



Private Briefing Avgust 2021

Private Briefing izdanje za Avgust 2021 je početak novog ciklusa od 100 izdanja, ali je fokus i dalje isti – analiza aktuelnih programa podrške za farmere i MSP. U ovom izdanju, analiziramo novi IPARD poziv, za podršku u razvoju prerađivačkih kapaciteta u poljoprivredi, i jedan sasvim novi program podrške MSP koji sprovodi USAID a koji omogućava podršku u realizaciji finansiranja. Pored toga, analiziramo i poziv Pokrajinskog sekretarijata za poljoprivredu, kao i jedan direktan model podrške za sektore usluga i zanatstva.

1. Bespovratna Sredstva: Izgradnja i Rekonstrukcija Ribnjaka u Vojvodini

Pokrajinski Sekretarijat za poljoprivredu, vodoprivredu i šumarstvo AP Vojvodine objavio je konkurs za dodelu bespovratnih sredstava za podizanje novih ili rekonstrukciju postojećih ribnjaka na teritoriji pokrajine. Kvalifikovani korisnici sredstava po ovom konkursu su aktivna pravna lica sa teritorije pokrajine koja su upisana u Registar poljoprivrednih gazdinstava, organizovana kao privredna društva ili zemljoradničke zadruge, a dodatni kriterijum za pravna lica je da spadaju u kategoriju mikro ili malih preduzeća. Taj uslov povezan je i sa maksimalnim iznosima grantova, limitiranim na 500.000 dinara po hektaru za rekonstrukciju i 800.000 dinara po hektaru za izgradnju novih ribnjaka, a ukupan maksimalni iznos odobrenih sredstava po jednoj prijavi je 5 miliona dinara. Minimalna površina zemljišta na kom je planirano podizanje ili rekonstrukcija ribnjaka je 1 hektar, a maksimalna 100 hektara. Definisani cilj konkursa je pre svega da se poveća iskorišćenost neobrađivih površina na teritoriji pokrajine, stavljanjem u funkciju privredne delatnosti uzgoja ribe. Iznosi na prvi pogled ne deluju kao naročito značajni, međutim, kada se stave u perspektivu prihvatljivih namena, dolazi se do nešto drugačijeg zaključka. Naime, prihvatljive namene sredstava odobrenih po ovom konkursu obuhvataju sve zemljane i građevinske radove potrebne za izgradnju ribnjaka, od čišćenja terena, preko izrade novih i korekcije postojećih nasipa, iskopa i nasipanja materijala, izgradnje obodnih kanala, iskopa, prevoza, ugradnje, razastiranja i nabijanja donetog materijala, do završnih radova. Pri tome, pojam ribnjaka se precizno odnosi na niz namenskih objekata povezanih sa delatnošću i obuhvata sve potrebne objekti za proizvodnju ribe - rastilišta, mladičnjake, tovilista, zimovnike, izlovne i obodne kanale. U tom kontekstu, sa aspekta potencijalnih korisnika, ovaj poziv je odlična prilika za farmere da zemljište inače nepogodno za ratarsku ili stočarsku delatnost iskoriste za generisanje dodatnog prihoda i diversifikuju delatnost uvođenjem uzgoja ribe, odnosno, da unaprede već postojeću delatnost rekonstrukcijom ili proširenjem postojećeg ribnjaka i na taj način povećaju produktivnost i posledično, uvećaju prihode. S obzirom na to da je ključni inicijalni trošak u takvom poduhvatu sama izgradnja ribnjaka, kao osnovnog sredstva, činjenica da se grantovi dodeljuju u maksimalnom iznosu od 70% vrednosti celokupne investicije, ukazuje da je poziv projektovan upravo sa ciljem da omogući korisnicima da preskoče hroničnu prepreku, identifikovanu kroz visoke zahteve za kolateralizacijom za dugoročne kredite namenjene za investicije u osnovna sredstva za nove delatnosti, i otvore sebi dodatnu mogućnost za unapređenje i diversifikaciju kroz preko dve trećine bespovratnih sredstava za finansiranje unapređenja. Dodatna povoljnost ovog poziva je što osim odgovarajuće statusne dokumentacije i zahteva da su sve fiskalne obaveze pravilno regulisane, ne zahteva dodatne elemente poput biznis planova ili projekcija. Time poziv predstavlja odličnu mogućnost da se pod povoljnim uslovima ali i jednostavan način dođe do potpuno novih ili unapređenih elementarnih resursa za diversifikaciju i održivost primarne poljoprivredne proizvodnje ali i resursa koji će omogućiti brži dolazak do višeg nivoa prerade, povećanja konkurentnosti i profitabilnosti.

