

# Adriatic Economic Cluster Club

project

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"Adriatic IPA Cross Border Cooperation 2013-2017"



**CLUSTER  
CLUB**

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Projekt implementira REZ Agencija  
15 partnera iz 6 zemalja: Italija, Bosna i Hercegovina, Hrvatska, Srbija, Albanija i Grčka  
The project implemented by REZ Agency Zenica  
15 partners from 6 countries: Italy, Bosnia and Herzegovina, Serbia, Albania and Greece

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# Adriatic Economic Cluster Club



Financed by  
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IPA Adriatic Cross Border  
Cooperation Programme  
2011-2013

Programme area

Project logo

Regional  
Development Agency  
for Central BiH

## THE PROJECT PARTNERSHIP • PARTNERI U PROJEKTU

15 partners from 6 countries • 15 partnera iz 6 zemalja

Italy, Bosnia and Herzegovina, Serbia, Albania and Greece • Italija, Bosna i Hercegovina, Hrvatska, Srbija, Albanija i Grčka

Association of Chambers of Commerce of Veneto Region

LP Udruženje trgovackih komora regije Veneto

Chamber of Commerce, Industry, Craft and Agriculture of Venice

PP01 Komora za trgovinu, obrt i poljoprivredu Venecije

Special Agency of Chamber of Commerce of Pordenone – Centro

PP02 Specijalna agencija privredne komore Pordenone - Centro

Chamber of Commerce, Industry, Craft and Agriculture of Ancona

PP03 Komora za trgovinu, obrt i poljoprivredu Ancona

Chamber of Commerce, Industry, Craft and Agriculture of Chieti

PP04 Komora za trgovinu, obrt i poljoprivredu Chieti

Chamber of Commerce, Industry, Craft and Agriculture of Campobasso

PP05 Komora za trgovinu, obrt i poljoprivredu Campobasso

Chamber of Commerce, Industry, Craft and Agriculture of Brindisi

PP06 Komora za trgovinu, obrt i poljoprivredu Brindisi

Development company of the Municipality of Igoumenista

PP07 Razvojno preduzeće Općine Igoumenista

Croatian Chamber of Economy

PP08 Hrvatska gospodarska komora

Istrian Development Agency

PP09 Istarska razvojna agencija

Regional Agency for the development of SMEs – Alma Mons

PP10 Regionalna agencija za razvoj MSP - Alma Mons

Belgrade Chamber of Commerce

PP11 Privredna komora Beograda

Regional Chamber of Commerce and Industry Leskovac

PP12 Regionalna privredna komora Leskovac

Chamber of Commerce and Industry of Tirana

PP13 Komora za trgovinu i industriju Tirana

Regional Development Agency for Central BiH (REZ Agency)

PP14 Regionalna razvojna agencija za regiju Centralna BiH (REZ Agencija)

## THE PROJECT DURATION • TRAJANJE PROJEKTA

36 months • 36 mjeseci

04.2011 - 02.2014

## COOPERATION WITH TEŠANJ MUNICIPALITY • SURADNJA SA OPĆINOM TEŠANJ

During the project implementation, a direct cooperation was established with TRA – Development Agency of the Municipality of Tešanj and the Business Association "Biznis centar" Jelah-Tešanj, as well as with the following legal entities in the Tešanj municipality, beneficiaries of the project:

*Alpina bromy • Artisan • Čosićpromex • Eko servis • Enker • Es-sthal • Inox Ajanović, Koteks • Medena commerce • Mramor-prom • Pamglass • Pobjeda • Saracević • Ssam plast • Zupčanik • Zuteks*

Tokom realizacije projekta, ostvarena je direktna suradnja sa TRA - Agencijom za razvoj općine Tešanj i Udrženjem privrednika "Biznis centar" Jelah-Tešanj, te sa slijedećim privrednim subjekatima sa područja općine Tešanj, korisnicima u projektu:

*Alpina bromy • Artisan • Čosićpromex • Eko servis • Enker • Es-sthal • Inox Ajanović, Koteks • Medena commerce • Mramor-prom • Pamglass • Pobjeda • Saracević • Ssam plast • Zupčanik • Zuteks*

## MAIN GOALS • GLAVNI CILJEVI

1. Improve innovation options of the territorial and production system through cooperation, business opportunities and market research;
2. Provide technical assistance in creation and development of clusters and other types of associations in CC and PC countries;
3. Develop new green technologies to improve the innovation level and competitiveness of the nautical sector through promotion of the cross-border cooperation;
4. Strengthen cooperation between chambers of commerce, development agencies, research and innovation centres etc. in order to identify business opportunities for SMEs;
5. Support cooperation between entrepreneurship clusters and research, innovation and training institutes.

