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# PROJECT: DIGITALIZATION PATH

**Newsletter**

## About the project



The project “DIGITALIZATION PATH” is implemented by a consortium comprised of MASIT (North Macedonia) in partnership with STIKK (Kosovo) and ICT Net (Serbia) funded by the USAID Economic Development, Governance and Enterprise Growth Project. 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 eco/agro/adventure tourism), understand and get familiar with the benefits of the digital transformation
- Analyze their current level of digital transformation and create Digital Transformation Strategies identifying and prioritizing needed IT solutions
- Financially support them in the process of purchasing and implementing IT solutions in order to improve their business activities.

One of the main project activities was helping SMEs to create personalized Digital Transformation Strategies. By the end of December 2020, the Project supported 24 companies from North Macedonia, Kosovo and Serbia, operating in the sector of agriculture and food processing, light manufacturing (apparel and textiles, wood processing) and tourism (eco/agro/adventure) with consultant support by creating personal Digital Transformation Strategies. The personalized Strategy included analysis of the current business processes and company’s needs, problems and challenges, based on which detailed recommendations for implementation of IT solutions were elaborated and recommended in order to improve their business operations and sophistication. It is planned for 36 more companies to receive support for digital transformation, if you are interested do not hesitate to contact us or one of our partners.

## Helped 24 SMEs by creating personalized Digitalization Strategies



# Supported 6 SME's in purchasing and implementing digital solutions



In addition to the support provided for the creation of the digital Transformation Strategies, the project also provided support for 6 SME's in the process of purchasing and implementing web site or e-commerce solutions, providing financial contribution of 50% or up to 1500 USD per company. Additionally to the direct support for its beneficiary companies, the project also had other activities related to increasing the awareness and benefits of the digital transformation such as events, newsletters and brochures.

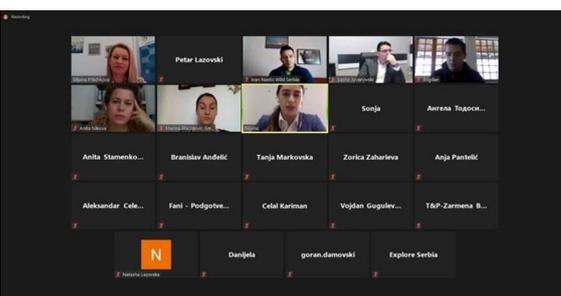
The brochure "How to digitally transform" is a Guide for Digital Transformation for beginners and for all companies that want to stimulate thinking about digital transformation. The brochure answers questions such as: How to approach Digital Transformation; What steps to take; What tools are available; What are the benefits; What kind of investments we are talking about, in an easy and comprehensive format.

**Excerpt from the brochure: What are the benefits of digital transformation for the enterprises?**

- Improved efficiency
- Improved decision making
- Improved agility
- Improved customer satisfaction
- Improved customer experience
- Improved profitability

Read more or download the brochure on the following [link](#).

## Online event: "How to digitally transform"



## Brochure: "How to digitally transform"

### Digital Transformation

How to digitally transform  
A Practical Guide toward Competitiveness



On 10th of December an online event was held on the topic: "How to digitally transform", dedicated for companies from the sectors: agriculture and processing, wood processing, tourism and textile. The event covered several topics that are related to the process of digital transformation:

- Presentation and promotion of the brochure "How to digitally transform"
- Increasing the awareness of the need for digital transformation of the businesses
- The need and benefits of digital transformation
- The process of preparation for digital transformation
- Sharing best practices and success stories from companies that are already digitally transformed presented by experienced consultants.

25 participants took part in this online event.

The project “Digitalization Path” is announcing the open call for applications from companies operating in the sector of agriculture and processing, light manufacturing , and tourism , for financial support in acquiring different types of ICT solutions such as:

- HRM - Human Resources Management
- CRM - Customer relationship management
- ERP - Enterprise resource planning
- DMS - Document management system,
- SCM - Supply chain management (inventory planning, ordering, and forecasting)
- e-commerce solution, web site and other solutions.

The goal of this supporting mechanism is to support the companies from the targeted sectors in their digital transformation.

#### *What can you expect?*

- Financial contribution of up to 50% or up to 3,000 USD per company, from the project
- At least 30% 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..

For more information about this call click on the following [link](#).

## Call for financial support for purchasing ICT solutions



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*The call will be open from January till March 2021, and a selection process of applicants will be made at the end of each month, including end of March. Companies that meet the criteria for applying, will be selected on the “first come – first served principle” within the deadline for application.*