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## Call for financial support for purchasing web sites and e-commerce solutions

The project “**Digitalization Path**” – funded by the USAID Economic Development, Governance and Enterprise Growth Project and implemented by MASIT (North Macedonia) in partnership with STIKK (Kosovo) and ICT Net (Serbia) is announcing the open call for applications from companies operating in the sector of **agriculture and processing**, light manufacturing (**apparel and textiles, wood processing**), and tourism (**eco-tourism, rural tourism, and adventure tourism**), for financial support in acquiring web site or e-commerce solutions.

### Application process for financial support for purchasing web sites and e-commerce solutions

In the frame of the project, an application process is open for all companies from the sectors mentioned above, and will offer financial support for purchase only on 2 types of basic IT solutions: websites and e-commerce solutions. This call is set as a response to the current COVID-19 crisis that companies are facing, which is influencing the significant reduction of physical sales and need digital solutions to introduce or improve their online sales. The implementation of the IT solution is planned for October and November 2020.

### Who are we looking for?

- Companies registered in North Macedonia, Serbia or Kosovo
- Companies that comes from one of the targeted sectors: **agriculture and processing**, light manufacturing (**apparel and textiles, wood processing**), and tourism (**eco-tourism, rural tourism, and adventure tourism**)
- Companies that have plans to have a new web site of the company or e-commerce solution or to improve their existing web site/e-commerce solution
- Companies that already have initiated procedure for purchasing new web site/e-commerce solution, or who are currently in the process of purchasing a web site/e commerce.

\*It is preferably the IT providers to be company member of MASIT/ICT Net/STIKK.

### What can you expect?

- Financial contribution of up to 50% or up to 1500 USD per company, from the project
- At least 30% or 900 USD must be contributed by you
- Support in acquiring offers from ICT companies and a contribution of 20% from the IT company provider in form of: calculated discounts, additional functionalities/ services or training related to usage of IT solution, etc..

\*Illustrative example: for a web site or e-commerce solution with market price of 3000 USD, 50 % or up to 1500 will be contributed by the project, 30% or up to 900 will be contributed by you and 20% will be contributed by the IT company.

### Eligible companies that may apply:

- Small: 5 - 50 full-time employees or Medium: 51 - 250 full-time employees
- The company to exist at least one year
- The company should not have a turnover higher than 1.000.000,00 euros per year

Interested companies should send us their Expression of interest on email using following template:

### Expression of interest template:

<b>Basic information about company:</b>	
Company name	
Company address (street number, city, country)	
Company size	<input type="checkbox"/> Small (5-50 employees) <input type="checkbox"/> Medium (51 - 250 employees)
Company website (if applicable), or facebook page	
Type of industry (select)	<input type="checkbox"/> agriculture and processing, <input type="checkbox"/> apparel and textiles, <input type="checkbox"/> wood processing, <input type="checkbox"/> tourism (eco-tourism, rural tourism, and adventure tourism)
Company profile / description	

Contact person	Name: e-mail address: phone number:
<b>Applying for financial support:</b>	
What type of solution is needed for your company (please choose one answer)?	<input type="checkbox"/> web site <input type="checkbox"/> e-commerce solution
Is the company working on domestic and /or international market?	
Is the company currently developing new service/product?	
Is willing to financially contribute at least 30% of the value of the selected IT solution	<input type="checkbox"/> I agree to contribute

Application information:

The application deadline for this call is **14.10.2020**.

Companies that meet the criteria for applying, will be selected on the “first come – first served principle” within the deadline for application.

**\*Note: At least 30% of the value of the selected IT solution is obligatory as a contribution from the selected company.**

The interested companies should apply by sending the Expression of interest template to the following e-mail addresses considering to the country they operate in:

- North Macedonia – Elena Petrushevska, Project coordinator, [elena.petrushevska@masit.org.mk](mailto:elena.petrushevska@masit.org.mk),
- Serbia – Marina Blagojevic, Project coordinator, [marina.blagojevic@ict-net.com](mailto:marina.blagojevic@ict-net.com)
- Kosovo – Art Navakazi, Project coordinator, [art.navakazi@stikk.org](mailto:art.navakazi@stikk.org)

**Explanation about the process of applying to this call**

- Up to 9 companies (3 per country) are planned to be supported within this call.
- The beneficiary company will prepare the needed technical specification for purchasing the needed IT solution within the deadline
- The needed technical specification will be sent to the IT company providers in order to send their requests for proposals
- The requests for proposals must be sent to both parties: MASIT and beneficiary company. It is mandatory the beneficiary company to have received at least 3 offers from IT company providers in order to choose the most favorable one.
- The beneficiary company will choose the IT company provider and will make the final decision.

- The beneficiary and the IT company provider will work in the period of 2 months and will send progress report to the responsible person from the project in the respective country.

### **Payment**

- After the selection of the IT provider, a contract between MASIT as implementor of the project, the beneficiary company and IT company provider will be concluded.
- The payment will be made as follows:  
The beneficiary company will pay directly to the IT company provider the contribution of their contribution after the signature of the contract, and the project will pay directly to the IT company provider after the finished implementation of the solution, which should be confirmed in written by both parties.

### **About the “Digitalization path” project:**

The Project Digitalization path is a 15-month project funded by the USAID Economic Development, Governance and Enterprise Growth Project and implemented by MASIT (North Macedonia) in partnership with STIKK (Kosovo) and ICT Net (Serbia). The main goal of this project is to support SMEs from the targeted value chains (fresh and processed fruit and vegetables, apparel and textiles, wood processing and tourism) from North Macedonia, Kosovo and Serbia in their activities to (1) better understand and get familiar with the benefits of the digital transformation; (2) analyze their current level of digital transformation and create Digital Transformation Strategies identifying and prioritizing needed IT solutions; and (3) financially support them in the process of purchasing and implementing IT solutions in order to improve their business activities.