Republic	
16.20 -16.40	<b>Theme 2: Cluster Governance and Institution Building</b>	
	<i>“Approaches to clusters identification, awareness rising and trans-national cooperation: lessons learned from Informest projects (1999 – 2004)”</i> by Ugo Poli, Vice President, Informest	
16.40 - 17.15	<b>Lessons for Serbia: panel discussion</b>	<ul style="list-style-type: none"> <li>• <i>Tatjana Radovanov, SIEPA-Serbian investment and promotion agency</i></li> <li>• <i>Professor Blagoje Paunovic, Faculty of Economics, University of Belgrade</i></li> <li>• <i>Igor Brkanovic, Executive Director, MAPAPAN Consulting</i></li> </ul>
	How can cluster policy help attract FDI in Serbia?	
	How to build institutional capacity for cluster development?	
17.15-17.30	<i>Comments by the rapporteur and discussion of key recommendations</i>	
17.30 –18.00	<b>Closing remarks</b>	<i>Miroljub Labus, Deputy-Prime Minister</i>  <i>Peter Tatarko, Manager Coordinator, OECD LEED Centre for Local Development</i>  <i>Goran Jesic, Mayor, Municipality of Indjija</i>  <i>Velimir Vukadin, President, Serbian SME Association</i>