1. Poboljšati mogućnost inovacija o teritorijalnom i proizvodnom sistemu kroz suradnju, poslovne mogućnosti i istraživanje tržišta;
2. Pružiti tehničku pomoć u stvaranju i razvoju klastera i drugih vrsta udruženja u državama partnerima Cluster Club projekta i dugim državama;
3. Razvoj novih zelenih tehnologija za poboljšanje nivoa inovativnosti i konkurentnosti nautičkog sektora kroz promociju prekogranične suradnje;
4. Ojačati suradnju između komora, razvojnih agencija, istraživačkih i inovacijskih centara, itd. kako bi se utvrdile poslovne mogućnosti za MSP;
5. Pružiti podršku suradnji između klastera sektora poduzetništva, istraživačkog, inovacijskog i institutima za obuku.

## SHORT DESCRIPTION OF THE PROJECT • KRATKI OPIS PROJEKTA

**Adriatic Economic Cluster Club** project aimed to enhance the opportunities for improving production systems through cooperation, creation of business opportunities and market research. Its goal was to speed up the creation and strengthening of the cluster system, in particular through creation of a network of small and medium enterprises, public administration, public and private sector, research institutes , consumers and potential products, as well as related associations in the Adriatic region .

Through a partnership composed of various institutions, the project made benefit of different experiences and information on the development of clusters in order to achieve the strategic goals of cross-border cooperation. The project was based on analysis of existing clusters in the nautical sector and shipbuilding through mapping and identification of goods and sectors associated with the production chains , with special emphasis on wood, mechanics , plastics, rubber, metal and textile in the project area, through the exchange of best practices and experiences, entrepreneurship and cooperation, as well as the business linkages.

European nautical sector has been developing continuously at high growth rates. From the beginning, this development in all the countries of Europe and the world has the trend of continuous growth. Nautical sector is one of the most important economic sectors considering added value produced and the trends predicting growth in this sector over the next five years for up to 20%.

In the Municipality of Tesanj there is a larger number of companies that have already achieved remarkable results in exports to the EU partners in the nautical sector. This project positions the town of Tešanj as area which has a comparative advantage comparing to other parts of Bosnia and Herzegovina, when it comes to the nautical sector. Through this project, we have gathered all the relevant participants whose influence, knowledge and experience can contribute to a better positioning of our manufacturing companies on both domestic and the market of EU countries.

Also, tradition of the companies situated in the Municipality of Tešanj in production for the automotive industry, gained experience in exporting to the nautical sector and lower labor costs compared with major countries producing ships and yachts in Europe, such are Italy, the Netherlands and France, should contribute to the growing attractiveness of Bosnia and Herzegovina for foreign investments. The potential for investment related to the capacity for the manufacture of parts and equipment used in the manufacture of boats is also visible. This primarily relates to the segment of production of various electric motors and pumps for the boats. At the same time, there are significant opportunities for investments in the segment of production and installation of interior parts for boats and yachts.

### MAIN OUTCOMES • GLAVNI REZULTATI

1. **Creation of a network for cooperation** among clusters linked to nautical and shipbuilding sectors through the mapping of activities (a.wood; b. mechanic; c. plastic-rubber; d. textile).
2. **Preparation and submission of a questionnaire** sent to more than 1.000 businesses operating in the nautical sector: 42 clusters; 53 excellence centers; 327 enterprises).
3. **Organization of 3 B2B and B2C** with participation of a total of 350 companies in about 1,020 meetings: Nautical Fair of Venice; Pula Boat Fair; ORC – World Sailing Championship of Ancona.
4. **Three Cluster Animation meetings** organised for the exchange of best practices with 142 participants and 42 clusters: Padua (February 2012); Tirana (March 2012); Venice (November 2013).
5. **Four Pilot Actions:** Promotion of innovative green technologies and ancient crafts through the trabaccolo "Il Nuovo Trionfo" (Unioncamere del Veneto); Development of nautical chain focused on ecodesign (CCIAA Ancona); Creation of a start up incubator in Pola (IDA); Feasibility study on the establishment of a "green" river mini marina near Belgrade, Serbia.

