

Improved  
Competitiveness &  
Innovation  
Project

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# Newsletter

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Republic of Serbia  
MINISTRY OF ECONOMY AND  
REGIONAL DEVELOPMENT



The Standardized  
Set of Services



Innovation Coach  
Workshop Series  
Finalized



Support Programmes  
for SMEs in 2012.



Workshop on  
State Aid Rules



ICIP participated in  
Info Session on IAPP  
(FP7-PEOPLE 2012)

## The Standardized Set of Services

28/03/2012



Representatives of RDAs participate in a workshop

The Serbian Government adopted a decree establishing the Programme of Standardized Set of Services that will be implemented by accredited regional development agencies. The programme is conducted by the Ministry of Economy and Regional Development in cooperation with the National Agency for Regional Development. The Standardized Set of Services that is aimed to small and medium enterprises and entrepreneurs, is divided into four groups> information, training, consulting and promotion. The standardized set of services was developed by ICIP project, which continued during February and March a series of trainings for representatives of regional agencies. During the three training-for-trainers sessions future trainers are trained to implement the standardized set of services. The representatives of regional agencies are trained in "Quality and Environmental Standards Overview", "Exporting for First Time Exporters" and "Business Plan and Business with Banks".

The main objective of this service is to familiarize SMEs with relevant standards for quality management systems and environmental protection, providing a review of relevant standards, understanding and assessment of the needs of SME standards (including understanding of the changes re-

quired for certification), and referral to available programs to support the implementation of standards. The goal of the second workshop was to enable representatives of regional BSOs to train and advise SMEs on how to engage in export business. Help beginners in exports and guide them further through the entire process requires a combination of different tools, knowledge and access to information and sources of support. Therefore, at the ICIP workshops was implemented the method of training which in practice proved to be the best, and it is a combination of theoretical lectures, case studies and practical working with different tools. Training on preparation of business plans and operations with the banks has stressed the importance of analysis of business ideas and business planning activities, as well as to train small and medium enterprises to create/develop a successful business plan accepted by the bank and present it to the banks.

At the end of each workshop participants receive a manual for trainers, which should serve as a basis for further work and implementation of a standardized set of services for small and medium enterprises and entrepreneurs.

## Innovation Coach Workshop Series Finalized

30/03/2012



### Innovation Coach training

**April** saw the conclusion of the ICIP Innovation Coach series. This capacity building activity has offered a 9 day specialist and 2 day non-specialist workshop series. The non-specialist series started in Belgrade and has travelled to Novi Sad, Kragujevac and Nis. Over the duration of the program 183 individual attended one or more of the 19 days of training with a total of 414 trainee days being delivered by a team of national and international Innovation Specialists.

Innovation Coach for specialists was designed to cover the full innovation cycle at a depth that would allow participants to understand, apply and transfer skills and knowledge to other organisations and SME clients. Series one provided an introduction to how R&D organisations can play a strong role in the knowledge economy and how early stage ideas can be protected through Intellectual Property Rights. Series two looked at new product and service development (NPD) with a focus on improved management of technological and knowledge based product development and the use of legal agreements and licensing to increase the scope of a business model (contract research, licensing in, licensing out and ensuing freedom to operate). Series three concluded with support to innovative enterprises (start-ups and spinouts) including how the business plan can be used as a key active development tool both by the company and the supporting organisations and how to design spinout support programmes to ensure maximum impact. The course commenced with a single day on training techniques.

Innovation Coach has developed a strong pool of local innovation support for SMEs and the R&D community. It is hoped to keep individuals in touch through a community of practice.

All presentation can be downloaded at <http://www.slideshare.net/prcommunication>.

