



**Aid effectiveness – innovative
regional governance towards
effective institutional
building: a pilot experience in
western Balkans**

*The cooperation between Friuli
Venezia Giulia autonomous Region
(Italy) and Eastern Slavonia (Croatia)*

MARSEILLE, 29 MAY 2009



The cooperation between Friuli Venezia Giulia Region and Eastern Slavonia

- Programme of decentralised cooperation “Partecipazione italiana alla ricostruzione della Regione croata sud-danubiana” (*Italian participation to the reconstruction of the South Danubian Croatian region*)
- Financed by the Italian Ministry for Foreign Affairs and by the Friuli Venezia Giulia autonomous region
- The programme was managed by Informest, public organisation created for providing training, assistance and consulting services in several Central-Eastern European and Asian Countries, promoted by Friuli V Giulia-Veneto regions and Italian Institute for Foreign Trade
- Three years of cooperation in Slavonia: 2002-2005
- Slavonia: a success story of the Italian Law 49/1987



The cooperation between Friuli Venezia Giulia Region and Eastern Slavonia

- Budget: EUR 3,512,000 (75% financed by the Ministry for Foreign Affairs (MFA) and 25% by Friuli Venezia Giulia Region)
- 1st Decentralised Cooperation programme in which the MFA delegated a Region to manage a multisectorial programme

The cooperation between Friuli Venezia Giulia Region and Eastern Slavonia

2 Croatian counties involved

Vukovar - Srijem

Osijek – Baranje





Eastern Slavonia's SWOT

■ Strengths

- Industrial tradition (Textile, Wood, Shoes, Chemical, Agro-food)
- Transport infrastructure (Airport, highway, railway, river harbours)
- Special Economic Zones with fiscal advantages
- Universities (Faculties of Economy, Mechanic Engeneering and other technical faculties)



Eastern Slavonia's SWOT

■ Weaknesses

- Weak institutions (Few entrepreneurial associations, low representativity, scarce dialogue)
- Limited presence of certified service for SMEs (accountancy, wages softwares)
- Post war consequences



Eastern Slavonia's SWOT

■ Threats

- Weak civil society
- Spoil system
- Delay in EU accession process



Eastern Slavonia's SWOT

■ Opportunities

□ Strategic position

- Serbia – Novi Sad, Belgrado (180 Km)
- Bosnia-Herzegovina – Sarajevo 350Km
- Hungary - Pecs – 80 Km
- Zagreb – 2 hours by car

□ IPA funds for pre accession countries



The cooperation between Friuli Venezia Giulia Region and Eastern Slavonia

- 4 Priority Axes:
 - PA capacity building;
 - SMEs development
 - Support to agriculture, protection and valorisation of the environment
 - Social inclusion and assistance to the most vulnerable social groups (veterans, single mothers, war widows and mental diseases).



The cooperation between Friuli Venezia Giulia Region and Eastern Slavonia

RESULTS:

- Analysis of needs and identification of consultancy and assistance services required by the SMEs both Italian and Croatian;
- Seminars and workshops transferring the Italian experience in dealing with economic problems;
- Know-how transfer, experiences and methodologies on the setting up and growth of SMEs in Italy and in Friuli Venezia Giulia;
- Training to local trade associations;
- Business tours of Croatian entrepreneurs to Friuli Venezia Giulia SMEs;
- Creation of a specific web site



The cooperation between Friuli Venezia Giulia Region and Eastern Slavonia

- Programme acting as forerunner
- Strengthened relationship between Italian and Croatian regions
- Institutional cooperation with the bordering Serbian province of Voivodina aimed also to reinforce cross-border cooperation between Serbia and Croatia
- Involvement of partners coming both from Slavonia and Voivodina in several EU-funded projects



Establishment of **DESK FVG** in **Slavonia**

**WHY DO NOT CONSOLIDATE
RELATIONSHIPS DEVELOPED DURING THE
LAST THREE YEARS?**

- Established in July 2006
- Operative from September 2006
- Hosted in the Regional Development Agency of Slavonia & Baranja
- Project timing: till December 2007



Results (1)

- **Continuity** with initiatives undertaken during the previous project of decentralised cooperation;
- Promotion of **business relations** (joint-ventures, commercial partnerships, etc.) between entrepreneurs of the two territories



Results (2)

- Capability to acquire **new national and international funding** at disposal of Croatia in the adhesion process (for ex. IPA);
- Improvement of the **investment attractiveness** for the economic operators in order to confirm Slavonia as **preferred operative partner** for the development of jointly initiatives



Activities undertaken (1)

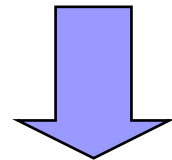
- **Organisation of a seminar on September 2006 to present Desk Slavonia and Cooperation opportunities to FVG entrepreneurial associations**
- **Realization of a business research on agricultural system in Slavonia**
- **Organization of a seminar in the occasion of the FVG Region “green table” to present the opportunities offered from agricultural system on November 2006**



Activities undertaken (2)

Realization of an **economic mission in Osijek** April 16-17 2007

9 FVG companies and 15 Slavonian companies
involved

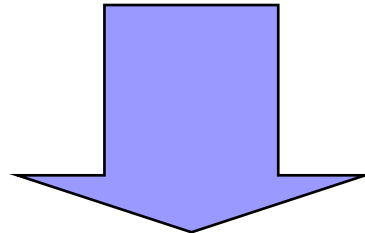


- 30 business meetings organized
 - 3 market research requested



Activities undertaken (3)

Realization of the project “Franchising” to promote FVG brands in Slavonia in cooperation with Center for Entrepreneurship in Osijek



6 FVG companies involved



Activities undertaken (4)

Technical assistance in the preparation and presentation of three projects under call for proposal CARDS 2004 - Cross-border co-operation grant scheme and INTERREG IIIA Adriatic Cross-border Cooperation

- **APPLE.NET: Networking and Marketing towards the Economic Development**
- **Cross-Border development of organic agriculture in Osijek-Baranja county**
- **AGROKOVAR – Pilot project for jointly Italian-Croatian initiatives in the framework of technical and financial assistance to SMEs**



Future projects

- **FATE: From Army To Entrepreneurship** (Transnational Coop. Programme SEE) Sector: Project aims at developing economic growth and diversification, through specific measures to support the conversion of military brownfields into Business Support Centres(BSC) or Incubators(BI). - Budget: 2.2 M€
- **SEENET: Development Cooperation Programme (Min. of Foreign Affairs)**. Sector: Capacity Building, Local development. Project involving 5 Italian regions and 7 western Balkans countries
- Creation of a **RURAL DEVELOPMENT NETWORK** gathering Friuli Venezia Giulia and Veneto LAGs and the Slovenian and Croatian National Rural Development Networks.



Thanks for your attention!

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