### FOLLOW UP ACTIVITIES • NASTAVAK AKTIVNOSTI

- Joint communication strategy and implementation of common guidelines; dissemination of the strategy through the final report.
- Identification and involvement of SMEs oriented to innovations, identification of business and cooperation opportunities through the online database.

**Adriatic Economic Cluster Club** projekt je imao za cilj poboljšati mogućnosti za unapređenje proizvodnih sistema kroz saradnju, stvaranje poslovnih mogućnosti i istraživanje tržišta. Cilj mu je bio ubrzati stvaranje i jačanje klasterskog sistema, posebno kroz stvaranje mreže malih i srednjih preduzeća, javne uprave, javnog i privatnog sektora, instituta za istraživanja, potrošača i potencijalnih proizvoda, te srodnih udruženja na području jadranske regije.

Kroz partnerstvo sastavljeno od različitih institucija, projekt je iskoristio različita iskustva i informacije o razvoju klastera u cilju ostvarenja strateških ciljeva prekogranične suradnje. Projekt se temeljio na analizi postojećih klastera u nautičkom sektoru i brodogradnji kroz mapiranje i utvrđivanje roba i sektora povezanih sa proizvodnim lancima s posebnim naglaskom na drvo, mehaniku, plastiku, gumu, metal i tekstil u projektnom području, kroz razmjenu najbolje prakse i iskustava, poduzetništvo i suradnju, te poslovno povezivanje.

Europski nautički sektor razvija se kontinuirano visokim razvojnim stopama. Ovaj razvoj u svim zemljama Evrope i svijeta ima, od samog početka, trend kontinuiranog rasta. Sektor nautike je jedan od najvažnijih privrednih sektora s obzirom na dodatnu vrijednost koju proizvodi kao i trendove koji predviđaju rast u ovom sektoru u narednih pet godina za čak do 20%.

Na području Općine Tešanj djeluje veći broj preduzeća koja su već ostvarila zapažene rezultate u izvozu za EU partnerne iz nautičkog sektora. Ovim projektom se pozicionira grad Tešanj kao područje koje posjeduje komparativne prednosti u odnosu na ostale dijelove BiH kada je riječ o nautičkom sektoru. Kroz ovaj projekat smo okupili sve relevantne učesnike koji svojim utjecajem, znanjem i iskustvom mogu doprinijeti boljem pozicioniraju naših proizvodnih firmi kako na domaćem, tako i na tržištima EU zemalja.

Također tradicija preduzeća sa područja Općine Tešanj u proizvodnji za auto industriju, steknuta iskustva u izvozu za nautički sektor, te niži troškovi rada u usporedbi s najznačajnijim zemljama proizvođačima brodova i jahti u Evropi, poput Italije, Holandije i Francuske, trebali bi pridonijeti rastu atraktivnosti Bosne i Hercegovine za stranim ulaganjima. Vidljiv je i potencijal za ulaganje u kapacitete za proizvodnju dijelova i opreme koji se koriste prilikom proizvodnje brodica. To se prije svega odnosi na segment proizvodnje brodskih i raznih elektromotora, te pumpi. Istovremeno postoje i značajne mogućnosti za ulaganja u segment izrade i ugradnju dijelova interijera za brodice i jahte.

