



Serbian Clusters
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Dynamic and effective interaction and cooperation involving businesses, research community and education centres are crucial for economic growth and promotion of innovation processes.



Mladjan Dinkic,
Minister of Economy
and Regional Development

Clusters are becoming an increasingly popular concept reflected in a growing number of policies and initiatives in support of clusters.

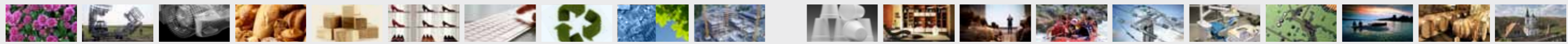
Dynamic and effective interaction and cooperation among businesses, research community and education centres are crucial for economic growth and promotion of innovation processes. This cooperation results in specific forms of concentration of interconnected companies, i.e. clusters, which exceed local, regional and national borders. The process of acquiring new technologies, entering new markets and creating new jobs is hardly achievable without institutional support.

The aim of cluster development support in the Republic of Serbia is to build innovation capacities and to increase international competitiveness of the companies which have to be prepared to operate in international markets.

By presenting this brochure to the public, the Ministry of Economy and Regional Development would like to point out the results of "Cluster Development Support Programme" and to represent successful clusters which are established with the support of the Ministry.

Minister of Economy and Regional Development

Mladjan Dinkic



Cluster Concept:

Clusters represent geographic concentration of interconnected companies, related and different industries, specialized suppliers, service providers and associated supporting institutions (educational and scientific research institutions, agencies, etc.), competing, but also cooperating in a specific field. Clusters are established on the basis of common interest and needs in the sphere of procurement, sales, sectoral specialization, labor etc.

Cluster Objectives:

The most frequent cluster objectives are as follows:

- **Research and networking** – defining and strengthening cluster infrastructure, creating databases of cluster members, websites, establishing communication systems,
- **Training and education** – training needs analysis related to specific cluster requirements, organizing trainings and study tours, etc,
- **Business cooperation** – establishing cooperation in different fields of cluster operations: joint purchasing, business assistance, market intelligence, export promotion,
- **Policy action** – lobbying and creating dialogue among industry, research community and government authorities,
- **Innovations and technology** – facilitating innovation processes and enhancing technology, keeping track of technical trends, setting technical standards, diffusing new technology,
- **Cluster growth** – expanding clusters by admission of new members, establishing new enterprises within clusters, creating regional identity, connecting with related clusters in the region, internationalisation.

Activities of the Ministry of Economy and Regional Development in Supporting Cluster Development in the Republic of Serbia:

The Ministry of Economy and Regional Development conducts long-term *Cluster Development Support Programme* for the period 2006 – 2011. Implementation of the Programme in 2007 was enabled by financial support of the Government of the Kingdom of Norway. The aim of the Programme is to support private sector development, job creation, and export expansion by supporting cluster linkages among enterprises, R&D Institutions and business associations.

The first stage of the Programme includes the process of preparation and consultation with stakeholders (end of 2005 and 2006); **the second stage** is stage of cluster stabilization and growth, and includes setting-up routines (2007); **the third stage** is focused on strengthening operational capacities and current clusters commercialization (2008); while **the fourth** - sustainability stage, includes providing full support to Serbian enterprises to strengthen their links with international business network, common innovative projects and innovation infrastructure development (as of 2009).

The Ministry of Economy and Regional Development supports clusters by grants allocated on the basis of competition, following the procedure of Public Call for Proposals. A grant must not exceed 50% of the total eligible costs for cluster activities in different stages of development:

- Support to new cluster initiatives (first stage),
- Support to initial operation of already established clusters (second stage),
- Support to growth and commercialization of clusters (third stage), and
- Cluster sustainability (fourth stage).



Cluster Development Policy in Europe:

Cluster development promotion and institutional support within the regional, industrial and innovation policies, are part of the Lisbon Strategy objectives aimed at making the European Union the most dynamic and competitive economy in the world by 2010.

