



USAID Private Sector Development Project

August 2013



Photo: USAID/Serbia

The directors of USAID Serbia and NARD sign the project sub-agreement in 2013.

Project funded by:

U.S. Agency for International Development; USAID/Serbia

Project implemented by:

National Agency for Regional Development (NARD); Regional Development Agencies (RDAs): Zlatibor, Novi Pazar, Kraljevo, Leskovac

Key counterparts:

Small and medium-size enterprises (SMEs); associations; clusters; youth and women owned businesses; and others.

Where we work:

Twelve municipalities: Novi Pazar, Sjenica, Tutin, Priboj, Prijepolje, Nova Varos, Raska, Vranje, Leskovac, Medvedja, Presevo, Bujanovac

Project duration:

July 2013 to June 2017

Contact:

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BACKGROUND

USAID's Private Sector Development Project (PSDP) is a four-year, \$7-million activity to strengthen private sector firms in 12 municipalities in the economically devastated regions of south and southwest Serbia. The project was launched in July 2013. The 12 municipalities are Vranje, Leskovac, Presevo, Bujanovac, Medvedja, Raska, Novi Pazar, Sjenica, Tutin, Priboj, Prijepolje and Nova Varos.

The project is being implemented by the National Agency for Regional Development (NARD) through its network of Regional Development Agencies (RDAs). The RDAs in Novi Pazar, Uzice, Kraljevo and Leskovac, in cooperation with the Vranje Small Business Agency, will help growth-oriented companies and business clusters increase sales and exports and create jobs.

This is the first time that USAID Serbia is directly partnering with a Government of Serbia entity for the implementation of a USAID program. This USAID Government-to-Government program is one of the first and most complex in all of southeast Europe.

USAID will build the capacity of NARD and the RDAs to run the program by providing support in areas such as program management, monitoring and evaluation, providing export market assessment tools, etc.

ACTIVITIES

Project activities will focus on two key objectives:

- **Supporting private sector development by working with businesses in high-potential activities**
The project will help businesses to better understand and serve local/regional markets; improve the quality of existing and traditional products, as well as develop new ones; lower the cost of production; and broaden the network of suppliers, increasing the profitability and size of their operations.
- **Strengthen the Government of Serbia's private sector development entities**
Activities will ensure a better flow of information and create opportunities between the targeted regions and governmental institutions that are dedicated to supporting private sector development. The government agencies will work to increase exports and broaden market opportunities within Serbia for businesses in the target regions. This component will be implemented in collaboration with the Serbian Investment and Export Promotion Agency (SIEPA).