



Link Up! Serbia II



Ministry of European Integration
Government of the Republic of Serbia

With funding from



Austrian
Development
Cooperation



ICMPD

International Centre for
Migration Policy Development

About us

ICMPD is an international organization, specialised in migration policies. ICMPD headquarter is in Vienna. The Republic of Serbia is one of the eighteen ICMPD state members. In cooperation with the Republic of Serbia and with the support of the Austrian Development Cooperation (ADC), ICMPD has been active for three years on the topic of the Serbian diaspora in Austria, through the so-called first phase of Link Up! Project. Based on successfully finalised initial cooperation, ICMPD and the Republic of Serbia, more precisely, the Ministry of European Integration of the Government of the Republic of Serbia, the Serbian Chamber of Commerce and regional development agencies, agreed on more determinate cooperation on the topic of Serbian development through the diaspora's potential development in 2019.

About the project

Link Up! Serbia II is the second phase of the project, launched based on the results of research and cooperation with the Serbian diaspora in Austria, as well as proposals from regional development agencies in Serbia. The project is funded by the Austrian Development Cooperation with a budget of 1,669,454 euros. Research in the first phase showed that despite the long-standing and intensive contacts of the diaspora with Serbia and the regions from which it originates, there is still a growing interest of the diaspora to invest in Serbia, as well as to support domestic small and medium enterprises in internationalization. Based on the collected statistical data, built partnerships, as well as clearly defined goals, the Link Up! Serbia II Project was created and started out. Also, the project emphasises special activities with the vulnerable groups in Serbia in order to transfer cooperation with the diaspora in most successful way and support those who need it most on the labor market.

Project goal: Strengthening and encouraging entrepreneurship with and through the Serbian diaspora in Austria, Switzerland and Germany, facilitating access to knowledge, business networks and financing.

The project contains 4 parts: support to small and medium enterprises by mentoring towards internationalisation; support to cities and municipalities in attracting and realisation of successful cooperation with the diaspora; support for direct cooperation between the diaspora and companies and cities in Serbia; support for the organisation of successful business events in Serbia and in the diaspora.

Project start / end date:

01.11.2019- 28.02.2022.

National project partner:

Ministry of European Integration of the Republic of Serbia.

Implementing partners:

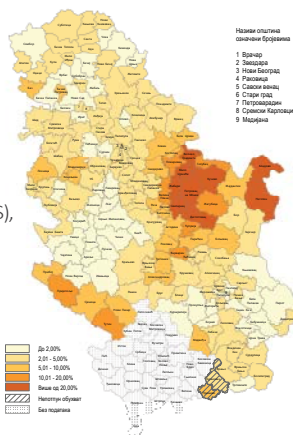
Development Agency of Serbia (RAS), Chamber of Commerce and Industry of Serbia (CCIS), 6 regional development agencies (RDAs), RAREI (Belgrade), RDA- BP (Požarevac), Centre for Development of Jablanica and Pčinja Districts (Leskovac), RDA South (Niš), REDASP (Kragujevac) and RARIS (Zaječar).

Geographical focus in Serbia:

Belgrade, Šumadija and Pomoravlje districts, Braničevo and Podunavlje, Zaječar and Bor districts, Niš district, Jablanica and Pčinja districts.

Geographical focus in the diaspora:

first and second generation Diaspora in Austria, Germany and Switzerland.



Diaspora business hub (DBH)

DBH is established by the Link Up! The Serbia II project, in cooperation with the Serbian Chamber of Commerce, the Serbian Development Agency and regional development agencies.

What is DBH? A unit established in ICMPD with the offices in Belgrade and Vienna with the purpose of helping domestic SMEs and local governments to find diaspora partners and investors, as well as helping the diaspora to find the most adequate partners and support in cities and municipalities and small and medium enterprises in Serbia.

Importance of DBH: Посвећеност сваком упиту и иницираној сарадњи из дијаспоре како би била најадекватније реализована.

Importance of DBH: Commitment to every inquiry and initiated cooperation from the diaspora in order to achieve the most adequate realization.

How DBH accomplishes its goals related to the diaspora, cities and municipalities, and small and medium enterprises:

- promoting successful examples of investments from diaspora in Serbia in 8 different sectors,
- sending and analysing completed questionnaires from diaspora expressing their interest to invest (micro, small, medium and large),
- promoting and attracting the investment opportunities from 6 target regions of Serbia,
- providing relevant information at the local, regional and national level to the diaspora who want to invest in Serbia or find adequate partners in local governments or the private sector,
- every-day work on researching the interest and potential of Serbian SMEs to cooperate with the diaspora and through the diaspora with DACH companies. Simultaneous research of potentials in the diaspora,
- support outsourcing of diaspora companies in Serbia by connecting them with adequate partners in Serbia,
- supporting local self-governments that participate in the project of finding partners for PPP for the local services.