2. Do 2 miliona Evra pojedinačnog granta: Novi IPARD poziv u okviru Mere 3

U junskom Private Briefingu analizirali smo IPARD poziv za investicije u fizičku imovinu u okviru Mere 1 i konstatovali da dinamika poziva, i dalje zaostaje za planom ali još više, za realnim potrebama farmera koji nastoje da ostvare ključna unapređenja koja IPARD svakako omogućava. Ovog meseca, svakako možemo da primetimo ubranu dinamiku, i to kroz objavu Četvrtog javnog poziva za podnošenje zahteva za odobravanje projekta za IPARD podsticaje za investicije u fizičku imovinu koje se tiču prerade i marketinga poljoprivrednih proizvoda i proizvoda ribarstva, u okviru Mere 3, što je ukupno jedanaesti IPARD poziv od početka programa. Predmet poziva su investicije u fizičku imovinu i prihvatljivi troškovi u vezi sa izgradnjom, kao i nabavkom nove opreme i mehanizacije. Poziv se odnosi na sektore mleka, mesa i voća i povrća, jaja i grožđa, a zahtev za odobravanje projekta može se podneti samo u okviru jednog sektora za jednu ili više investicija. Iako su opredeljena sredstva po ovom pozivu upola manja nego po junskom pozivu u okviru Mere 1 (3 milijarde dinara, naspram 6), uz identični minimalni iznos od 10.000 evra, maksimalni podsticaj u sektoru mleka je čak 2 miliona evra, što je dvostruko više. U okviru sektora voća i povrća, sektora mesa, jaja i grožđa, maksimalni iznos ostaje milion evra, a visina podsticaja je 50%, odnosno 60% prihvatljivih troškova ako je reč o investicijama u oblasti upravljanja otpadom i otpadnim vodama.

Lista prihvatljivih troškova je takva da omogućava kompletno zaokružene projekte unapređenja u sektorima na koje se odnosi. To znači da osim osnovnih objekata poput objekata za preradu mleka i mesnih prerađevina, odnosno klanica ili pogona za preradu voća, povrća i kompletnih vinarija, poziv obuhvata i opšte pripremne troškove, poput troškova konsultantskih usluga za pripremu dokumentacije za IPARD podsticaje, troškove pripreme studija izvodljivosti i ostalih studija vezanih za projekat ili biznis plan, troškove izrade studija o proceni uticaja na životnu sredinu i naknade za arhitekte, inženjere i druge konsultante za pripremu projekta i tehničke dokumentacije. Poziv omogućava i nabavku kompletne neophodne opreme za ciklus proizvodnje i prerade, kao i građevinske, zanatske, instalaterske kao i troškove pejzažnog uređenja u okviru projektovanja i izrade objekata. Što se samih objekata tiče, prihvatljive su investicije za ceo ciklus prerade i obrade sirovina, uključujući i prostore i prostorije za prijem, termičku obradu, skladištenje, pakovanje i distribuciju, skladištenje sanitarne opreme i proizvoda, poluproizvoda, materijala za pakovanje i aditiva, preko instaliranja ventilacije i klimatizacije, protivpožarnih sistema, do pratećih energetskih, vodovodnih, gasnih i kanizacionih sistema. Lista prihvatljivih troškova zaokružuje unapređenja kroz mogućnost izgradnje objekata i pokrivenih prostora za čišćenje i dezinfekciju vozila, upravnih zgrada sa pratećim objektima kao i postrojenja za proizvodnju električne i toplotne energije iz obnovljivih izvora za sopstveno korišćenje ali i povezivanje postrojenja na distributivnu mrežu i na izgradnju unutrašnje putne mreže i parking mesta. Kompletna lista odobrenih investicija, dostupna je na internet stranici Ministarstva poljoprivrede i Uprave za agrarna plaćanja.

