



USAID
FROM THE AMERICAN PEOPLE

FASTFACTS

ON USAID'S ENTERPRISE DEVELOPMENT ACTIVITIES

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PHOTOS OF THE YEAR 2010:



National Competitiveness Council conference, March 2010



U.S. Ambassador to Serbia Mary Warlick and Novi Pazar Mayor Meho Mahmutovic officially opened the city's renovated pedestrian zone, September 2010



U.S. Ambassador to Serbia Mary Warlick, State Secretary in the Ministry of Mining and Energy, Nikola Rajaković, State Secretary in the Ministry of Environment and Spatial Planning, Bojan Đurić and German Ambassador to Serbia, Wolfram Maas at the launch of renewable energy guides, November 2010



U.S. Ambassador to Serbia Mary Warlick, German Ambassador to Serbia, Wolfram Maas and Minister of Agriculture, Forestry and Water Management Sasa Dragin opening the Culinaria Fair, September 2010

Best High School Innovation Competition Winners Announced

Belgrade - Best High School Innovation Competition winning teams from Belgrade and Leskovac will travel to Berlin to participate in a weeklong youth entrepreneurship workshop.



The Best Technological Innovation Competition is a Serbia-wide competition created in 2005 by the Ministry of Science and Technological Development, the University of Novi Sad's Faculty of Technical Sciences, the Serbian Chamber of Commerce and the Serbian Broadcasting Corporation (RTS). The competition aims to enhance competitiveness by bringing together technological innovation and entrepreneurship. The collaboration between the Best Technological Innovation Competition and the USAID Serbia Competitiveness Project began in February 2010 with the creation of a new category, the Best High School Innovation and a special award for Best Social Innovation to promote youth and social entrepreneurship.

This past April, 17 teams applied for the high school category. The USAID Competitiveness Project offered youth entrepreneurship curriculum training to 11 individuals, youth entrepreneurship training to 42 high school applicants in Belgrade, Novi Sad and Leskovac, and trained 32 general competition applicants in social entrepreneurship. Following the trainings, high school teams submitted marketing plans required to advance to the second round of competition.

The seven semi-finalist teams presented their ideas to a panel comprised of USAID Competitiveness Project, Innovation Competition, Junior Achievement Serbia (JAS), and private sector representatives at the Best Technological Innovation Competition Innovative Idea finals on December 14, 2010. Belgrade's Life and Vrbas' SNIT2 were selected as finalists for the competition. SNIT2's team of six hopes to develop specialized fitness center equipment that collects and reuses energy expended during a workout. The four students that comprise Team Life propose to design and sell lamps made of recycled material. The two teams will travel to Berlin to participate in a weeklong youth entrepreneurship workshop, where they will develop action plans for their concepts and meet with other youth entrepreneurs.

Culinaria Food Show in Belgrade a Resounding Success



Over the years, the USAID Agribusiness Project has supported a number of Serbian companies to participate in trade shows in Europe and beyond. While companies have successfully sold their products and have expanded their international contacts, funding constraints have limited the number of companies that could participate in the program. As a result, project staff developed a plan to host an international food show in Belgrade, where a wide range of food companies could participate and expand their access to international markets.

The Agribusiness staff worked with a U.S. based Fancy Food Show consultant to develop a concept for a comparable event in Belgrade. The Project identified BelExpo as the best local partner for the implementation and long-term sustainability of the food show.

Project staff worked closely with BelExpo to organize the show, identify the appropriate buyers to meet with exhibitors and encourage local companies to display their products. A key undertaking was to develop a name for the show and Culinaria was chosen. The Project developed a comprehensive networking and publicity campaign designed to raise awareness for the event among the public and Serbian food companies.

Culinaria drew nearly 80 companies, including a number of companies from regional and EU countries. More than 100 buyers from Serbia and a number of European and North American companies participated. The event featured a buyer's only first day, which allowed buyers and exhibitors to interact and negotiate sales agreements. Exhibitors have reported negotiations valued at \$2.3M in potential sales. The

Agribusiness Project and the USAID program in Serbia received extensive media coverage related to the event, including 100 individual press reports within the country. The Culinaria show is now well established, and a majority of exhibitors are looking forward to Culinaria 2011!

The USAID Agribusiness Project played a key role in the organization and implementation of the first Culinaria trade show. Project staff worked closely with BelExpo to ensure the event was a success. Culinaria is now well established as a premier fine food show in the Balkans.