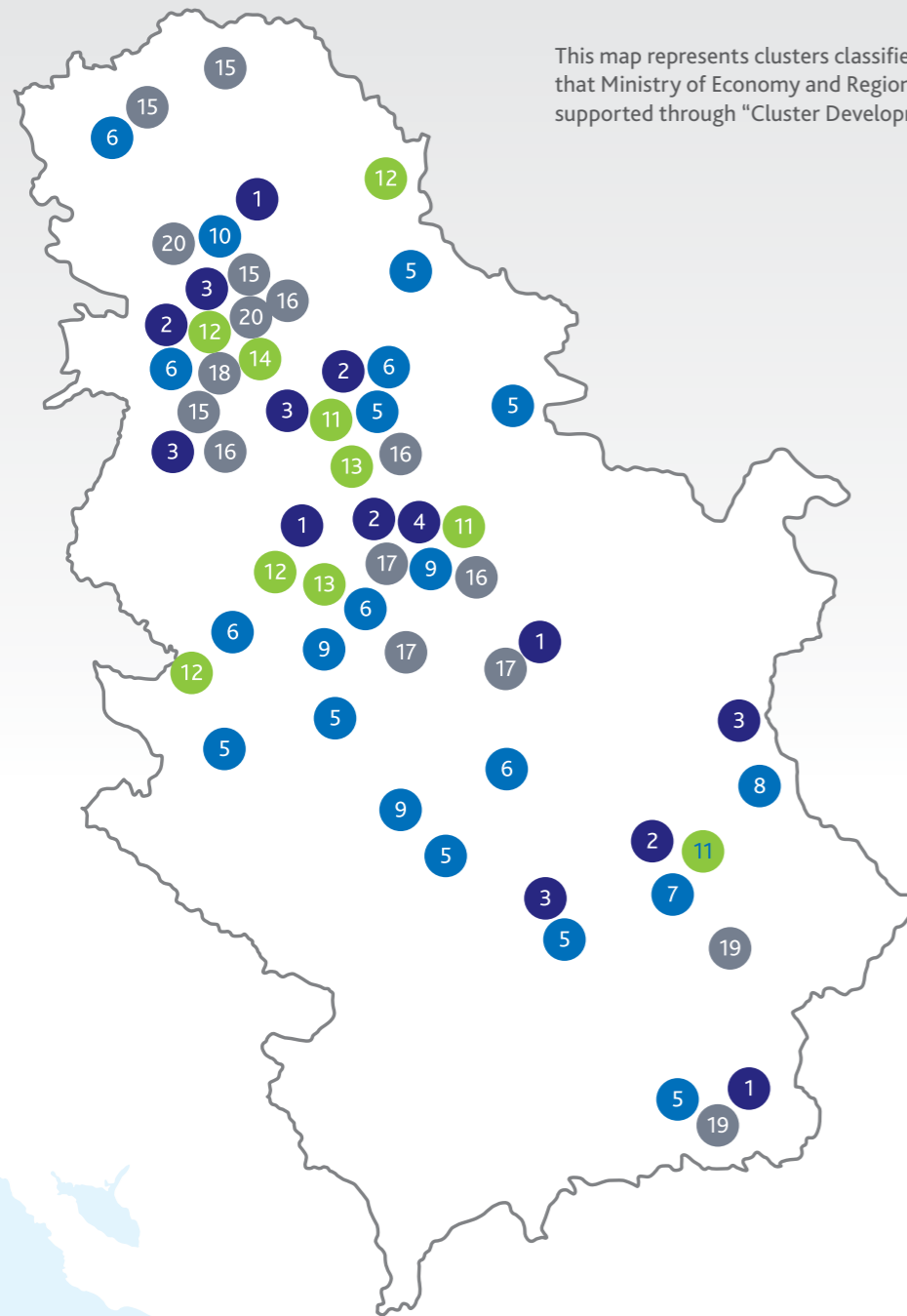
Following instruments have been developed in order to create an efficient environment for cluster development support in Europe

I. Instruments to support creating cluster policies at the national and regional level

- **PRO INNO Europe Initiative** fosters trans-national cooperation in the area of innovation policy development. This initiative supports establishing the *Cluster Alliance* as open platform for supporting and directing national and regional policies development with the aim of creating the world's leading clusters in Europe.
www.proinno-europe.eu
- **European Cluster Observatory** is a service created to inform policymakers, cluster practitioners and researchers and innovative enterprises about European clusters and national and regional policies and programmes related to innovation and clusters; in addition cluster library offers case materials and various articles on clusters. The evolution of 38 cluster categories in 200 regions is currently being monitored.
www.clusterobservatory.eu
- **ERAWATCH** is a service created to provide information on national and regional innovation policies, actors, organizations and programmes.
www.cordis.europa.eu/erawatch/index.cfm

II. Instruments to support cluster mapping and relevant cluster organizations in Europe

- **Europe INNOVA Cluster Networks** includes 11 trans-national cluster networks with more than 200 stakeholders from the public and private sector in the area of the traditional and high-tech industries. The objective of this network is to strengthen cluster cooperation through joint projects, enable development of new methods for cluster management, and propose measures for improving cluster development policies.
www.europe-innova.org
- **Seventh Research Framework Programme (FP7)**, under the Capacities category - Regions of Knowledge, enables strengthening the research potential of European regions through development of regional „research-driven clusters”, associating universities, research centers, enterprises and supporting institutions.
www.cordis.europa.eu/fp7/capacities/regions-knowledge_en.html



This map represents clusters classified by stages of development, that Ministry of Economy and Regional Development has supported through "Cluster Development Support Programme".

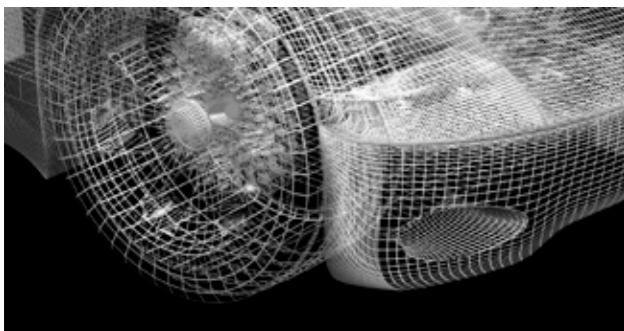
Clusters of the Republic of Serbia classified **by stages of development**

