

Before Auto Compo Net Trade Fair in Kragujevac

Piece by piece right to a Balkan car

Stimulating the development of automotive suppliers industry in the Western Balkans we might make a common Balkan product. People are ready to team up with in the system that is under the patronage of business that recognizes interest and profit, says Dušan Puača, President of the CCI Kragujevac

SEE Auto Compo Net 2010 will be held from 19th to 21st May this year in Kragujevac trade fair and is being organized by Western Balkans Automotive and Supplier Industry Excellence Center and Sumadija sajam fair and under the auspices of the Serbian Chamber of Commerce, SIEPA, City of Kragujevac and Support to Enterprise Competitiveness and Export (SECEP). The area of 1 600 square meters of the exhibitor space in city trade fair ground has already become narrow for all interested producers of automotive components from Serbia and Southeastern Europe. Despite of the global economic crisis, this has become the most important specialized trade fair in this part of Europe and the place where suppliers, businesses and managers meet each other. The trade fair is the place where the key events within the SME Week 2010 will be organized, the competition under the name 'Small business for big shot'. It has been much expected from the program 'Meet a buyer' that will be carried out as yet another activity during the fair. On that occasion this trade fair will be organized as three day event with the following activities: presentations, supplier development programs, B2B meetings, round table discussions...

Dušan Puača, President of the CCI Kragujevac has supported the development of the automotive sup-

plier industry and does not give up from the automotive industry as he is a pioneer of Zastava Kragujevac. Clusters of the automotive component producers of Southeastern Europe are considered being a kind of the association, Puača says. The chambers of commerce are clusters as well and the main point in it is to create the connection between a buyer and a supplier. A cheaper production might be achieved through the networking of varied companies in the Balkans and it is something that attracted Fiat to come to invest in Zastava. The network of Zastava is the base for the new outsourcing concept of the displaced capacities. It precisely means that it does not matter whether you produce in Serbia or Bosnia, but you should offer lower price for that product. We are trying to set up corresponding centers in every single country throughout the region and the Supplier Industry Excellence Center in Kragujevac supports us to do



it. They will create the network of suppliers in their own country. This concept has never been offered until now and Europe recognized it and helped in the realization of the project concerning the foundation of Excellence Center. Despite of the bad relations among the ex-Yugoslavian Republics, their cooperation on this project is great. Everybody is missing the synergy.

M.S.

Made in Balkans

Contacts with colleagues in other Balkan countries are the same. They are grateful for being invited to join the system that is under the patronage of business and that recognizes interest and profit. Therefore, people are willing to associate. However, there are a lot of problems with the neighbouring countries. CEFTA should help us in the development of the market communication. This is the first project on the goods that is common for the whole Balkan. If we do offer a common commodity together, we have a great chance to attract a buyer and make a profit.