



# CITY OF KRAGUJEVAC

ŠUMADIJSKI DISTRICT  
ŠUMADIJA AND WESTERN SERBIA

LAST UPDATED ON **BY JUNE 2020**

LEVEL OF DEVELOPMENT  
**Group I**

ACTIVE ENTERPRISES  
**2020**

ACTIVE ENTREPRENEURS  
**6576**

 Source: Statistical Office of the Republic of Serbia



178,368

CITIZENS



44,176

AVERAGE INCOME



835

AREA



16

PROJECTS

11

IMPROVING BUSINESS  
COMPETITIVENESS

4

IMPROVING BUSINESS  
ENVIRONMENT

1

STRENGTHENING SOCIAL  
COHESION AND INCLUSION

1,369,552 €

TOTAL VALUE

1,114,661 €

81% EU PRO

254,891 €

19% CO-FUNDING



**EU  
PRO**

EUROPEAN UNION SUPPORT  
TO MUNICIPAL DEVELOPMENT



Republic of Serbia

 **UNOPS**

Implementing partner

## IMPROVING BUSINESS COMPETITIVENESS (11 PROJECTS)

313,782 EUROS

**SUPPORT TO A FOOD PRODUCING ENTERPRISE - SANUM PER FRUCTUS D.O.O.**

Support to Entrepreneurs, Micro and Small Enterprises

COMPLETED

The enterprise engaged in processing and sale of honey and honey products will utilise the grant to procure machines which will further automatise its production process, increase productivity and quality of products, and eventually reduce production costs and increase revenues. This will lead to the immediate creation of two new jobs and another three in long term. The enterprise will be conducting corporate social responsibility activities which will include the donation of products to institutions caring for children and the elderly.

**Project value:** 25,440 Euros  
 Programme funds: 20,000 Euros  
 Co-funding: 5,440 Euros

**SUPPORT TO AN ENTREPRENEUR IN METAL PROCESSING - INOX WELD**

Support to Entrepreneurs, Micro and Small Enterprises

COMPLETED

The entrepreneur engaged in the production of roof drains will utilise the grant to purchase a machine for bending metal sheets and pipe welding in order to increase productivity and expand production. This will lead to the immediate creation of one job and another one in the long term. The entrepreneur will be conducting corporate social responsibility activities that will include the organisation of public works in the neighbouring area and mobilisation of other local businesses to support the action.

**Project value:** 16,676 Euros  
 Programme funds: 13,280 Euros  
 Co-funding: 3,396 Euros

**SUPPORT TO A CONSTRUCTION MATERIAL PRODUCING ENTERPRISE - GMS SUPER D.O.O.**

Support to Entrepreneurs, Micro and Small Enterprises

COMPLETED

The enterprise which produces construction materials will purchase equipment for the production and mixing of eco paints through the grant. This will allow it to expand its range of products and become more competitive with the buyers. Moreover, two new jobs will be created immediately, while another two in the long run. The enterprise will be conducting corporate social responsibility measures which will include donations for the renovation of local schools.

**Project value:** 18,000 Euros  
 Programme funds: 12,600 Euros  
 Co-funding: 5,400 Euros

**SUPPORT TO A TEXTILE PRODUCING ENTERPRISE - CT MEDIA TEXTILE PRINTING D.O.O**

Support to Entrepreneurs, Micro and Small Enterprises

COMPLETED

The enterprise produces clothing, mainly t-shirts, sweatshirts, safety and workwear. The grant will be used to procure machines and equipment for the production of polo shirts, which will allow the enterprise to expand its product range, while maintaining the established quality. This will lead to an immediate creation of two new jobs and another three subsequently. The enterprise will be implementing corporate social responsibility activities which will include the donation of clothes to local sports and recreation centres.

**Project value:** 49,920 Euros  
 Programme funds: 33,720 Euros  
 Co-funding: 16,200 Euros

**SUPPORT TO A FOOD PRODUCTION ENTERPRISE - MARELLA NATURAL D.O.O. DESIMIROVAC**

Support to Entrepreneurs, Micro and Small Enterprises

COMPLETED

The entrepreneur is engaged in the production of natural fruit juices, jams, fruit preserves and syrups. The grant will be utilised to purchase equipment for processing and packaging fruits and vegetables in order to increase competitiveness and to improve the quality of products. The grant will enable the immediate creation of two new jobs and another five in the long term. The entrepreneur will be conducting corporate social responsibility activities which will include the provision of financial support to the local youth sport club in need, as well as the donation of their products to local social welfare institutions.