- | | | | |
|----|---|----|---|
| 1 | Automotive Cluster of Serbia | 11 | Embedded.rs – An Integrated Electronic Systems Cluster |
| 2 | Serbian Software Cluster | 12 | The Association for Business Development, M.I.C.E. Tourism |
| 3 | BIPOM Cluster – Balkan and Black Sea Industry of Agricultural Machinery | 13 | Medical Tourism Cluster |
| 4 | "Sumadijski cvet" - Flower Producers Cluster | 14 | Tourist Cluster Srem |
| 5 | The Agency for Wood – Serbian Wood Processing Cluster | 15 | The First Cluster for Plastics and Packaging - JATO |
| 6 | Galenit – Cluster for the Organized Collection and Recycling of Used Batteries and Accumulators | 16 | ECO CIRCLE – Cluster for Collection, Packaging, Processing and Permanent Disposal of Electronic, Industrial and Hazardous Waste |
| 7 | Civil Engineering Cluster - DUNDJER Nis | 17 | Netwood – Cluster for Furniture Production |
| 8 | Municipality of Knjazevac Shoemakers' Cluster | 18 | MEMOS Cluster – The Association for Competitiveness Promotion of Metal Producers |
| 9 | Royal Vacation – Tourism Cluster of the municipality of Kraljevo and surrounding municipalities | 19 | South Serbian Alko Cluster – Grape, Fruits and Wine and Brandy Producers Cluster from Jablanica and Pcinj districts |
| 10 | Istar 21 – Business Association for Improving Cooperation, Promotion and Tourism Development in Danube region | 20 | PEKOS – Producers of Baked Goods Cluster |

- 4 clusters in 3rd stage - Support to growth and commercialization of clusters
- 6 clusters in 2nd stage - Support to initial operation of already established clusters
- 4 clusters in 1st stage - Support to new cluster initiatives
- 6 clusters established with support of the Ministry and work independently

Automotive Cluster of Serbia – AC Serbia

AC Serbia is a network of Serbian enterprises and institutions engaged in manufacturing auto components and equipment in the automotive industry, i.e. services industries in this field. The Automotive Cluster was established in November 2005 with support of the Government of the Republic of Serbia and the German Society for Technical Cooperation (GTZ).



Cluster's objective is to support its members in the process of strengthening competitiveness, reaching profitable position in the chain of suppliers of international car manufacturers, and to indirectly influence the improvement of economic situation of the industry as a whole.

Number of the companies:	22
Number of scientific research and supporting institutions:	5
Number of employees:	8100
Total turnover:	140.000.000,00 EUR (2007)

Cluster activities:

- **Qualification/training:** In cooperation with domestic and international institutions, trainings/seminars are performed in the following fields: CATIA V5, Value Stream Mapping, and Quality Planning.
- **Marketing:** Cluster promotion at international fairs (Equip Auto Paris, Automechanika, Hannover Fair and conferences (Automotive Supplier Region SEE, Automechanika and IHK Dortmund).
- **Internationalization:** Regional platform of the Automotive SEE Cluster has been established in cooperation with clusters from the region.
- **Cooperation:** AC Serbia is a partner organization in implementation of the UNIDO Project: "Facilitating International Market Access for Manufacturers and Suppliers in the Automotive Industry in Serbia".
- **Standardisation:** Training for internal auditors of quality system ISO TS 16949 in cooperation with GTZ and USAID in 2009.

Automotive Cluster of Serbia – AC Serbia

Dečanska 8/III, 11000 Belgrade
 Phone: +381 11 323 9051
 Fax: +381 11 324 3535
 E – mail: office@acserbia.org.rs
 Website: www.acserbia.org.rs

Contact person:
 Igor Vijatov, Acting Cluster Director, and
 Dejan Vratonjić, Project Manager

Serbian Software Cluster

The Serbian Software Cluster (SSC) is a business association created to support the competitiveness development of software manufacturers. It was established in 2006 with the support of the Government of the Republic of Serbia (Ministry of Economy and Regional Development and Ministry of Telecommunications and Information Society) and international organisations: GTZ, USAID and SIPPO.



Cluster's objective is to offer support to the Serbian software sector to achieve success in the international market by means of market monitoring, identifying new business opportunities and defining strategies and activities of the Cluster members. Thus, it serves as market catalyst for selection and choice of the main areas where innovative solutions and business expertise could be applied.

Number of the companies:	11
Number of scientific research and supporting institutions:	4
Number of employees:	1200

Cluster activities:

- Identifying innovative customized products and services.
- Finding experienced and reliable partners with great professional experience.
- Establishing strong and confidential business relationships between SSC members and their clients.
- Negotiating on partner agreements with prominent and world-famous companies.
- Providing market analysis and expanding the network of business contacts in Serbia.

Serbian Software Cluster

Address: Volgina 15, 11000 Belgrade
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 Fax: +381 11 324 3535
 E – mail: fond@ssc.rs
 Website: www.ssc.rs

Contact person:
 Marina Jovanović, Project Manager

BIPOM Cluster – Balkan and Black Sea Industry of Agricultural Machinery

BIPOM Cluster is an association for improving the competitiveness of manufacturers of small agricultural machinery and equipment. It was established in May 2005.



Cluster's objective is to create a network of manufacturers of selected assortment of agricultural machinery, primarily based on Italian technology and competitive in providing services for local buyers in the Balkan and Black Sea region.

Number of the companies:	15
Number of scientific research and supporting institutions:	5
Number of employees:	701
Total turnover:	20.000.000,00 EUR

Cluster activities:

- Established cooperation with the Association of Manufacturers of Agricultural Machinery SOJUZAGROMASH, Moscow; Commercial and Manufacturing System OMIR, Mitishch near Moscow; and Production Enterprise OAO ZAREM, Majkop.
- Established cooperation with the Association of Agricultural Machinery Constructors UNACOMA, Rome, Italy.
- Initiated cooperation with the newly established Cluster of Agricultural Machinery Manufacturers BIPOM-M, Bitolj, FYR Macedonia.
- Established contact with a Belarusian partner and the Armenia Farmer Association.
- Preparation of domestic patent of the orchard/vineyard rotary cultivator for industrial production using applied software tools for engineer project support.

