DIGITALIZATION PATH PROJECT

Project duration: June 2020 – 30 September 2021
Project implementer: MASIT ICT Chamber of commerce
Project partners: STIKK – Kosovo IT association and ICT Network
Funded by: USAID 's Economic Development, Governance and Enterprise Growth Project

Supported sectors: agriculture, apparel and textiles, wood processing and tourism

Countries: North Macedonia, Serbia, Kosovo

Goal of the 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 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.

Main project activities

✓ Promoting the benefits of digital transformation through *newsletters*, *brochures*, and *events*
✓ Support companies from supported sectors in creating *Digital transformation strategies*
✓ Support companies from supported sectors in *purchasing and implementing ICT solutions* (50% or up to 3000 USD support)

Interested in project activities?
Register to our contacts database to receive more information about the project calls and information.

Contacts:
North Macedonia - Biljana Prlichkova, Project manager, biljana.prlichkova@masit.org.mk, 38975280506
Serbia – Marina Blagojevic, Project coordinator, marina.blagojevic@ict-net.com,
Kosovo – Art Navakazi, Project coordinator, art.navakazi@stikk.org,