**Project value:** 26,000 Euros  
 Programme funds: 20,000 Euros  
 Co-funding: 6,000 Euros

**SUPPORT TO THE BUSINESS INNOVATION CENTRE: CROSS SECTORAL SUPPORT FOR SMART GROWTH OF SMES IN CENTRAL SERBIA**

Support to Business Support Organisations

COMPLETED

The project focuses on SMEs preparation for successful Quality Management Services (QMS) certification. This will be achieved through the tailor-made business support aimed at improving their business operations, specialised trainings focused on quality of products and services, improving quality management capacities and mentoring support.

**Project value:** 36,015 Euros  
 Programme funds: 32,406 Euros  
 Co-funding: 3,609 Euros



## IMPROVING BUSINESS COMPETITIVENESS (11 PROJECTS)

313,782 EUROS

**SUPPORT TO THE BUSINESS DEVELOPMENT CENTRE KRAJUJEVAC: SUPPORT TO AGRICULTURE SMEs IN ŠUMADIJA AND EASTERN SERBIA**

Support to Business Support Organisations

COMPLETED

The project is designed to improve sustainability and competitiveness of food processing SMEs in Šumadija and Eastern Serbia, through two main components. The first involves direct work and support to selected SMEs through training and consulting in the field of marketing, digitalisation, branding and sales to improve the quality of their products and key business processes. The second one is focused on enhancing capacities of BSOs (lead applicant and partner) for sustainable and high quality provision of support services to SMEs.

**Project value:** 46,593 Euros  
**Programme funds:** 46,593 Euros  
**Co-funding:** -

**SUPPORT TO AN ENTREPRENEUR IN TEXTILE PRODUCTION HELI HANDMADE**

Support to Entrepreneurs, Micro and Small Enterprises

COMPLETED

The textile (towels, ceremonial fabrics, hats, porticos, etc.) production entrepreneur will procure new embroidery and sewing machines in order to increase production and introduce two new products – baby towel and baby bathrobe. The production currently employs one worker while resulting job creation is one immediate post and additional two within a three-year period. The proposed CSR activity envisages donation of baby towels to the Maternity hospital in Kragujevac and support to the vulnerable women in starting-up a business in cooperation with the Association of Business Women and National Employment Service.

**Project value:** 13,116 Euros  
**Programme funds:** 10,053 Euros  
**Co-funding:** 3,063 Euros

**SUPPORT TO AN ENTREPRENEUR IN METAL PROCESSING DNS INOX**

Support to Entrepreneurs, Micro and Small Enterprises

COMPLETED

The metal (manufacturing of inox chimneys) production entrepreneur will procure a hydraulic scissor Computer Numerical Control (CNC) machine for precise metal cutting in order to increase efficiency and productivity. The production currently employs two workers while immediate job creation is two new jobs and additional two within a three-year period. The proposed CSR activity envisages donation of five beekeeping buckets and bee hives to local, young beekeepers in order to encourage them to stay in the village.

**Project value:** 26,301 Euros  
**Programme funds:** 20,232 Euros  
**Co-funding:** 6,069 Euros

**SUPPORT TO AN ENTREPRENEUR IN METAL PROCESSING UNIOS 2016**

Support to Entrepreneurs, Micro and Small Enterprises

COMPLETED

The metal (catering industry equipment) production enterprise will procure modern equipment for plastification and metal sheet cutting in order to accelerate the production process, introduce new products and decrease production cost, while responding to the market needs. The production currently employs one worker while immediate job creation is three new jobs and additional five within a three-year period. The proposed CSR activity envisages repairing and painting of the school fence and making and installation of four benches and six tables for the school yard.