BIPOM Cluster – Balkan and Black Sea Industry of Agricultural Machinery

Address: Kneza Višeslava 70a, 11030 Belgrade
Phone: +381 11 254 2158
Fax: +381 11 254 4096
E – mail: klaster@bipom.org.rs
Website: www.bipom.org.rs

Contact person:
Milivoj Stojanović, Cluster Director

“Sumadijski cvet” – Flower Producers Cluster

The Flower Producers Cluster – “Sumadijski cvet” is an association of flower producers and other related industries. It was established in December 2006.



Cluster's objective is to support flower industry in Sumadija and Pomoravlje regions. Moreover, it supports distribution of products, procurement of raw materials and education of Cluster members.

Number of the companies:	68
Number of scientific research and supporting institutions:	3
Number of employees:	340
Total turnover:	350.000,00 EUR

Cluster activities:

- Development of the Cluster Office.
- Joint distribution of products produced by Cluster members.
- Improving professional capacities through educating Cluster members on the new flower growing technologies and flower species.
- Cluster territorial expanding.
- Internationalization and establishing contacts with international partners.

“Sumadijski cvet” - Flower Producers Cluster

Address: Kralja Petra I br. 17, 34000 Kragujevac
Phone: +381 34 300 576
Fax: +381 34 302 706
E – mail: sumadijskicvet@gmail.com
Website: www.sumadijskicvet.com

Contact person:
Simon Zečević, Cluster Director



The Agency for Wood – Serbian Wood Processing Cluster



The Agency for Wood – Serbian Wood Processing cluster was established in 2005. It includes companies involved in production, trade and related services, Faculties of Forestry, Architecture, Civil Engineering and Economics from the University of Belgrade, the Institute for Testing Materials, the Serbian Association of Vocational Schools for Wood Processing, etc.



Cluster activities:

- Cluster promotion by participating at the international fairs, conferences, domestic and international professional congresses and workshops.
- „Innovative Wood Processing Enterprise” project, implemented in three cluster companies as a Pilot project, and students and apprentices contest on furniture design, organized last three consecutive years.
- „Cluster – DP” information system created.
- Regional Conference on Wood Processing Clusters organized in Belgrade.
- Central and Southeastern Europe Network of Wood Processing Clusters established; the Agency for Wood currently presides the Network.

Cluster's objective is to increase the competitiveness and export potential of wood processing and furniture industry in the Republic of Serbia.

Number of the companies:	107
Number of scientific research and supporting institutions:	6
Number of employees:	5000
Total turnover:	85.000.000,00 EUR

The Agency for Wood – Serbian Wood Processing Cluster

Address: Viline Vode 6, 11000 Belgrade
 Phone: +381 11 339 2473
 Fax: +381 11 321 7494
 E – mail: office@agencijazadrvo.rs
 Website: www.agencijazadrvo.rs

Contact person:
 Dr. Zdravko Popović, Cluster Director



Galenit – Cluster for the Organized Collection and Recycling of Used Batteries and Accumulators

Galenit Cluster, established in 2007, operates on the territory of the Republic of Serbia encompassing businesses whose activities refer to the organized collection and recycling of used batteries and accumulators.



Cluster activities:

- „Model for organized collection of waste accumulators” study development and action plan for its implementation.
- Developing study on possibilities for increasing employment in the sector, creating PR strategy for clusters, and cluster expanding.
- General public awareness through educational campaigning, educational seminars for environmental activists and the staff working on waste collection.
- Creating an integrated data base for cluster members – Cluster Knowledge Base; multimedia presentations for cluster members and cluster.
- Activities in promoting the cluster and networking with related associations abroad.

Cluster's objective is to provide support in developing and promoting organized collection and environmentally safe recycling of used batteries and accumulators, to increase the number of available jobs and the productivity in this branch, as well as to provide additional education to professional and general public.

Number of the companies:	13
Number of scientific research and supporting institutions:	3
Number of employees:	1200
Total turnover:	350.000.000,00 EUR

Galenit – Cluster for the Organized Collection and Recycling of Used Batteries and Accumulators

Address: Nemanjina 4/VI, 11000 Belgrade
 Phone: +381 64 353 5000
 Fax: +381 11 304 9700
 E – mail: info@galenit.org.rs
 Website: www.galenit.org.rs

Contact person:
 Nebojša Đorđević, Board of Directors President



Civil Engineering Cluster DUNDJER Nis

Civil Engineering Cluster DUNDJER represents an association established in the city of Nis in 2007, as a non-profit organization. The cluster involves investors, construction contractors and subcontractors, civil engineering project developing agencies, construction material and equipment producers, and four related university faculties and support institutions. This cluster operates on the territory of the city of Nis region and has tendencies to expand its business abroad, particularly to the Swiss (HOLCIM), Italian, German and the market of Kazakhstan.



Cluster's objective is to advance the civil engineering activities in the Nis region and to introduce world quality standards in the construction field in accordance with the best tradition of Serbian civil engineering, through developing human resources, unifying informational technologies, providing professional education and fostering technological development.