### GLAVNI REZULTATI

1. **Stvaranje mreže za suradnju** između klastera povezanih sa nautičkim i sektorom brodogradnje kroz mapiranje aktivnosti (a. drvo; b. mašinstvo; c. plastika - guma; d. tekstil).
2. **Priprema i dostavljanje upitnika** upućenog na više od 1.000 subjekata koji posluju u nautičkom sektoru: 42 klastera; 53 centra izvrsnosti; 327 preduzeća).
3. **Organacija 3 B2B i B2C** uz učešće ukupno 350 preduzeća sa ukupno oko 1.020 sastanaka: Nautički sajam u Veneciji; Sajam plivila Pula; ORC - Svjetsko prvenstvo u jedrenju Ancona.
4. **Tri animacijska sastanka klastera** organizirana radi razmjene najboljih praksi za 142 učesnika i 42 klastera: Padova - februar 2012.; Tirana - mart 2012.; Venecija - novembar 2013.
5. **Četiri pilot aktivnosti:** Promocija inovativnih zelenih tehnologija i drevnih zanata kroz trabaccolo "Il Nuovo Trionfo" (Unioncamere del Veneto); Razvoj nautičkog lanca usmjerjenog na eko dizajn (CCIAA Ancona); Stvaranje start up inkubatora u Poli (IDA); Studija izvodljivosti za uspostavljanje mini riječne "zelene" marine u blizini Beograda, Srbija.

### NASTAVAK AKTIVNOSTI

- Zajednička komunikacijska strategija i implementacija zajedničkih smjernica; širenje strategije kroz konačni izvještaj.
- Identifikacija i uključivanje MSP orijentiranih na inovacije, identifikaciju poslovanja i mogućnosti suradnje kroz online bazu podataka.



## BUSINESS MEETINGS • POSLOVNI SUSRETI

### Venice, Italy, 20<sup>th</sup> April 2012

The meetings were attended by approximately 130 companies that operate or would like to operate in the nautical sector, or to produce for this sector. Business meetings were held at the fair Venice International Boat Show from 20<sup>th</sup> to 22<sup>nd</sup> April. The companies of Artisan, Inox Ajanović, Koteks, PamGlass, Ssamplast and Zupčanik from Bosnia and Herzegovina participated at the meetings.



### Venecija, Italija, 20. april/travanj 2012.

Na susretima je sudjelovalo oko 130 preduzeća koja posluju ili bi željela poslovati u nautičkom sektoru ili proizvoditi za ovaj sektor. Poslovni razgovori održani su u sklopu sajma Venezia International Boat Show od 20. do 22. aprila. Iz Bosne i Hercegovine poslovnim susretima su prisustvovala preduzeća Artisan, Inox Ajanović, Koteks, Pamglass, Ssamplast i Zupčanik.



### Pula, Croatia, 17<sup>th</sup> to 20<sup>th</sup> October 2012.

The meetings were attended by approximately 169 companies that operate or would like to operate in the nautical sector, or to produce for this sector. Business meetings were held at the International Pula Boat Fair of producers and distributors of boats and equipment. The companies of EkoServ, Saračević, Točak and Zupčanik from Bosnia and Herzegovina participated at the meetings.



### Pula, Hrvatska, 17-20. oktobar/listopad 2012.

Na susretima je sudjelovalo 169 preduzeća koja posluju ili bi željela poslovati u nautičkom sektoru, odnosno proizvoditi za ovaj sektor. Poslovni razgovori održani su u sklopu sajma Pula Boat Fair - međunarodni sajam proizvođača i distributera brodske opreme i brodova. Iz Bosne i Hercegovine poslovnim susretima su prisustvovala preduzeća Inox Ajanović, EkoServ, Saračević, Točak i Zupčanik.





## BUSINESS MEETINGS • POSLOVNI SUSRETI

### Ancona, Italy, 23<sup>rd</sup> to 27<sup>th</sup> June 2013

REZ Agency - Regional Development Agency for Central BiH organised participation of entrepreneurs from the Municipality of Tešanj to the business meetings held on 25<sup>th</sup> June 2013 in Ancona. The business meetings gathered representatives of the companies from Italy, Croatia, Serbia, Greece, Albania, Slovenia and Bosnia and Herzegovina.

The meetings were attended by 90 companies that operate or wish to operate in the nautical sector or to produce for this sector. Business meetings were held as a special event during the *World Championships in sailing*, which was hosted by Ancona. The companies of *Inox Ajanović*, *Es-Sthal*, *Točak* and *Zupčanik* from Bosnia and Herzegovina participated at the meetings.



