



DIGITALIZATION PATH PROJECT NEWSLETTER NO.5

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.

SUPPORT FOR DIGITAL TRANSFORMATION STRATEGIES

Results from the 2nd cycle of support for creation of Digital Transformation Strategies

One of the main project activities was helping SMEs to create personalized Digital Transformation Strategies. Within the first cycle, 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. Within the second cycle of the projects, additional 19 companies from the tree countries were supported :

North Macedonia

- Alpinewood
- Vera Mond
- Zane Ana
- Mebel VI
- Tikves wine route
- Eco group
- Jumis
- Lipa
- Mustseedonia
- Shartours

Kosovo

- AMG
- Drenushashara

Serbia

- Vitamin
- Gaga GTS
- ECCO
- Agrose
- ACM Creative
- Special travel agency
- Drenovac

FINANCIAL SUPPORT FOR PURCHASING ICT SOLUTIONS

Results from the 2nd cycle of financial support for implementation of ICT solutions

The second supportive financial mechanism through the project is financial support for implementation of ICT solutions for beneficiary 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 and within the first cycle for the fast track and regular track, a total of 18 companies were supported with different types of ICT solutions such as, web sites and e-commerce solutions, ERP solutions, MIS solutions and others.

Within the second cycle for financial support, in the past period 4 companies from North Macedonia and Serbia were supported with purchasing ICT solutions, with the goal to help them in their digital transformation, increase sales and improve their business operations and sophistication. The 4 supported companies received support of 50% (or up to 3000 USD) of the value of the ICT solutions which will support them in their activities for increasing online sales.

The supported companies are:

North Macedonia

- Jumis luxury
- Mebel Vi
- Lipa

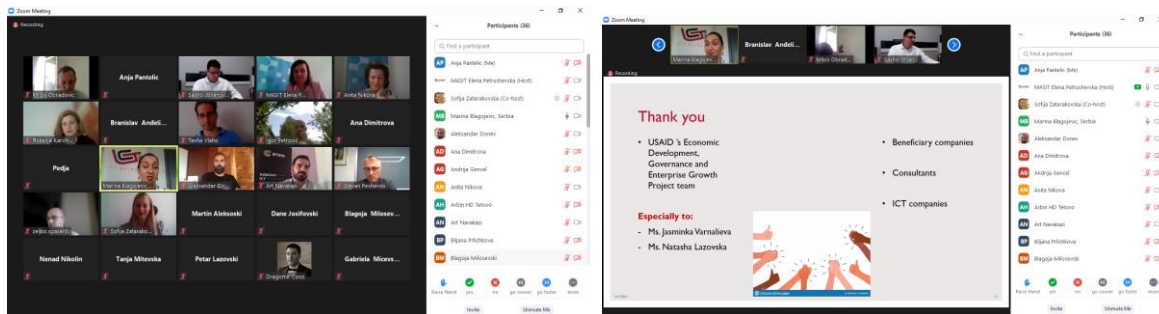
Serbia

- Agrose

PROMOTIONAL ACTIVITIES

Final online event: Digital transformation – Key for successful business – Results from the “Digitalization path” project – 16.9.2021

During the final online event titled “Digital Transformation – Key for successful business – results from the Digitalization path project”, organized on 16.09.2021, we had an official addressing from USAID and MASIT representatives, and within the event a presentation of the activities, results and success stories within the project was presented to the audience for the implementation of the project within these 15 months. On the other hand, within the event, three publications were promoted and presented by experienced consultants from the three countries: North Macedonia, Mr. Saso Jovanovski, presented the Publication on the topic: “Using ERP software for improving internal operations”, Serbia, Mr. Zeljko Spasenic, presented the Publication on the topic: “Increasing your sales through online and e-commerce solutions” and Kosovo, Mr. Celik Nimani, presented the Publication on the topic: “Digital transformation insights in Kosovo”. The [link to video recording](#) is available for those that were unable to attend.



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.

Publications from three countries related to Digital transformation process

Three publications were promoted and presented by experienced consultants from the three countries:

North Macedonia, Mr. Saso Jovanovski, presented the Publication on the topic: “Using ERP software for improving internal operations”. You can download the publication on the following [link](#).

Serbia, Mr. Zeljko Spasenic, presented the Publication on the topic: “Increasing your sales through online and e-commerce solutions”. You can download the publication on the following [link](#).

Kosovo, Mr. Celik Nimani, presented the Publication on the topic: “Digital transformation insights in Kosovo”. You can download the publication on the following [link](#).

