



**Bulgaria-Serbia IPA Cross-Border Programme
CCI Number 2007CB16IPO006**

Project number: 2007CB16IPO006-2009-1-32
Project name: DOING BUSINESS IN THE EU
Project partners:

- **Lead partner:** Economic Association Regional Centre for the Development of Small and Medium Enterprises and Entrepreneurs – Nis, Serbia
- **Project partner 2:** Regional business centre for small and medium sized enterprises support – Pernik, Bulgaria

Budget: 104 234,95 Euro
Project duration: 12 months

Project description:

The overall objective of the project was to increase competitiveness of SMEs from Nis and Pernik regions, to support them in EU integration process, to increase the level of knowledge of SME managers about doing business in the EU, to give an incentive to successful SME managers and entrepreneurs to adopt specific knowledge of EU standards and rules for business, especially since Serbia moves closer to EU, and to accustom them to EU procedures and practices as the best chance for growth of their future business, to make cooperation between Serbian and Bulgarian SMEs more intensive and easier. The project achieved the following results:

- Organized press-conferences in Pernik and Nis where the expected effects of the project were presented. The media were also invited to participate in a round-table talk concerning promoting the project goals and actions;
- Identification and selection for the training courses of the regional SMEs via interviews and review of filled out surveys. Total 99 SMEs were surveyed and interviewed out of which 25 were selected for participation in the project trainings;
- A round table conference was organized in Nis on the SME needs and demands that were shown as the key ones through previously done research;
- Total 9 training events were organized in Nis and Pernik;
- The final press conferences were organized on both sides of the border.

The project was successfully completed in August 2012.



The project conferences attracted significant attention of the local media



The Programme is co-funded by the European Union.