Serbian Companies Generate \$ 10 million in New Sales through USAID's Economic Security Business Support Activities



US Ambassador to Serbia Mary Warlick and Serbian Minister of Economy Mladjan Dinkic toured Denistar

For Sandzak denim designer and apparel manufacturer Denistar, exhibiting at one of the most prestigious European textile fairs – the CPD Dusseldorf Fair – and meeting with major German buyers and potential business partners across Europe was a long awaited opportunity. Exhibiting alongside global apparel icons Benetton, H&M and Zara can be daunting for a small and medium-sized enterprise (SME). With the support of targeted business support activities from the USAID Economic Security Program (USAID PPES), Denistar successfully participated in this year's fair.

To support businesses like Denistar from South Serbia and Sandzak, PPES focused on industry sectors with the most potential for development - textile/apparel, light manufacturing and food processing – and created a six-step, multi-level business support mechanism. USAID

business support activities offer the tools SMEs need to become the driving forces of economic recovery in their communities. This is critical in regions like South Serbia and Sandzak, where unemployment figures exceed 50%.

USAID business support activities offer growth solutions ranging from business basics - appropriate business knowledge, strategic management plans, and training in marketing and sales - to technical application of competitive market analysis, competitive branding, modern materials and preparation for and exposure to export markets via Trade Fairs and Trade Missions.

USAID supported Denistar to participate in the Fair and to create the Jeans from Serbia brand, reminding buyers of the robust tradition and popularity of Serbian denim fashions and clothing throughout Europe for two decades.

The Dusseldorf Fair has already proven to be lucrative. Polish textile companies demonstrated significant interest in cooperating with Sandzak denim manufacturers and representatives from the Polish Embassy visited apparel manufacturers in May. USAID subsequently organized and conducted Trade Missions to Poland, the sixth-largest European market. In sum, the Dusseldorf Fair opened the door to new sales, increased production and created potential new employment possibilities for the people of Sandzak, all key elements for steady economic growth.

Additional results from the business support activity are equally impressive. Between April and September 2010, USAID Economic Security Program companies have generated \$1.2 million in new sales through Trade Fairs and have entered 14 new international and domestic markets. One company signed the largest meat export contract to Turkey and another achieved a 20% increase in sales as a direct result of re-branding and new marketing materials activities. These are impressive feats for small and medium companies, especially during a global economic crisis. Since 2008, USAID Trade Fair activities have supported companies to generate \$10 million in new sales and enter new markets throughout the region and Europe, including Germany, Russia, Belarus and the Czech Republic.

SERBIA IN INTERNATIONAL MEDIA

John Cusack on Twitter: Greetings from Serbia



The Serbia Film Commission (SFC) scores again! The USAID supported Commission joined forces with local production company Work in Progress to secure Serbia as one of the film destinations for *The Raven*, a feature film produced by Intrepid and Film Nation. The film stars John Cusack as Edgar Allan Poe and centers on the final days of Poe's life.

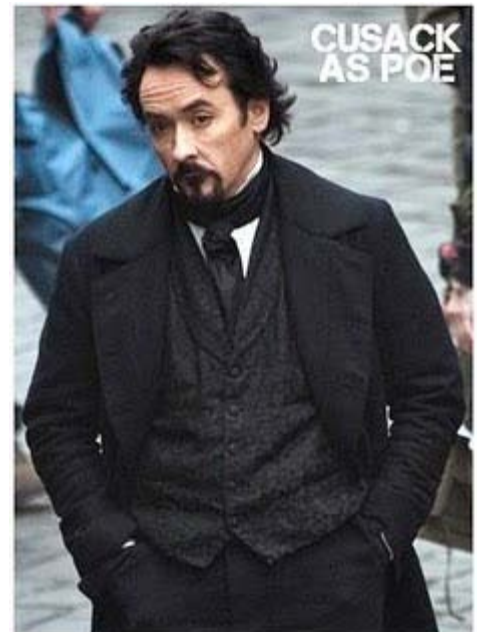
The Serbia Film Commission supported a scouting tour in 2010 and met with producers Aaron Ryder, Trevor Macy, and Marc Evans in Los Angeles in the spring of 2010 to secure this project, which began filming in Belgrade in November.

Ralph Fiennes' *Coriolanus*, *The Raven* has resulted in a wave of international media coverage and branding and promotion of Serbia. On December 13, John Cusack posted a photo from the shoot and a Greetings from Serbia message to fans on his Twitter account.

CBC News first broke the news in August that Cusack would be shooting in Serbia. On December 1, the *Hollywood Spy* reported that John Cusack had arrived in Serbia to shoot *The Raven*. The publication reported that the film was directed by James McTeigue and would feature Luke Evans as a detective who partners with Edgar Allan Poe (Cusack) to search for a serial killer who kidnaps the author's fiancée (Alice Eve) and goes on a murderous spree that mimics the author's work. The report adds that Belgrade serves as 19th century Baltimore in the film.

