

One of goals envisaged by the SECEP Project is to increase the participation of Serbian SMEs in the European Commission CIP and FP7 programmes as well as to organise information events to highlight opportunities under these two EU programmes.

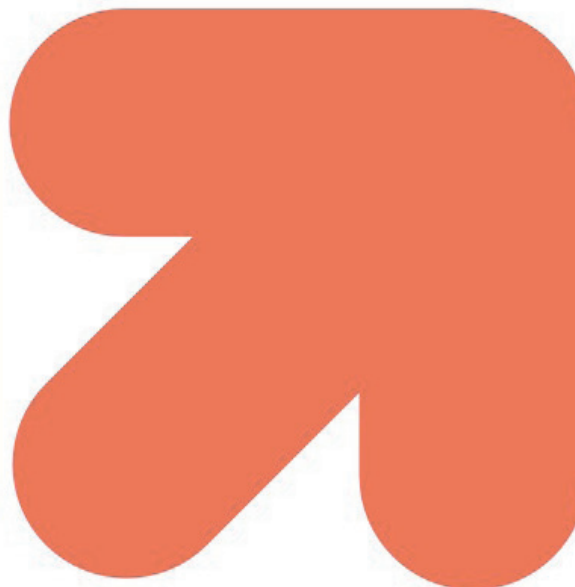


The Competitiveness and Innovation Framework Programme (CIP) is the European Commission's Programme that seeks to support innovation within SMEs in the EU

[http://ec.europa.eu/cip/eip\\_en.htm](http://ec.europa.eu/cip/eip_en.htm)

FP7 is the abbreviated name for the Seventh Framework Programme for Research and Technological Development. This is the EU's main instrument for funding research in Europe and it will run from 2007-2013. FP7 is also designed to respond to Europe's employment needs, competitiveness and quality of life

[http://ec.europa.eu/research/fp7/index\\_en.cfm?pg=understanding](http://ec.europa.eu/research/fp7/index_en.cfm?pg=understanding)



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Support to Enterprise Competitiveness and Export Promotion  
Project funded by the European Union

# Support to Enterprise Competitiveness and Export Promotion

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**Support to Enterprise Competitiveness and Export Promotion (SECEP) Project** seeks to improve the competitiveness of Serbian SMEs through three interlinked but distinct components:

- Cluster development (including cluster mapping and analysis).
- Supplier development, and
- Internationalisation - promoting Serbian small and medium enterprises (SMEs) and developing their ability to export.



SECEP's overall objective is to support the development of a market economy and socioeconomic cohesion in Serbia by improving the international competitiveness and export performance of SMEs.

**Cluster Development** will follow two activities:

Cluster mapping: the quantitative and qualitative mapping of Serbia's clusters. A statistical focused cluster mapping study (Three Star model) is undertaken to 'discover' where Serbia's clusters are located (quantitative mapping). Using Porter's Diamond Analysis, evaluate the dynamic of existing and identified clusters together with their potential for further development (qualitative mapping);

Cluster Development: six clusters will be selected to undertake the development of a cluster Road Map (action plan). The cluster Road Map identifies objectives and activities together with the implementation procedure for achieving the Road Map. Activities undertaken will vary from cluster to cluster, depending on the industrial sector, the needs of the cluster and its member companies (technology transfer, innovation, export assistance etc) together with the cluster coordination and management actions.

### **Serbian Supplier Development Programme (SSDP)**

This programme will provide assistance to selected Serbian SME.s in the Automotive, Pharmaceutical, ICT, Metal Working and Electro Technical sectors. Assistance is in the form of a full business review by EFQM (European Foundation For Quality Management) assessors. The assessors help with the creation of an individual business improvement plan for each firm. The programme finds contacts and holds meetings with potential new multinational customers. There will be reverse exhibitions (Known in Serbia as Meet the Buyer Events) as well as many other opportunities for Serbian firms to find new customers. The programme will also provide, at no cost, consultancy from experts with global industry experience. These are only some of the benefits to be had from the programme.

Joining the programme is through an application form which is available from the MoERD and SIEPA web sites. Which also publish the criteria which firms must meet to participate.

The programme has already attracted support from: Fiat, Microsoft, West Pharmaceutical, GlaxoSmith-Kline, Merk Sharp & Dohme, Hewlett Packard, Siemens IT Solutions, Agena Technologies, Intel, Hermofarm Konzern, Pfizer Corporation, Ericsson, Telekom, and IBM.

Many more big companies are expected to join.

The programme is supported by the MoERD, RASME, The Serbian Chamber of Commerce and SIEPA and is funded by the European Union

### **Internationalisation**

The SECEP Project will also undertake a programme of internationalisation for the six prioritised clusters. Internationalisation seeks to develop the Serbian clusters' ability to not only export, through actions such as market analysis and part-



ner search but also to network outside of Serbia with clusters in other countries (e.g. exchange of experience and joint marketing activities) together with linkages to **CEFTA countries**.

[www.cefta.2006.org](http://www.cefta.2006.org)

The Project will endeavour to help clusters in Serbia to identify foreign and domestic investors and partners for trade arrangements, joint ventures, technology transfer, R & D cooperation etc. In addition, the SECEP Project will endeavour to assist cluster members in Serbia to become involved in international networks, and will endeavour to promote new export deals, joint ventures and other agreements signed or in progress.