Number of the companies:	53
Number of scientific research and supporting institutions:	6
Number of employees:	1226
Total turnover:	1.580.325,00 EUR

Cluster activities:

- Creation of a data base of all graduated civil engineers and architects covering the period from the date the Faculty of Civil Engineering and Architecture was established (3000).
- DUNDJER interactive Website: www.dundjer.co.rs.
- The establishment of cluster's Education Development and Computer Science Center providing training and education in the field of computer science engineering.
- Unification of computer system of the entire cluster through a Virtual Private Network (VPN) that provides online consultations and access to data bases on real estate, available labor force and engineers.
- Organizing trainings for the labor force on in-demand occupations and securing their employment within the cluster.

Civil Engineering Cluster DUNDJER Nis

Address: Rajičeva 30a, 18000 Niš
Phone: +381 18 522 812
Fax: +381 18 248 884
E – mail: klaster_dundjer@yahoo.com
Website: www.dundjer.co.rs

Contact person:
Biljana Avramović, Cluster Director

Municipality of Knjazevac Shoemakers' Cluster

Municipality of Knjazevac Shoemakers' Cluster is an association of entrepreneurs from the municipality of Knjazevac in the shoemaking field. It was established in 2007.



Cluster's objective is to increase production, employment opportunities and export potentials, to create branding for the shoemaking industry's products in order to further contribute to poverty reduction and strengthen the economic development of the region.

Number of the companies:	16
Number of scientific research and supporting institutions:	4
Number of employees:	190
Total turnover:	1.875.000,00 EUR

Cluster activities:

- Establishing cluster's representative offices in all larger cities in Serbia, particularly in the city of Nis.
- Participating in fair, expos and promotional events (International Fair of Textiles, Leather and Equipment in Belgrade, „Business Base" event in Belgrade).
- Organizing the Leather Goods and Shoes Fair and the VI Entrepreneurship Fair „PRIVISI" in Knjazevac.
- Facilitating the exchange of experiences with other manufacturers in the same field from developed countries and providing support in adopting good practice examples.

Municipality of Knjazevac Shoemakers' Cluster

Address: Trg Oslobođenja 1, 19350 Knjazevac
Phone: +381 19 731 379
Fax: +381 19 731 379
E – mail: oupknjazevac@nadlanu.rs
Website: www.klasterobucara.com

Contact person:
Mr. Jovan Isakov, President of the Association



Royal Vacation – Tourism Cluster of the municipality of Kraljevo and surrounding municipalities



Tourism Cluster of the municipality of Kraljevo and surrounding municipalities – Royal Vacation, represents a business association dedicated to stimulating regional tourism development. It was established in 2008.



Cluster's objective is to utilize competitive advantages of the region and to offer high quality tourist products which should contribute to the further development of tourism in the region through increasing the number of visitors and creating new jobs in the field.

Number of the companies:	11
Number of scientific research and supporting institutions:	3
Number of employees:	1000
Total turnover:	16.521.481,00 EUR

Cluster activities:

- Cluster promotion at fairs, conferences and professional assemblies, both domestic and international.
- Preparing educational programs for cluster members (15 workshops for current and potential members were realized).
- Cluster's Website is developed - www.kraljevskiodmor.com and visual identity and promotional material designed.
- Installation of proper signposts for all significant tourist attractions.
- Activities for connecting all cluster members to the Internet reservation making system.

Royal Vacation – Tourism Cluster of the municipality of Kraljevo and surrounding municipalities

Address: Cara Lazara 49, 36000 Kraljevo
 Phone: +381 36 320 600
 E – mail: tvnavigator@gmail.com
 Website: www.kraljevskiodmor.com

Contact person:
 Aleksandar Pantelić, Cluster Director



Istar 21 – Business Association for Improving Cooperation, Promotion and Tourism Development in Danube region

Cluster „Istar 21” is the association of business entities operating in the tourism field, and institutions/ organizations interested in tourism development in Danube region. This cluster was established in 2008 and it covers the entire area of Danube region in Serbia.



Cluster's objective is to interconnect tourist services providers and other related organizations in order to create an authentic tourist product along the river Danube that would be attractive for both domestic and foreign tourists. Cluster members' goals are to raise the quality of services offered, to promote the tourism in the region through joint presentations, and to increase the inflow and turnover of both tourists and profit for all the cluster's members.

Number of the companies:	14
Number of scientific research and supporting institutions:	7
Number of employees:	228
Total turnover:	3.014.932,00 EUR

Cluster activities:

- Development of joint tourist product of „Istar 21” cluster.
- Promotion of the cluster and its members on domestic and international fairs.
- Development of „Istar 21” website.
- Creation of „Istar 21” Data Base.
- Organization of relevant educational programs for cluster members for the purposes of setting standards and improving the quality of offered services.

Istar 21 – Business Association for Improving Cooperation, Promotion and Tourism Development in Danube region

Address: Pašićeva 7, 21000 Novi Sad
 Phone: +381 21 472 4088
 E – mail: bmarceta@magelan.rs
 Website: www.vojvodinatourism.org.yu
www.visitserbia.org

Contact person:
 Biljana Marčeta, Cluster's secretary

Embedded.rs – An Integrated Electronic Systems Cluster

An Integrated Electronic Systems Cluster „Embededd.rs” is a new initiative launched during 2008. The guiding idea behind this cluster is the strengthening of embedded technologies (Integrated electronic system) in the Republic of Serbia. Business companies and educational and research institutions using or working with mentioned technologies are currently very poorly connected; therefore there is a huge area of action for this particular cluster.