Tokom ove godine najavljen je i drugi poziv u okviru Mere 7 – Diverzifikacija poljoprivrednih gazdinstava i razvoj poslovanja i prvi poziv u okviru Mere 9 – Tehnička pomoć. I njih ćemo analizirati kada budu aktuelni, no nezavisno od dinamike, za krajnje korisnike je najvažnije da sprovedu adekvatnu analizu svojih mogućnosti i potreba i donesu kvalitetnu odluku o sprovođenju investicija, imajući u vidu realne pokazatelje i sposobnost realizacije unapređenja sopstvenog kapaciteta i konkurentnosti, što je jedan od ciljeva IPARD podrške. Nakon toga, sledi apliciranje koje kroz IPARD proceduru nije jednostavno, i zahteva temeljnu i kvalitetnu pripremu. Kao i za druge IPARD pozive, važi da značajna sredstva moguće podrške za nabavku fizičke imovine dolaze i sa značajnim zahtevima, koji osim formalne dokumentacije sadržane u dvadesetak ili više dokumenata poput izvoda iz dokaza o vlasništvu, katastra, bilansa ili predračuna, obuhvataju i obavezno dostavljanje biznis plana. Pri tome, pre svega je potrebno prethodno uskladiti performanse poljoprivrednog gazdinstva sa onim što IPARD zahteva, da bi se moglo očekivati da prijave budu prihvaćene a krajnji efekti u skladu sa očekivanjima. Za sva pitanja i konsultacije za ovaj javni poziv kao i buduće pozive, [možete nas kontaktirati](#) a naši eksperti će Vam pružiti svu potrebnu podršku od inicijalne analize, formulisanja plana, prikupljanja tehničke dokumentacije, sve do realizacije finansiranja, investicije i granta, kao i za obezbeđenje neophodnog prethodnog finansiranja.

3. USAID Catalyze 1 – Podrška Realizaciji Finansiranja kroz "Engines of Growth" Program

USAID CATALYZE je globalni projekat kairan sa ciljem da podrži partnerstva i razvija rešenja za finansiranje potrebno za specifične sektore, prepoznate kao ključne za regione u kojima je aktivan. Na Zapadnom Balkanu, a time i u Srbiji, aktivna su dva programa u okviru projekta, od kojih prvi – Engines of Growth (EoG) analiziramo u ovom izdanju. Cilj i svrha EoG programa je da MSP u regionu podrži u povećanju otpornosti na eksterne izazove, rastu i kreiranju novih radnih mesta kroz olakšavanje pristupa i podršku u adekvatnom korišćenju finansijske podrške. Cilj EoG je da pomogne mobilizaciju sredstava kako bi se kratkoročno održiva MSP održala u periodu COVID-19 krize, a na duži rok, kako bi im se omogućio rast i razvoj. Način na koji se ovi ciljevi realizuju kroz EoG je da se identifikuju specijalizovani finansijski konsultanti (Business Advisory Service Providers - BASP) sa ekspertizom i kapacitetom u oblastima strateškog planiranja, finansijske analize i finansijskog inženjeringa, koji bi pomogli identifikovanim preduzećima sa perspektivom rasta i razvoja da prikupe potreban kapital. U trenutno aktivnoj početnoj fazi EoG programa, fokus podrške je na obezbeđenju podrške za prevazilaženje neposrednih potreba usmerenih na održavanje poslovanja i očuvanje zaposlenosti, ali usklađene sa sekundarnim fokusom koji se odnosi na implementiranje sistemskih unapređenja internih resursa i performansi korisnika kako bi se osigurala održivost i neophodno finansiranje na dugi rok u narednim fazama. Specifične aktivnosti koje BASP izabrani u okviru EoG programa sprovode obuhvataju zajednički, kontinuirani rad sa korisnicima, pri čemu je početna faza identifikovanje njihovih potreba za eksternim finansiranjem, odnosno inicijalna analiza finansijskih i poslovnih procesa. Kao rezultat te inicijalne faze, očekuje se procena realne kreditne sposobnosti korisnika i njihove atraktivnosti za finansijske posrednike, praćena razvojem investicionog plana. To obuhvata formulaciju i definisanje poslovne strategije kao i razvoj čvrstog i uverljivog biznis plana, i sprovođenje aktivnosti finansijskog inženjeringa, odnosno finansijske analize fokusirane na strukturiranje ideja i planova poslovnog rasta i razvoja u adekvatne finansijske planove koji oslikavaju buduće kretanje poslovanja i efekte finansiranja. Nakon inicijalne analize i prilagođavanja performansi, donošenja investicione i odluke o finansiranju i plana finansiranja, korisnicima je obezbeđena i podrška konsultanta kroz proces predstavljanja investicionog i finansijskog plana odgovarajućim finansijskim posrednicima, bilo da je reč o tradicionalnim insitucijama kakve su banke i lizing kompanije, ili fondovi koji očekuju učešće u kapitalu, dobiti ili kombinaciju ta dva vida finansiranja. Podrška se odnosi i na identifikaciju odgovarajućeg izvora finansiranja, kao i podršku u identifikaciji mogućnosti i pripremi dokumentacije i prezentovanja razvojnim insitucijama i fondovima, kako bi se obezbedili i drugi mogući raspoloživi izvori finansiranja.