**Project value:** 26,248 Euros  
**Programme funds:** 20,825 Euros  
**Co-funding:** 5,423 Euros

**SUPPORT TO A TEXTILE PRODUCING ENTERPRISE SEVEN SPORTSWEAR D.O.O., KORMAN**

Support to Entrepreneurs, Micro and Small Enterprises

COMPLETED

The textile (sportswear) production micro enterprise will procure a new printing machine for textile and machine for production of sport socks in order to improve efficiency and increase product range. The production currently employs 17 workers while resulting job creation is two immediate posts and additional three within a three-year period. The proposed CSR activity envisages donation of 20 sets of sports clothes to children in the rural area, sports clubs as well as financial support to the children of their employees who show excellent results in school.

**Project value:** 29,473 Euros  
**Programme funds:** 23,684 Euros  
**Co-funding:** 5,789 Euros

## IMPROVING THE BUSINESS ENVIRONMENT (4 PROJECTS)

880,721 EUROS



**EU PRO** EUROPEAN UNION SUPPORT  
TO MUNICIPAL DEVELOPMENT



Republic of Serbia



Implementing partner

<b>REVITALIZATION AND EXPANSION OF BROWNFIELD SITE IN OLD INDUSTRIAL ZONE KRAGUJEVAC</b> Economic Infrastructure COMPLETED	Construction of the utility infrastructure and transportation routes to connect the old and new locations in the industrial area with the motorway is of crucial importance for existing and potential investors. Additionally, residents of the nearby settlement Ilina voda will directly benefit as their households will be connected to the new water supply pipeline.	<b>Project value:</b> Programme funds: Co-funding:	<b>780,788 Euros</b> 633,234 Euros 147,554 Euros
<b>EXECUTION DESIGN FOR THE REHABILITATION OF THE BRIDGE OVER LEPENICA RIVER</b> Technical Documentation COMPLETED	Developing technical documentation for the rehabilitation of the bridge over the Lepenica River will create the conditions necessary for reconstruction works. This will ultimately provide safer transport conditions for existing and potential investors, users of the Kragujevac Business Zone, and their suppliers. The project will help facilitate industry investments primarily in the automotive domain.	<b>Project value:</b> Programme funds: Co-funding:	<b>40,531 Euros</b> 30,000 Euros 10,531 Euros
<b>PROVISION OF A BACK-UP SERVER FOR THE E-PERMITTING SYSTEM</b> E-permitting COMPLETED	Improvement of the electronic system for the issuance of building permits through the provision of a back-up server, which will enhance its stability and availability for over 6,500 users that benefit from it every day. Server and network equipment were procured through the project, as well as necessary licences. The aim of this activity was to contribute to the creation of a more favourable business environment by improving the efficiency and transparency of the e-government and, ultimately, to new investments. At the same time, citizens' trust in institutions, as well as the quality of services that are being offered through the e-government will also be enhanced.	<b>Project value:</b> Programme funds: Co-funding:	<b>2,141 Euros</b> 2,141 Euros -
<b>DEVELOPMENT OF GIS IN KRAGUJEVAC, KNIĆ AND REKOVAC (THREE 4 GIS)</b> Introduction and Development of GIS COMPLETED	The City of Kragujevac will improve its existing GIS and extend the use to include neighbouring municipalities of Knić and Rekovac which also lack spatial information to address waste management issues. The system will also map the cultural and tourism potentials of the region and enable creation of Investment layers in Kragujevac and cultural and historical heritage layers for municipalities of Knić and Rekovac. The local tourist potential will be promoted online and available to tourist agencies and citizens in order to increase the number of visitors.	<b>Project value:</b> Programme funds: Co-funding:	<b>57,261 Euros</b> 48,667 Euros 8,594 Euros

**STRENGTHENING SOCIAL INCLUSION AND SOCIAL COHESION (1 PROJECT)**
**175,049 EUROS**

<b>CONSTRUCTION OF OUTDOOR SPORTS FIELDS IN "VELIKI PARK"</b> Local Infrastructure COMPLETED	The reconstruction of an outdoor sports field in Veliki Park in Kragujevac, including a pedestrian area, a basketball court, stands, entrance gates, fence, drainage, as well as the procurement of appropriate equipment, will contribute to improved conditions for both numerous sportspersons, and sports clubs and the local population, particularly primary and secondary school pupils. Additionally, the conditions for organisation of sports and cultural events in the City will be improved.	<b>Project value:</b> Programme funds: Co-funding:	<b>175,049 Euros</b> 147,226 Euros 27,823 Euros
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