Cluster activities:

- Review current state of affairs in the industry – exchange of information and cooperation in solving mutual problems.
- Preparation and adoption of industry internationalization strategy - a visit to the Electronics Fair in Munich 2008 was organized in order to obtain the necessary information.
- Creation of cluster's visual identity – a visual identity was created in tune with the cluster's founding ideas.
- Cluster Website development - www.embedded.rs.

Cluster's objective is to popularize the profession, to improve the cooperation between educational and research institutions - thus serving as a basis for the future - and to offer answers to current market needs through unifying business processes and improving their quality.

Number of the companies:	9
Number of scientific research and supporting institutions:	3
Number of employees:	150
Total turnover:	10.000.000,00 EUR

Embedded.rs

Address: Ruzveltova 1a, 11000 Belgrade
 Phone: +381 11 337 0952 ext. 108
 Fax: +381 11 337 0952
 E – mail: vukasin.pejovic@embedded.rs
 Website: www.embedded.rs

Contact person:
 Vukašin Pejović, Cluster Manager

The Association for Business Development, M.I.C.E. Tourism

The Cluster „The Association for Business Development, M.I.C.E. Tourism” is the association of small and medium-sized enterprises and institutions/organizations interested in developing business - tourism events in Vojvodina region.

Cluster activities:

- To analyze existing business, M.I.C.E tourism offers.
- To develop a Strategy for Developing Business, M.I.C.E Tourism.
- To broaden cluster's membership.
- To create joint promotional and market appearance.
- To apply for both domestic and international projects.

Cluster's objective is to improve Vojvodina's tourism offer from the point of developing M.I.C.E. (Meetings, Incentives, Conventions and Exhibitions) tourism, to develop better mutual cooperation between the cluster's members and to create a unified appearance and presentation on the market through connecting all the subjects interested in becoming a part of the M.I.C.E. tourism.

Number of the companies:	11
Number of scientific research and supporting institutions:	3
Number of employees:	120
Total turnover:	1.000.000,00 EUR

The Association for Business Development, M.I.C.E. Tourism

Address: Kralja Aleksandra 14, 21000 Novi Sad
 Phone: +381 21 661 1944
 Fax: +381 21 661 1944
 E – mail: bonvoyage@sbb.co.rs

Contact person:
 Olga Drašković, BoD member and
 Nataša Pavlović, Cluster Supervisory Board member



Medical Tourism Cluster

Medical Tourism Cluster plans to involve all interested state and private actors, involved in providing medical and tourist services – spas, hospitals, clinics, institutes, hotels, tourist agencies, restaurants, and others who provide services adapted to medical and wellness treatment.



Cluster activities:

- To improve and develop medical tourism offer of Serbia.
- To promote the harmonization with the EU standards in building up and developing institutions and legislature in the medical tourism field, and to analyze and plan medical tourism development in Serbia.
- Preparation of brochures, guides, and online data bases with medical tourism offers of the Republic of Serbia.
- Organization of medical tourism conferences.
- To promote domestic medical tourism at specialized fairs and conferences, to participate in international Medical Tourism Associations.



Cluster's objective is to enhance marketing position of the Republic of Serbia as a medical tourism destination and to offer highly professional services to all that are seeking for medical treatments abroad.

Number of the companies:	19
Total turnover:	4

Medical Tourism Cluster

Address: Maršala Birjuzova 47a, 11000 Belgrade
Phone: + 381 63 458 143
E – mail: amtsrbija@gmail.com

Contact person:
Slavica Gavrić, Cluster Manager, and
Marina Majkić, Cluster Secretary

Tourist Cluster Srem

Tourist Cluster Srem represents an initiative established in order to stimulate development of a unique tourist offer of the Srem region, through providing support to hunting events as well as to ethno, eco, rural, and all other forms of tourism in Srem.

Turistički Klaster
SREM



Cluster activities:

- To introduce the EU standards and fulfill all the necessary conditions for providing high quality services.
- To steer the cluster to shift its orientation towards organizing daytrips and promoting tourist attractions of the Srem region.
- To promote healthy food and domestic cooking specific for the Srem region, by marketing three of the most famous brands from Srem: mangulitsa pork, escargot and Srem cakes.
- To develop cross-border cooperation with similar organizations by putting particular emphasis on promoting domestic tourist product, to facilitate the exchange of experiences, and to stimulate tourist turnover.



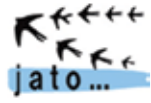
Cluster's objective is to create a respectable and a competitive position of receptive tourism in Srem, and to provide assistance in development of small and medium sized enterprises in tourism and complementary industries, in order to strengthen sustainable regional development.

Number of the companies:	20
Number of scientific research and supporting institutions:	3

Tourist Cluster Srem

Address: Tivol L2/1/8, 22400 Ruma
Phone: +381 63 871 1124
Fax: +381 22 475 999
E – mail: sremtours@nadlanu.rs

Contact person:
Duška Davidović, Cluster Manager



The First Cluster for Plastics and Packaging – JATO

Cluster JATO is a non-profit association involving companies processing plastic, packaging producers and recycling centers that share the same goal which is to offer a better developed and a higher quality product to the market than the competition is able to. It was established in June of 2004 on the territory of Vojvodina.



Cluster's objective is to create a more efficient and rational operation pattern through standardizing production and creating quality and highly competitive products for both domestic and foreign markets.