Kroz ravno 100 prethodnih izdanja Private Briefinga, analize postojećih programa podrške za MSP i farmere ukazivale su na portfolio mogućih modela finansiranja kao jedan od ključnih limitirajućih faktora za brži razvoj sektora. Osim visokih zahteva za kolateralom, i modelom kreditiranja koji tradicionalne finansijske insitucije koriste a koji je često neusalašen sa specifičnostima poslovanja i potreba MSP, jaz između potreba i ponude dobrim delom je i rezultat manjkavosti na strani tražnje. Sva istraživanja ali i informacije sa terena ukazuju da u sektoru nedostaje adekvatan nivo potrebnih znanja i veština upravljanja finansijama, finansijskog planiranja i strukturiranja potreba za finansiranjem, čije bi unapređenje značajno poboljšalo pozicije na strani tražnje i uticalo na smanjenje gep-a. Slična je situacija i kada su drugi vidovi finansijske podrške u pitanju, poput fondova kapitala, koji ne traže hipoteku da bi odobrili finansiranje, ali imaju još jači fokus na razumevanju trenutnog stanja i potencijala korisnika finansiranja. Imajući sve to u vidu, može se reći da EoG program pravilno identifikuje i cilja upravo na jednu od kritičnih tačaka razvoja domaćih MSP i obezbeđuje im kritično važan vid podrške. Pri tome, ta podrška je za korisnika bez troškova, pošto je anagažman konsultanata omogućen od strane USAID Catalyze projekta. Glenfield, kao jedna od vodećih regionalnih kompanija u oblasti pružanja konsultantskih usluga MSP sektoru u oblasti finansija, nalazi se i među registrovanim pružaocima usluga (BASP) i u okviru EoG programa koji je pokrenut u Srbiji. Samim tim, [na raspolaganju smo](#) za podršku privrednicima da kroz kolaborativni model saradnje adresiramo sve aspekte predviđene podrške predviđene programom, u cilju obezbeđenja finansiranja, procene kapitala ili identifikaciju partnera.