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Technical assistance to cities and municipalities

Link Up! The Serbia II project will offer grants as a support to 6 regional development agencies (RDA) in the creation and implementation of technical assistance to cities and municipalities in Serbia from August to December 2020. Six RDAs will provide technical assistance to cities and municipalities in showing how to organise their work with the diaspora and how to create and promote local and regional investment opportunities.

Two types of technical assistance to cities and municipalities exist:

A) Assistance to 3 emigration regions (10 cities and municipalities) - Eastern Serbia, Braničevo and Podunavlje, and Pomoravlje:

- collecting and presenting national and local data relevant to investment,
- developing 5 investment opportunities in cooperation with each of the 10 cities or municipalities (50 investment opportunities),
- creating materials to promote investment opportunities development,
- supporting the preparation and presentation of material at conferences and events for the diaspora.

B) Assistance to 3 economically fast growing regions - Belgrade, Niš and Leskovac:

- collecting and presenting national and local data relevant for an investments at the regional level,
- creating regional investment opportunities in each of the 3 targeted regions,
- creating materials to promote developed investment opportunities,
- supporting the preparation and presentation of material to the diaspora at conferences and events.

Regional development agencies and ICMPD will create special frameworks for work towards the diaspora:

RARIS will develop "Handbook for establishing institutional mechanisms for cooperation of local self-government units with the diaspora"

REDASP will develop the "Diaspora Pioneer Roadmap for Investment and Outsourcing in Serbia".

RDA-BP will develop a "Strategic and methodological framework for local potentials in the engagement of the diaspora."



The creator of Technical Assistance
Director of RARIS
Vladan Jeremić



Project manager at RARIS
Boban Kostandinović
Director of RAREI
Snežana Radinović

Mentorship of small and medium enterprises in Serbia

Link Up! The Serbia II project includes the development of a scheme and program for mentoring small and medium enterprises in Serbia and entrepreneurs in the initial phase of work in the diaspora. Mentoring programs will be realised in 2021.

Program 1: Skills and capacities for internationalisation

Program 2: Support to the creation of investment and business opportunities

Program 3: Early Entrepreneurship Program

Program 4: Support to exports and internationalisation

Program 5: Transfer of experience and knowledge of senior managers of Austrian companies in Serbia

The project include a competition of mentored small and medium enterprises, based on which the 10 most successful companies will receive additional assistance towards targeted markets and become part of the promotion "The Best of Serbia".

SCC Diaspora Business
Council Meeting
– Raising of the
Diaspora Platform
and Business Hub Idea



Business online platform for the diaspora

Link Up! Serbia II and the Serbian Chamber of Commerce will create an online business platform for the diaspora. The platform's aim is to successfully bring together the diaspora and domestic companies and entrepreneurs who want to invest in Serbia or find a partner. The platform will be a simple and user friendly online service for all members.

The business online platform will have the following sections:

- digital support to investors,
- investment base with relevant investment opportunities created in Serbia, including a framework for creating business proposals of each member of the platform,
- information section, which will include up-to-date information relevant to investors from diaspora at the local, regional and national levels

Platform members: Anyone who wants to create a relevant investment and business opportunity, wants to invest or find a partner in Serbia or in the diaspora.

Deadline: Business online platform will be created by the end of November 2020 and piloted during 2021.

Sustainability: The business platform belongs to the Serbian Chamber of Commerce, which will continue to strengthen cooperation and the involvement of the diaspora.

Events in the country and abroad

Link Up! Serbia II project will be organising business meetings with the partners for the diaspora in Serbia, Austria, Germany and Switzerland.

Business events in Serbia:

The project team and RDA (RARIS, REDASP and RDA- BP) in cooperation with cities and municipalities will organize business days of the diaspora, which will be attended by representatives of local authorities, regional chambers of commerce, businessmen and entrepreneurs from the diaspora that wants to invest in Serbia, as well as small and medium enterprises that have the potential to cooperate with participants from the diaspora towards DACH markets.

The project team will also organise an annual presentation of project results and a presentation of activities and goals for 2021 as part of the regular meetings of the SCC Diaspora Business Council.

Business events in Austria, Switzerland and Germany:

Organisation of the Investment Conference of the Diaspora, in Vienna in 2021

- existing investors who want to expand their investment in Serbia,
- new investors who want to invest in business opportunities in Serbia,
- companies from Serbia who want to present their projects to the diaspora,
- high representatives of the Republic of Serbia, SCC, development agencies, the city of Vienna, the Senate, and local and federal chambers.

Support to the Diaspora Business Summit in Zurich in 2021

- support for the new format of the summit and participants, in cooperation with the Association of Serbian Businessmen from Switzerland,
- "connecting" companies from Serbia and the DACH Diaspora and other companies from the DACH market,
- High Representatives of the Republic of Serbia, SCC, development agencies, cantons, and chambers.

Support to B2B meetings in DACH countries in 2020 and 2021


- support in finding partners for companies from the DACH market and Serbia,
- support for the organization of B2B meetings in Austria and Germany, small and medium enterprises from Serbia.


The first phase of the project – Meeting at the Austrian Federal Economic Chamber in Vienna with partners from Serbia and diaspora

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