



DIGITALIZATION PATH PROJECT NEWSLETTER NO.3

About Digitalization path 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.

PROMOTIONAL ACTIVITIES

Events: From manual to digital in a couple of easy steps, 10.03.2021

During the event titled “From Manual to Digital in a couple of easy steps”, organized on 10.03.2021, within the project Digitalization path we had an excellent presentation from our consultant Celik Nimani an expert in Digital Transformation who shared his experiences from working for the beneficiary companies in Kosovo and supporting them in the process of creation of their personalized Digital Transformation Strategy. The [link to video recording](#) is available for those that were unable to attend.



Brochure - HOW TO DIGITALLY TRANSFORM

Digital Transformation

How to digitally transform
A Practical Guide toward Competitiveness



The Brochure How to digitally transform was prepared with the goal to serve as 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 and what kind of investments we are talking about, in an easy and comprehensive format.

A [promotional video for the Brochure](#) was created which is available on the following [LINK](#).

The Brochure can be downloaded on the following [LINK](#).

SUPPORT FOR DIGITAL TRANSFORMATION STRATEGIES

DISCLAIMER: This newsletter was prepared by MASIT – ICT chamber of commerce in partnership with STIKK (Kosovo) and ICT Net (Serbia), in the frame of the project “Digitalization path” with the support of the American people through the United States Agency for International Development (USAID). The authors views expressed in this Newsletter do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

Results from the 1st cycle of support for creation of Digital Transformation Strategies

One of the main project activities was helping SMEs to create personalized Digital Transformation Strategies. By the end of March 2021, the Project supported 30 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. The companies supported within the 1st cycle are:

North Macedonia

Astibo Fashion Group
Waikiki Travel
Vivaks
Debi Tours
Divajn
JK Travel
Magelan Travel
Papilon
Regrup
Savana

Kosovo

ANANAS IMPEX
Balkan Natural Adventure
JEJE FOODS
Malësia sh.p.k
Metal Wood Working Art
Krenare Rugova
Shehu NTP
Valdrin Sahiti
Rugova Hiking
Square INC

Serbia

PAHULJICA DOO
DAY AWAY
KEY BAR
PLAVINCI DOO
MOKOSHA FOODS DOO
EXPLORE BALKANS
BubicaBebe
Jastrebacka prica
PG Mihok
Markovic namestaj

OPEN CALL for 2nd cycle of support for creation of personal Digital Transformation Strategy

Currently the Call for the 2nd cycle of support for creation of personal Digital Transformation Strategy is open for applications. Through this support the Project will provide expert help from experienced consultants, who will support companies to effectively identify and prioritize IT solutions that would potentially have the highest return on improving the business operations of each SME. This personalized Strategy will have the goal to analyze the current business processes and understand the company's needs, problems and challenges, based on which detailed recommendations for implementation of IT solutions will be elaborated and recommended in order to improve their business operations and sophistication.

What can you expect?

- Work with experienced consultants
- Development of your own personalized Digital Transformation Strategy
- 30 beneficiary companies, 10 companies per country from the sectors mentioned above will be selected for the development of the Digital Transformation Strategy

The application deadline for this call is 25.04.2021.

All details about the call can be found at the following [LINK](#)

FINANCIAL SUPPORT FOR PURCHASING ICT SOLUTIONS

Results from “fast track” support for web sites and e-commerce solutions

In addition to supporting 30 companies operating in the four targeted value chains (fresh and processed fruit and vegetables, apparel and textiles, wood processing and eco, rural, and adventure tourism) from North Macedonia, Kosovo and Serbia to create Digital Transformation Strategies, concluding in March 2020, MASIT supported also 9 companies from these countries and value chains with financial support in purchasing web site and e-commerce solutions with the goal to help them in their digital transformation, increase sales and improve their business operations and sophistication. The 9 supported companies received support of 50% (or up to 1500 USD) of the value of the e-commerce solution which will support them in their activities for increasing online sales.

The supported companies are:

North Macedonia

- Astibo Fashion Group
- San Vlaho
- Technoalat komerc

Serbia

- WS Adventures
- Andjeli Delicije
- Radanska Ruza

Kosovo

- Albed
- Elnor
- Square INC

Results from “regular track” 1st cycle of support for purchasing ICT solutions

Currently, the finalization of the 1st cycle of the so called “regular track” support for beneficiary companies for purchasing different kind of ICT solutions is underway. The 9 companies are selected, and they will receive support of 50% or up to 3000 USD for purchasing and implementing different kind of ICT solutions. In the forthcoming period the 2nd cycle will also be open for companies interested to apply which call is planned to be opened during May 2021.



Interested in project activities?

[Register to our contacts database](#) to receive more information about the project calls and information.