4. Help - Do opreme i znanja kroz grantove i obuke

Misija nemačke organizacija "Help – Hilfe zur Selbsthilfe" u Srbiji, od februara ove do kraja naredne godine realizuje projekat „Socio-ekonomsko osnaživanje Zapadnog Balkana“, finansiran u okviru „Nemačke razvojne saradnje“ uz učešće gradova obuhvaćenih projektnim aktivnostima. Namera Help-a je da podrži sprovođenje postojećih strategija lokalnog razvoja i održivog razvoja u celini, kroz konkretni program podrške zasnovan na edukativnoj i direktnoj ekonomskoj komponenti kroz mehanizme podsticanja razvoja mikro biznisa, a glavne aktivnosti su koncentrisane na direktno otvaranje novih radnih mesta putem pomoći malim biznisima u vidu grantova i organizovanje poslovnih i stručnih obuka. Program cilja da podrži uslužne i zanatske delatnosti, a u ovom momentu, u okviru projekta aktuelni su programi podrške u Leskovcu gde će biti podržano najmanje 40, i u Nišu i Kraljevu po najmanje 20 biznisa u njihovim namerama za započinjanje ili razvoj poslovnih delatnosti. Podrška uključuje donacije u opremi i/ili materijalu prosečne vrednosti u iznosu od 2.400 evra, kao i organizaciju poslovnih i stručnih obuka prema potrebama korisnika, dok je kontinuitet i održivost planiranja kroz praćenje podržanih mikro biznisa nakon realizovane donacije i obuka. Potencijalni kandidati, koji imaju realne i održive poslovne ideje za započinjanje ili razvoj sopstvene poslovne delatnosti, u skladu sa postojećim strategijama lokalnog razvoja, mogu da konkurišu za odobravanje donacije, u vidu opreme i/ili materijala, bez gotovinskih isplata, i potrebno je da obezbede sopstveno učešće od 20%, kao i da registruju poslovnu aktivnost. Pored toga, neophodno je i pohađanje obuka organizovanih od strane Help. Širi kontekst i cilj programa je jačanje socio-ekonomske stabilnosti i privrednog oporavka od uticaja pandemije COVID-19 na Zapadnom Balkanu, a u fokusu aktivnosti je stvaranje novih radnih mesta kao i podrška postojećim mikro i malim biznisima. Podrška će biti obezbeđena socijalno ranjivim grupama žena, mladih, osoba sa invaliditetom, osuđenim i bivšim osuđenim licima koja su odslužila kaznu zatvora, kao i lokalnim zajednicama kroz ekonomsko osnaživanje, koje uključuje i izgradnju ličnih i profesionalnih veština. Ukupan budžet programa za ceo region je 3,35 miliona evra. Ovo je deveti po redu projekat ovog tipa koji Help realizuje uz pomoć nemačke vlade, uz metodologiju podrške kontinuirano razvijanu od 2002. godine. Po poslednjim analizama, više od 74% podržanih biznisa je i dalje aktivno, demonstrirajući potencijal iskorišćenja podrške kada se kombinuje pristup znanjima i pristup finansijama, što je jedan od aspekata podrške koji redovno analiziramo i ističemo kroz Private Briefing.

OSNOVNI EKONOMSKI POKAZATELJI		Avg-21
1	Međugodišnja inflacija	3.30%
2	Referentna kamatna stopa	1.00%
3	Stopa nezaposlenosti	12.80%
4	Prosečna neto zarada - RSD	65,070
5	Prosečna penzija - RSD	29,376
6	KURS RSD/EUR	
	na poslednji dan u mesecu	117.5668
	Prosečan srednji kurs EUR	117.5629
7	KURS RSD/USD	
	na poslednji dan u mesecu	98.9620
	Prosečan srednji kurs USD	99.4312

Za sve dodatne informacije ili pitanja, slobodno nas [kontaktirajte](#). Preнесите nam svoje utiske, podelite novosti ili nam javite kako napreduju aktuelni projekti.

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Private Briefing August 2021

Private Briefing August 2021 edition is the beginning of the new „century“ cycle, yet the focus remains, and it remains as valuable as it was in the times of PB Prequel - the analysis of the current SME and farmers' support programmes. The August 2021 edition features a new IPARD call, this time for investing in processing capacities, and a new USAID programme designed to support the SMEs in implementing financing support. The roster is completed with two additional small calls for farmers and entrepreneurs in selected regions.

