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## BIG SMALL BUSINESS PROJECT

The Big Small Business project will empower Serbian market actors to lead localized initiatives that spur small and medium-sized enterprise (SME) growth through integration into high-value markets. Working through business service providers and market system leaders at the local level, the project will catalyze new behaviors, relationships, and improved performance of SMEs and their support systems.

### ACTIVITIES

- Employ a facilitative, market systems approach that puts Serbian actors in the lead and enables regionally tailored implementation in the focus sectors of agriculture, food, equipment and machines, as well as creative, green, and digital cross-cutting sectors.
- Pilot, adapt, and scale innovative approaches through a \$3.2 million Transformational Partnership and Innovation fund. Through targeted, competitive processes, the fund will directly support partners to deliver new services to clients to spur better market access, access to resources and adoption of new technologies and green energy initiatives.
- Foster local entrepreneurial ecosystems of sector-specialized firms by supporting business service providers and financial institutions.
- Improve SME marketing and exports through business services, strengthened supply chain relationships, sectoral cooperation, and enhanced quality and traceability.
- Diversify the financial products and services available to SMEs, improve SME utilization of financial services, and leverage the considerable public, private, and donor resources available for investment.
- Expand opportunities for women, youth, and marginalized groups through actors in workforce development, the private sector, and the education system.

### EXPECTED RESULTS

- Support at least 1,000 Serbian enterprises and improve productivity and profitability of SMEs through enhanced management and modernization.
- Expand SME exports through improved market alignment and adaptations.

- Increase SME utilization of financing instruments.
- Improve human capacity development and create at least 1,200 new jobs in the agricultural and food and equipment and machinery sectors.
- Generate \$50 million in new investment.

## **ADDITIONAL INFORMATION**

### **PROJECT FUNDING**

U.S. Agency for International Development (USAID/Serbia)

### **PROJECT IMPLEMENTATION**

ACDI/VOCA, Center for Advanced Economic Studies (CEVES), Ana and Vlade Divac Foundation, J.E. Austin Associates.

### **WHERE WE WORK**

Countrywide with a focus on targeted underdeveloped municipalities

### **PROJECT DURATION**

April 2022 – March 2027

### **TOTAL FUNDING**

\$18,221,339

### **CONTACT**

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