Number of the companies:	15
Number of scientific research and supporting institutions:	5
Number of employees:	1030

Cluster activities:

- Establishment and development of cooperation with the Italian industrial districts.
- Participation in the TIMEA project in the field of environmental protection as a part of the European TEMPUS program aiming to prepare various institutions for new technologies in preserving and protecting the environment. Institutions partaking in this project's realization are the Technological Faculty from Vienna and Technical Science Faculties from Novi Sad, Bratislava, Kosice, Ljubljana and Belgrade.
- Establishment of cooperation with the first Hungarian cluster for OMNIPACK packaging technologies and participation in the project of applying biopolymers in producing self-degrading foils and bags.
- To include the cluster in the European Regional Cooperation Network as a part of the DKMT Euro-region and to enter European markets.

The First Cluster for Plastics and Packaging - JATO

Address: Jovana Nenada Square 15, 24000 Subotica
 Phone: + 381 24 554 888
 E – mail: office@jato.org.rs
 Website: www.jato.org.rs

Contact person:
 Zoran Pakaški, Cluster Director

EKO KRUG – Cluster for Collection, Packaging, Processing and Permanent Disposal of Electronic, Industrial and Hazardous Waste

Eko krug cluster is a professional, non-profit organization of companies involved in collection, recycling and processing of secondary materials (in particular electrical and electronic waste suitable for further use or processing). It was established in 2006 and covers the entire territory of the Republic of Serbia.



Cluster's objective is to secure a systematic approach to the treatment of electronic waste, to develop and master new technologies in treating technological materials and their usage in domestic industry, to prevent environmental pollution from dispersed electric and electronic waste, and to raise society's awareness as to the need to properly treat secondary and waste materials.

Number of the companies:	6
Number of scientific research and supporting institutions:	2
Number of employees:	350
Total turnover:	8.750.000,00 EUR

Cluster activities:

- A comprehensive data containing all the enterprises involved in recycling in the Republic of Serbia was created.
- Following books were published – „Managing WEEE waste“and „Batteries – dangerous waste“.
- Eko krug cluster Conference addressing the issues of solving the problems concerning collection, packaging, processing and permanent disposal of electronic and industrial waste was organized.
- Analyzing the needs and potentials of waste materials markets in Serbia, and developing modern procedures in managing waste materials and technological procedures.
- Cooperation with the authorities in developing legislature regulating the area of waste management, with a view to harmonize it with the European standards.

EKO KRUG

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 Phone: +381 11 241 7433
 E – mail: office@ekokrug.org.yu
 Website: www.ekokrug.org.yu

Contact person:
 Dr. Pavle Hadzic, Cluster Director – Officer in Charge

Furniture producing cluster „Netwood“ was established in 2007 as a non-profit association of citizens working to promote a cluster concept and to unite furniture producers in order to attain common interests, increase their market presence, and improve and modernize furniture production in Sumadija and Pomoravlje regions.



Cluster's objective is to promote innovations and increase the competitiveness of small and medium sized furniture production enterprises in Sumadija and Pomoravlje regions through creating new innovative business networks which would allow for better cooperation, transfer of know-how and higher business competitiveness.

Number of the companies:	9
Number of scientific research and supporting institutions:	3
Number of employees:	180

Cluster activities:

- A data base on all furniture producers and supplemental activities in the Sumadija and Pomoravlje region was created.
- A cluster service center providing the services of business information, professional and legal advice, administrative and technical support and business networking was created.
- Joint presentation of all members of cluster „Netwood“ on the Furniture Fair in Belgrade.
- Cluster's Website, www.netwoodcluster.net, was developed.
- Cooperation with the „Czech furniture“ cluster has been established.

Netwood – Cluster for Furniture Production

Address: Kralja Petra I 17, 34000 Kragujevac
 Phone: +381 34 302 701
 Fax: +381 34 302 706
 E – mail: office@netwoodcluster.net
 Website: www.netwoodcluster.net

Contact person:
 Blagoje Vasiljević, Cluster President

Memos cluster is an association dedicated to the competitiveness promotion of metal producers from Indjija and Srem regions, established in 2006.



Cluster's objectives is to systematically develop and implement innovative solutions to existing production and service programs and joint presentation on the targeted markets, and to improve private enterprises in the regions.

Number of the companies:	14
Number of scientific research and supporting institutions:	5
Number of employees:	308
Total turnover:	9.000.000,00 EUR

Cluster activities:

- Creating the network of cluster member companies and a unified business and information system through developing and implementing „Clusterpro“ software.
- Preparing cluster members for the implementation of current quality standards (ISO 9001, ISO 14001, OHSAS 18001 and CE sign).
- Development of new technology „Producing Plants for Bio-renewable Sources of Energy“.
- Development and production of fume cupboards for bio-diesel production in farm households.
- Organization of trainings for industrial managers and entrepreneurs in the region.

MEMOS Cluster – The Association for Competitiveness Promotion of Metal Producers

Address: Branka Radičevića 44, 22000 Indjija
 Phone: +381 22 557 552
 Fax: +381 22 552 404
 E – mail: office@klaster-memos.org
 Website: www.klaster-memos.org

Contact person:
 Mirjana Radenović, Cluster Director





South Serbian Alko Cluster – Grape, Fruit and Wine and Brandy Producers Cluster from Jablanica and Pcinja districts

South Serbian Alko Cluster is a professional, non-profit organization involving grape, wine and brandy producers from Jablanica and Pcinja districts and other legal entities and natural persons interested in producing alcoholic and nonalcoholic drinks and their complementary products. It was established in 2006.



Cluster's objective is to join all producers of alcoholic and nonalcoholic drinks of the complete value chain at the regional level by creating conditions for high cluster positioning on domestic and foreign markets, and strengthening the competitiveness of the cluster and its members by fulfilling required production and delivery dynamics and quality standards.