1. Grants: Building and Reconstruction of Fishponds in Vojvodina

The Provincial Secretariat for agriculture, water and forestry of the Autonomous Province of Vojvodina has published a call for grants for construction of new or reconstruction of the existing fishponds in the province. Eligible applicants in this call are active legal entities from Vojvodina, registered as the agricultural households and organised in the form of companies or agricultural cooperatives. The additional criteria for companies is that they are categorised as micro or small. That condition is related to the maximum grant amounts, which are 500.000 dinars per hectare for reconstruction, or 800.000 dinars per hectare for construction of new fishponds, with the maximum total amount per application being 5 million dinars. The minimal land surface planned for construction or reconstruction is 1 hectare, and the maximum is 100. The defined goal of the call is primarily to increase the utilisation of the non-farming land in the province, by activating it through the economic activity of fish farming. At the first glance, the amounts don't seem as impressive, however, when put in the perspective of eligible purposes, the conclusion is slightly different. The eligible purposes of funding in this call include all the land and construction works needed for fish pond development, starting with clearing the terrain, through building new and correction of the existing embankments, digging out and filling in the soil, construction of the border canals, digging, filling, transporting, spreading and compacting of the material, all the way to the finalisation works. At the same time, the meaning of the fish pond precisely relates to a series of objects intended for the purpose of fish farming, including fish nurseries, fish fattening areas, winter harbours, collection canals and border canals. In that context, from the aspect of the potential beneficiaries, this call is an excellent opportunity for farmers to use the lands inadequate for plant or cattle farming for the purpose of generating additional income and diversify their operations by introducing fish farming, or to improve already existing fish farming activity through upgrading their current fish ponds in terms of area or quality, thus increasing productivity and their income. Since the main initial cost in such an enterprise is the actual fish pond construction, as the key fixed asset, the fact that grants are covering up to 70% of the investment indicates that the call is projected precisely with the goal to enable the beneficiaries to overcome the chronic obstacle, identified through high collateral requirements for long term investment loans, and open an additional possibility for improvement and diversification through more than two thirds of the cost covered by the grant. The additional quality of this call is that, besides the adequate statutory document set and the requirements for all the fiscal obligations to be serviced, it doesn't require any additional elements such as business plans or projections. That makes this call an excellent opportunity to reach completely new or improved elementary resources for diversification and sustainability of agricultural production, as well as the resource enabling faster transition to the higher processing level, increase of competitiveness and profitability under very favourable terms.

2. Up to 2 million Euros of individual grants: New IPARD call within the Measure 3

In the June 2021 edition of Private Briefing we have analysed the IPARD call for the investments in physical assets within the Measure 1 and established that the dynamics of the calls still lags compared to the plan, but even more so, for the real needs of farmers intending to introduce key improvements IPARD enables. This month, we can clearly observe increased dynamics through the new, 4th call for support to the IPARD projects for investments in physical assets related to processing and marketing of agricultural and fishery products, within the Measure 3, which is the 11th call in total since the IPARD began in Serbia. The scope of the call are investments in physical assets and eligible costs of construction and purchase of new equipment and mechanisation. The call addresses sectors of dairy, meat, fruits, vegetables, eggs and grape sectors, and the requests can only be submitted within one sector, for single or multiple investments. Although the total budget of the call is half of the June Measure 1 call (3 billion dinars compared to 6), with the identical minimum of 10.000 euros, the maximum individual amount allowed in dairy sector is as much as 2 million euros, which is double compared to the previous call. In sectors of fruits, vegetables, meat, eggs and grapes the maximum remains one million euros, while the grant share reaches 50%, or 60% of eligible project costs of investments include waste and waste waters management. The eligible costs list enables completely rounded up projects of improvements, which means that in addition to the basic objects such as dairy and meat processing, or slaughterhouses and plant processing facilities and vineries, the call also addresses general preparation costs such as consulting services for IPARD projects and proposals preparation, feasibility studies and other project and business plan related studies, environmental impact studies and compensations for architects, engineers and other project and technical documentation consultants. The call enables the purchase of all the necessary equipment for production and processing, as well as construction, installation and landscaping. As for the objects and construction, the eligible purposes include investments in the entire cycle of preparation and processing of raw materials, including the facilities for unloading, thermal treatment, warehousing, packaging and distribution, and also warehousing of the auxiliary equipment, intermediate products, packaging materials and additives. The support is also extended to HVAC and firefighting systems and auxiliary energetic, water and sewage and gas installations. List of supported improvements is concluded with open and closed objects for cleaning and disinfection of vehicles, management buildings with auxiliary objects and facilities for production of heat and electric energy from renewable sources, for direct usage and for connecting to the broader distribution networks, and also for internal roads network and parking. The complete detailed list of eligible investments is available at the web site of the Ministry of agriculture and Directorate for Agrarian Payments.