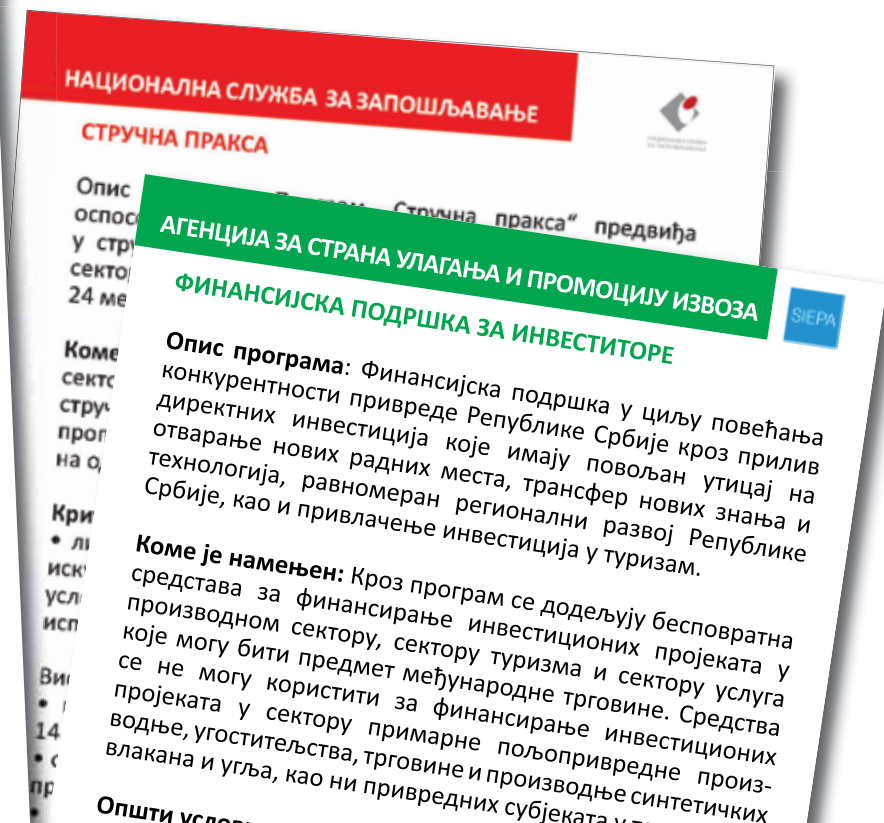
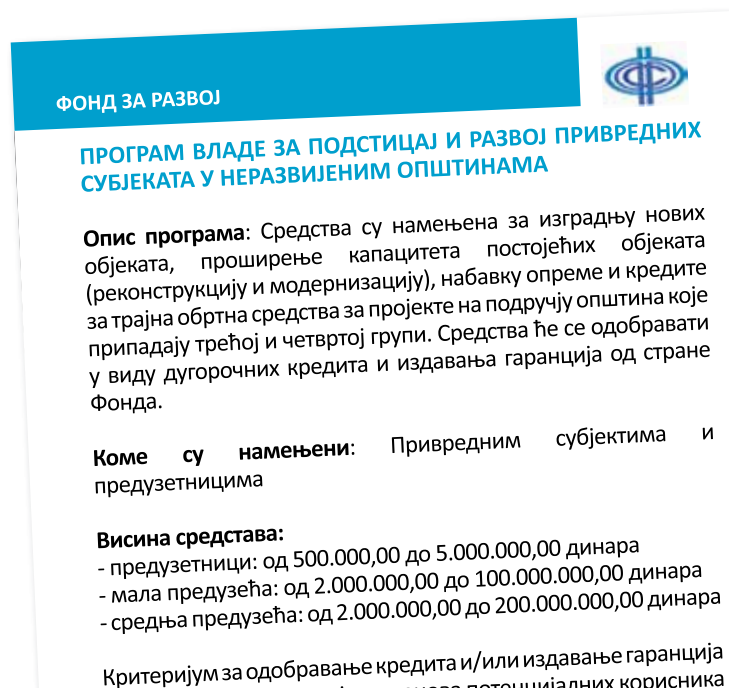
## Support Programmes for SMEs in 2012.

11/04/2012

### Support programmes for SMEs

**Improving** competitiveness and innovation project in collaboration with the National Agency for Regional Development continued with promoting good practice and published the comprehensive brochure with support programmes for small and medium enterprises and entrepreneurs. This year's edition of the brochure "Support for Success" includes more than 50 programmes and projects which provide information to SMEs about possible financial resources, but also about non-financial forms of support to become more competitive.

"Support for Success" includes programmes of more than ten national institutions and some projects financed by the EU. Given that this is not a definite number of programmes, and that some institutions are planning to expand the range of support, the brochure will be updated regularly with new programmes. The brochure can be downloaded at <http://www.icip-serbia.org/assets/Uploads/Brochure-for-web.pdf>



## Workshop on State Aid Rules

19/03/2012



Representatives of public administration  
at the State Aid workshop

**ICIP** organized a capacity building workshop on State Aid Rules as it relates to R&D, innovation, public funding for universities and research facilities, and State Aid for risk capital investments. Almost 20 participants from six Serbian administration's organizations had the unique opportunity to receive the first-hand information from Mr. Bernhard von Wendland from the European Commission, the Case Handler for R&D, Innovation and risk capital, within the DG Competition. The following topics were addressed:

- ◆ Principles of State aid according to EU regulations: EU market, competition, non-conform state aid measures
- ◆ R&D aid: EU policy and application of EU aid law for state R&D-aid; secondary legal rules, bylaws, etc.

According to the actual and hands-on relevant cases being presented an active dialog was developed with participants. The presentation and actual cases can be downloaded at <http://www.slideshare.net/prcommunication>.

## ICIP participated in Info Session on IAPP (FP7-PEOPLE 2012)

February 2012.



Mrs. Gordana Vlahović  
Ministry of Education and Science

The Food Technology Institute from the University of Novi Sad organized Info session on Industry-Academia Partnership and Pathways call for proposals, that is opened as a part of FP7 – PEOPLE programme. ICIP representatives explained specific objectives and requirements of the IAPP call and the key steps and factors for successes in project development and proposal writing for IAPP call.

After the Info Session ICIP experts had a meeting with scientists and representative of Vojplast cluster. Dr. Plic, Mr. Plackic, Mr. Kotic and several other participants discussed with the ICIP experts their project initiatives, concerning bio-degradable materials, clear coating, food safety and other possibilities that may be suitable for IAPP call. Discussion helped to refine the action plan and next steps for their project development.

During the Info Session Dr. Jurgen Henke, team leader at the ICIP, elaborated possible structure of an IAPP consortium, funding opportunities and examples of the best practices. Mr. Bosko Nektarijevic, ICIP expert advised participants (from University and companies) how to proceed with necessary research and analysis, background documents, networking, consortium building and avoid typical mistakes.

<http://ec.europa.eu/research/participants/portal/page/people?callIdentifier=FP7-PEOPLE-2012-IAPP>