### Zenica, BiH, 1<sup>st</sup> to 5<sup>th</sup> October 2013 (ZEPS Fair)

In the framework of the Adriatic Economic Cluster Club project, REZ Agency organised a joint appearance of enterprises of the Municipality of Tešanj at the 20<sup>th</sup> General BiH Fair ZEPS 2013, which is the largest fair in Bosnia and Herzegovina. A huge interest of business people to visit the fair offers to the fair exhibitors numerous direct contacts, resulting in a large number of concluded and implemented successful projects and businesses. A joint booth was prepared to present four companies: *Es-Sthal*, *Eco Service*, *Saračević* and *Zupčanik*. Representatives of these companies made a large number of direct contacts with potential clients from Bosnia and Herzegovina, but also from abroad.



### Ancona, Italija, 23-27. juna/lipnja 2013.

U organizaciji REZ Agencije - Regionalne razvojne agencije za regiju Centralna BiH privrednici s područja općine Tešanj učestvovali su 25. juna/lipnja u Anconi na poslovnim susretima koji su okupili predstavnike preduzeća iz Italije, Hrvatske, Srbije, Grčke, Albanije, Slovenije i Bosne i Hercegovine.

Na susretima je sudjelovalo 90 preduzeća koja posluju ili bi željela poslovati u nautičkom sektoru odnosno proizvoditi za ovaj sektor. Poslovni razgovori održani su kao posebna manifestacija tokom održavanja svjetskog prvenstva u jedrenju kojem je ove godine bila domaćin Ancona. Iz Bosne i Hercegovine poslovnim susretima su prisustvovali predstavnici preduzeća *Inox Ajanović*, *Es-sthal*, *Točak* i *Zupčanik*.



### Zenica, BiH, 01-05. oktobra/listopada 2013. (Sajam ZEPS)

U organizaciji REZ agencije privredni subjekti sa područja općine Tešanj su u okviru projekta Adriatic Economic Cluster club zajednički nastupili na 20. GENERALNOM BH SAJMU ZEPS 2013, koji je najveći sajam u Bosni i Hercegovini. Dobra poslovna posjeta sajmu omogućava izlagačima brojne neposredne kontakte, koji su rezultirali velikim brojem zaključenih i realizovanih uspešnih projekata i poslova. Na zajedničkom štandu su se prezentirale četiri firme: *Es-sthal*, *Eko servis*, *Saračević* i *Zupčanik*. Predstavnici navedenih preduzeća su ostvarili veliki broj direktnih kontakata sa potencijalnim klijentima iz BiH, ali i iz inostranstva.





## CONFERENCES • KONFERENCIJE

### Inter-Cluster Conference – 18<sup>th</sup> April 2013 in Zenica, BiH

REZ Agency organised the Inter-cluster Conference, which took place in Zenica on 18<sup>th</sup> April 2013 as part of the Adriatic Cluster Club project. The event brought together 15 partners from 6 countries of the Adriatic region (Italy, Croatia, Bosnia, Serbia, Greece and Albania).

The Inter-cluster Conference was organised with the aim to actualise the following two topics of key importance for the development of clusters:

- The role of clusters in regional competitiveness
- Managing Clusters

Presenters and panellists were partners in the project, representatives and cluster managers from all nautical and shipbuilding sectors, support institutions and centres of excellence, and small and medium enterprises. The conference brought together representatives of partners and 15 clusters/cluster initiatives, as well as representatives of centres of excellence, Ministries of economy and chambers of commerce.

### Interklasterska konferencija - Zenica 18.04.2013. godine

U organizaciji REZ Agencije, u Zenici je 18.04.2013. godine održana Interklasterska konferencija u sklopu projekta Jadranski Klaster Klub koji je okupio 15 partnera iz 6 zemalja jadranske regije (Italija, Hrvatska, BiH, Srbija, Grčka i Albanija).

Interklasterska konferencija je organizirana s ciljem da aktualizira dvije teme od ključnog značaja za razvoj klastera:

- Uloga klastera u regionalnoj konkurentnosti
- Upravljanje klasterima

Prezentatori i panelisti su bili partneri u projektu, predstavnici i menadžeri klastera iz svih sektora vezanih za nautiku i brodogradnju, institucija podrške i centara izvrsnosti, te malih i srednjih preduzeća. Konferencija je okupila predstavnike partnera i 15 klastera/klasterskih inicijativa, te predstavnike centara izvrsnosti, ministarstava privrede i privrednih komora.