In addition to the analysed call, in the upcoming weeks and months, until the end of this year, we expect the announced second call within the Measure 7 - Diversification of agricultural households and business development and the first call within the Measure 9 - Technical Assistance. We will address them once they become active, but irrespective of the dynamics, for the final beneficiaries it is of utmost importance to conduct the adequate initial analysis of their capacities and needs before reaching proper investment decision, bearing in mind realistic indicators and capabilities to improve their own capacities and competitiveness, which is one of the goals of IPARD. After that, the application process through IPARD is the next step, which is rather complex and requires thorough preparation. As in the case of the other IPARD calls, significant support for obtaining physical assets comes with significant requirements. In addition to the formal documents set, consisting of more than twenty different documents depending on the purpose, ranging from ownership or documents, financial reports or invoices, the call assumes mandatory delivery of a specific dedicated business plan. Prior to the actual application process, it is necessary to align the performances of the agricultural household with the IPAR requirements, in order to expect for the application to be accepted and final effects in line with the expectations. For any questions and advice on this and future calls, feel free to [contact us](#) and our experts will provide you with all the necessary support, starting with the initial analysis, plan formulation, preparation of technical documentation, all the way to the implementation of finance, investments and grant, as well as for providing mandatory pre-financing.

3. USAID Catalyze – Expert Support for SMEs to Obtain Financing

USAID CATALYZE is a global project designed to facilitate partnerships and craft solutions to support financing of specific sectors, recognized as the key drivers of the economy, in the respective region. In the Western Balkans, there are two programmes active within the project, first of which - the Engines of Growth (EoG) we will analyse within this edition. The goal and the purpose of EoG is to facilitate SMEs resilience to external challenges, growth, and job creation by improving their access to and utilization of appropriate finance. EoG will help mobilize capital in order to sustain viable SMEs and jobs in the wake of COVID 19 in the near term and promotes improved SME growth financing in the long term. The model applied to meet these goals within the EoG is to identify specialised financial consultants (Business Advisory Service Providers - BASP) with the expertise and capacity in the areas of strategic planning, financial analysis and financial engineering, capable of supporting identified SMEs with the growth potential to obtain the necessary financing. Under the current call, in the currently active initial phase of EoG, the focus is primarily on addressing the near-term needs, focusing on sustaining operations and employment, but aligned with the secondary focus on promoting systemic change of beneficiaries' internal resources and performances, facilitating sustainability and financing in consequent phases. Specific activities which certified BASPs implement within the EoG programme include collaborative, continuous work with the beneficiaries, with the initial phase assumes identifying their needs for external financing, i.e. initial analysis of their financial and business processes. As a result of that initial phase, it is expected to reach the assessment of the real financial needs of the beneficiaries and their requirements for financial instruments, accompanied by the development of the investment plan. That includes formulation and defining of business strategy as well as the firm and convincing business plan, and conducting the financial engineering, embodied in the financial analysis focused on structuring ideas and plans for the business growth and development into adequate financial plans which depict future operations and effects of financing. Following the initial analysis and performance adjustments, investment and financing decision and financing plan, the beneficiaries can expect consultants' support through the process of presenting the investment and financial plan to the elected financial intermediaries, being traditional institutions such as banks and leasing companies, or venture capital funds which expect share in equity, profit or combination of both. The support also includes the identification of the preferred source of financing, as well as the support in identification of possibilities and preparation of documents set and presenting to the development institutions and funds, in order to secure other possible sources of financing.