We look forward to welcoming many more international productions to Serbia in 2011!

Following of the successful production of



PEOPLE: Meet our PR team!

JELENA ĐUJIĆ

Communications Manager for the USAID Serbia Competitiveness Project



Jelena joined the Project in 2008 following seven years of experience in communications and event management.

Djujic is responsible for planning and organizing a range of events and campaigns. She manages the USAID Competitiveness Project website and serves as editor of the Fast Facts newsletter, which highlights success stories and accomplishments of USAID projects. Djujic joins the Project from Wolf Theiss, an Austrian consulting company, with previous experience at the law offices of Karanovic & Nikolic, the International Council of Voluntary Agencies (ICVA) and the Consulate of the Republic of Ireland.

She graduated from Megatrend University's Faculty of Applied Sciences with a major in international marketing. Her analytical skills and creative drive allow her to translate strategy into action. In her free time, Djujic enjoys reading, films and

shopping.

SANDRA VLATKOVIĆ

Director of information at USAID Preparedness, Planning and Economic Security Program



Sandra Vlatkovic is an experienced public relations professional with nine years of experience in the international business environment. Her expertise includes broadcast media and planning and organization of international events and campaigns. She also specializes in crisis communications planning, developing and implementation of various communication strategies, as well as media relations and marketing communications.

Vlatkovic has worked for a number of international companies, including Robert Bosch GmbH and Daimler Chrysler, as well as the leading Serbian telecommunications company Telegroup. She joined the USAID PPES in November 2009, where she provided full communication support and helped organize more than 60 events. Her biggest professional challenge to date has been managing a

November 2010 visit to the Sandzak for ten Ambassadors.

Vlatkovic holds a bachelor's degree in Dramatic Arts and a Masters Degree in Organizational Sciences from the University of Belgrade. Her personal motto is Always do your Best! In her free time, Vlatkovic enjoys theater and film.

TIBOR JONA

Communications and PR specialist at USAID Preparedness, Planning and Economic Security Program



Tibor Jona is a communications professional specializing in digital communications. He has 10 years of experience in government, corporate and public communications and media relations.

He has worked for the Ministry of Youth and Sports and DDB Belgrade, an advertising company, before moving to the communications industry; he has extensive experience in media relations, digital communications campaigns and communication consulting. Jona was an intern at the European Parliament in Brussels and currently serves his local community as the Chairman of Pancevo municipal Committee for CSO support. Jona is an active contributor to a number of IT, life-style and fashion magazines in Serbia.

He joined USAID PPES in January 2010 and has been involved in supporting more than 60 Program events. Jona has undertaken coursework at Belgrade University's Faculty of Political Sciences. His personal motto is Ovid's *Di pia facta vident* (The gods see virtuous deeds). In his free time, Jona enjoys target shooting and cooking.

DANIJELA ŠEVER RADOVANOVIĆ

Communications Advisor for the USAID Agribusiness Project



Danijela Šever Radovanovic was acting Communications Advisor for the USAID Agribusiness Project during 2010. In January 2011, Danijela started working on EU Delegation funded Projects in Serbia.

She graduated from the University of Belgrade's Faculty of Economics with a major in Marketing. She also holds master-level Diploma from the Chartered Institute of Public Relations (CIPR) in London. Radovanovic has over 15 years of experience in various segments of PR, including event management, public affairs, media relations and internal communication. She has successfully worked in domestic (Bel Pagette, BK Group, Sojaprotein) and international environments (CARE International, Canadian International Development Agency - CIDA, USAID).

She is enthusiastic, proactive, goal-oriented and enjoys communicating with various audiences, from project beneficiaries to government ministers. Radovanovic enjoys foreign languages -- she speaks English, French and Spanish -- and is interested in exploring social media in corporate communications. Positive psychology and personality types are her favorite topics of conversation. She is married, has two daughters and is a proud member of the Chocolate club.

LINK TO WEBSITES

USAID Mission to Serbia: serbia-montenegro.usaid.gov

Booz Allen Hamilton: www.boozallen.com

Development Alternatives Inc. (DAI): www.dai.com

Serbia Investment and Export Promotion Agency (SIEPA) : www.siepa.gov.rs

USAID Competitiveness Project : www.compete.rs

USAID Agribusiness Project : www.agrobiznis.net

USAID Preparedness, Planning and Economic Security Program : www.scopes-serbia.org

Junior Achievement Serbia (JAS) : www.bep.org.rs

National Alliance for Local Economic Development: www.naled-serbia.org/

FIDIC: www.fidic.rs and www.aces.rs (FIDIC)

BIRN: www.birn.eu.com

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