### International Conference – Novi Sad, 25<sup>th</sup> September 2013

The International Conference was organised within the Adriatic Cluster Club in Novi Sad, Serbia. With the participation of a large number of partners, representatives of local governments and enterprises of the region, the conference was held in large hall of the Assembly of AP Vojvodina.

The event was attended by about 90 participants, while 15 eminent representatives of the institutions, the nautical sector, chambers and clusters, and Italian partners held speeches.

### Međunarodna konferencija - Novi Sad, 25. septembra/rujna 2013. godine

U okviru projekta Jadranski Klaster Klub (Adriatic Economic Cluster Club) organizirana je međunarodna konferencija u Novom Sadu, Srbija. Konferenciji koja je održana u velikoj sali Skupštine AP Vojvodina, uz učešće velikog broja partnera, predstavnika lokalnih samouprava i preduzeća iz regiona.

Skup je prisustvovalo oko 90 učesnika, a govorilo je 15 eminentnih predstavnika institucija, nautičkog sektora, komora i klastera, te talijanskih partnera.





## FINAL CONFERENCE • ZAVRŠNA KONFERENCIJA

Venice, Italy • Venecija, Italija

24<sup>th</sup> January 2014 • 24. januara/siječnja 2014.

More than 100 representatives of companies, districts, institutions and project partners attended the final conference titled ***Opportunities and strategies for the development of the nautical industry*** of the Cluster Club project.

The conference was held on 24<sup>th</sup> January 2014 at the Cultural Centre Don Orione Artigianelli in Venice, Italy.

The event was an opportunity to present the project's results ad activities that has been done to support the districts and companies involved. Above all, it was an occasion to discuss future trends of the nautical industry and development opportunities for the nautical sector coming from the Adriatic-Ionic Macro Region and the new challenges of Blue Growth.

Više od 100 predstavnika preduzeća, okruga, institucija i partnera projekta prisustvovalo je završnoj konferenciji pod nazivom ***Mogućnosti i strategije za razvoj industrije nautičkog sektora*** projekta Adriatic Cluster Club.

Konferencija je održana u petak 24. januara/siječnja 2014. godine u Kulturnom centru Don Orione Artigianelli u Veneciji, Italija

Događaj je bio prilika da se predstave aktivnosti i rezultati projekta koji su realizirani radi podrške okruzima i kompanijama koje se bave tim poslom. Iznad svega, bila je to prilika razgovarati o budućim trendovima u nautičkoj industriji i razvoju mogućnosti za nautički sektor koje dolaze iz Jadransko-jonske makroregije i novim izazovima rasta Plavoga.





## PROMOTIONAL MATERIAL • PROMOTIVNI MATERIJAL

**REZ Agency - Development Agency for Central Bosnia and Herzegovina Region** within the framework of the project **Adriatic Economic Cluster Club** organized preparation of professional video and photo material which was never before made in this manner, with the involvement of a professional photographer and designer.

In addition to the promotional materials, the companies were given promotional video material for use in their regular marketing activities

All the enterprises that participated in the project **Cluster Club**, as well as the project itself, were presented on a joint DVD. Promotional video material was made for 18 companies of the municipality of **Tešanj**, as well as business associations, *Business Centre Jelah-Tešanj* and *Local Development Agency of the Municipality Tešanj - TRA*.

**REZ Agencija - Razvojna agencija za regiju Centralna Bosna i Hercegovina** je u okviru projekta **Adriatic Economic Cluster Club** organizirala izradu profesionalnog video i foto materijala koji je prvi puta rađen na ovaj način, uz angažman profesionalnih snimatelja i dizajnera.

Pored zajedničkog promotivnog materijala, firmama su dostavljeni i pojedinačni promotivni video matrijali koji će moći koristiti u svojim redovnim marketinškim aktivnostima

Na zajedničkom DVD-u su predstavljene sve firme koje su učestvovalo u projektu **Cluster Club**, kao i sam projekt. Promotivni video materijal urađen je za 18 preduzeća sa područja općine **Tešanj**, kao i za udruženje privrednika *Biznis-centar Jelah-Tešanj*, te za *Lokalnu razvojnu agenciju općine Tešanj - TRA*.



**Regional Development Agency for Central BiH Region • Regionalna razvojna agencija za regiju Centralna BiH**

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Projekt implementira REZ Agencija

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