Throughout exactly 100 previous editions of Private Briefing, the analyses of the existing support programmes for SMEs and farmers have clearly indicated that the portfolio of possible financing models is one of key limiting factors for more dynamic sector development. In addition to the high collateral requirements, and crediting model often misaligned with the operational specifics and needs of the SMEs, the credit gap is for a significant part caused by the shortcomings on the demand side. All the analyses lead to the conclusion that there is visible lack of adequate skills of financial management, financial planning and financial requirements structuring throughout the sector, improvement of which would significantly alter the risk perception and reduced the collateral requirements. The situation is similar when observing other possible financial support model, such as venture capital funds which don't require mortgages to approve financing, but have even stronger focus on understanding current status and potential of financing beneficiary.

All things considered, it can be concluded that the EoG adequately identifies and aims to resolve one of the key critical points of local SMEs development, and provides them with critically important model of support. At the same time, that support bears no additional cost for the beneficiary, since the consultants are reimbursed by the USAID Catalyze project. Given that Glenfield is one of the leading regional SME financial advisories, it is naturally on the BASP roster and is [available to support](#) businesses across the country to obtain adequate financing, capital valuation or financing partner identification.

4. HELP – Equipment and Know-How through Grants and Training

The German organisation “Help – Hilfe zur Selbsthilfe” in Serbia, since this February until the end of next year implements the project titled “Socio-Economic Empowerment in the West Balkans”, financed through the “German Development Cooperation”, and with the participation of the municipalities within the project. The intention of Help is to support implementation of the existing strategies of local development and broader sustainable development, through a very concrete support programme based on the educational and direct economic component, through the mechanisms of incentives for micro businesses. The main activities are focusing on direct creation of new employment, through supporting small businesses in the form of grants and organisation of expert and business training. The programme aims to support services sector and crafts, and currently, there are active programmes of support in Leskovac, aiming to support at least 40, and Niš and Kraljevo, aiming to support at least 20 businesses in their effort to start or develop further operations. The support includes donation of equipment and materials, in amount of 2.400 EUR on average as well as organisation of business and expert level training courses in accordance with the needs of the beneficiaries, while the continuity is secured through monitoring and support of the beneficiaries after the implementation of training and donations. Potential beneficiaries with realistic and sustainable business ideas for starting or further development of their own business, aligned with the existing local development strategies, can apply for donations in equipment and materials, which excludes cash payments, and they need to secure their own participation of 20% of the value of the donation, as well as to register their business. In addition, it is necessary to attend training organized by Help. The broader context of the programme is strengthening of the socio-economic stability and economic recovery after the COVID-19 pandemic in the Western Balkans, and the focus is on new employment and supporting the existing micro and small businesses. The support also extends to the socially vulnerable groups of women, persons with disabilities and persons who had previously served prison sentences, as well as to the local communities through the economic empowerment, which includes personal and professional skills development. The total budget of the programme is 3.35 million EUR for the region and it is 9th project of the same type implemented by Help with the support of the German government, with support methodology continuously developed since 2002. According to the latest analyses, more than 74% of the supported businesses is still operational, demonstrating the potential of the support which combines access to skills and access to knowledge, which is one of the aspects we regularly analyse month after month.

KEY ECONOMIC INDICATORS		Aug-21
1	Annual inflation	3.30%
2	Reference interest rate	1.00%
3	Unemployment rate	12.80%
4	Average net salary - RSD	65,070
5	Average pension - RSD	29,376
6	Exchange rate RSD/EUR	
	On the last day of the month	117.5668
	Average exchange rate for the month	117.5629
7	Exchange rate RSD/USD	
	On the last day of the month	98.9620
	Average exchange rate for the month	99.4312

For additional information or questions, please [contact us](#). Share your impressions, inquiries and news, or share the updates on the current projects.

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