Cluster activities:

- The cluster office was equipped, thus securing its functional operation (a cluster coordinator was hired and working groups in charge of project implementation were created).
- The Website containing the information about the cluster members and their crucial projects was developed.
- Promotional material for the cluster was created (products catalog, brochure and a video).
- A data base on the cluster members and their potential partners was created.
- The preparation for the members' products certification and the implementation of the HACCP system is underway.

South Serbian Alko Cluster

Address: Stojana Ljubića 12, 16000 Leskovac
 Phone: +381 16 250 964, 063 645 601, 064 172 0789
 Fax: +381 11 250 964
 E – mail: alco@alcocluster.org
 Website: www.alcocluster.org

Contact person:
 Milorad Stajković, Cluster Director – Officer in Charge,
 Ana Grozdanovic, Expert Collaborator

Number of the companies:	6
Number of scientific research and supporting institutions:	10
Number of agricultural households:	36
Number of employees:	622

PEKOS – Producers of Baked Goods Cluster

„PEKOS“ cluster represents a network of bakeries, suppliers, R&D and business support institutions. „PEKOS“ cluster was established in 2008.



Cluster's objective is to provide support to its members in the process of strengthening their competitiveness and generating profitable positioning on both domestic and foreign markets.

Cluster activities:

- Establishment of strong business relations based on trust among cluster's members and their clients.
- Development of innovative products suited to client's needs.
- Participation in the events related to food industry: the Bread Festival and the Tourism Fair in Novi Sad.
- Quality standards implementation to cluster's members involved in production.
- Data base on producers of baked goods and mills in Vojvodina was created.

PEKOS – Producers of Baked Goods Cluster

Address: Marija Trandafil Square 14, 21 000 Novi Sad
 Phone: +381 21 662 2213
 Fax: +381 21 662 2213
 E – mail: zandomns@eunet.rs

Contact person:
 Veljko Anđelić, Cluster Manager

Number of the companies:	20
Number of scientific research and supporting institutions:	3
Number of employees:	200



This map represents clusters classified by industrial sectors, that Ministry of Economy and Regional Development has supported through "Cluster Development Support Programme".

Clusters of the Republic of Serbia classified by industrial sectors

Agriculture and Food Industry:

- 19** South Serbian Alko Cluster – Grape, Fruits and Wine and Brandy Producers Cluster from Jablanica and Pcinj districts
- 20** PEKOS – Producers of Baked Goods Cluster
- 4** "Sumadijski cvet" - Flower Producers Cluster

Metal Processing Industry:

- 3** BIPOM Cluster – Balkan and Black Sea Industry of Agricultural Machinery
- 18** MEMOS Cluster – The Association for Competitiveness Promotion of Metal Producers

Automotive Industry:

- 1** Automotive Cluster of Serbia

Wood Processing Industry:

- 5** The Agency for Wood – Serbian Wood Processing Cluster
- 17** Netwood – Cluster for Furniture Production

Chemical Industry (Plastic Material Production):

- 15** The First Cluster for Plastics and Packaging - JATO

Leather and Footwear Industry:

- 8** Municipality of Knjazevac Shoemakers' Cluster

Recycle Industry / Waste Collection and Treatment:

- 6** Galenit – Cluster for the Organized Collection and Recycling of Used Batteries and Accumulators
- 16** EKO KRUG – Cluster for Collection, Packaging, Processing and Permanent Disposal of Electronic, Industrial and Hazardous Waste

IT Industry:

- 11** Embedded.rs – An Integrated Electronic Systems Cluster
- 2** Serbian Software Cluster

Construction Industry:

- 7** Civil Engineering Cluster DUNDJER Nis

Tourism:

- 10** Istar 21 – Business Association for Improving Cooperation, Promotion and Tourism Development in Danube region
- 14** Tourist Cluster Srem
- 9** Royal Vacation – Tourism Cluster of the municipality of Kraljevo and surrounding municipalities
- 12** The Association for Business Development, M.I.C.E. Tourism
- 13** Medical Tourism Cluster

Links

Ministry of Economy and Regional Development

www.merr.gov.rs

Serbian Agency for SME and Entrepreneurship (SASME)

www.sme.gov.rs

Serbia Investment and Export Promotion Agency (SIEPA)

www.siepa.gov.rs

Export Credit and Insurance Agency of the Republic of Serbia

www.aofi.rs

Serbian Development Fund

www.fondzarazvoj.gov.rs

Serbian Chamber of Commerce

www.pks.komora.net

PRO INNO Europe Initiative

www.proinno-europe.eu

European Cluster Observatory

www.clusterobservatory.eu

ERAWATCH

www.cordis.europa.eu/erawatch/index.cfm

Europe INNOVA Cluster Networks

www.europe-innova.org

Competitiveness and Innovation Framework Programme (CIP)

www.ec.europa.eu/cip

FP7 Programme

www.cordis.europa.eu/fp7/capacities/regions-knowledge_en.html

klasteri.merr.gov.rs



Republic of Serbia

**MINISTRY OF ECONOMY
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Ministry of Economy and Regional Development

Department for SMEs and Entrepreneurship

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Republic of Serbia

**MINISTRY OF ECONOMY
AND REGIONAL DEVELOPMENT**

Ministry of Economy and Regional Development
Department for SMEs and Entrepreneurship



**NORWEGIAN MINISTRY
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