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Short bio

Ph.D. in Economic Sciences in the field of project management of the cluster-based economic development applying the mathematical methods with the aim of taking more efficient business decisions. Over 15 year experience with SME development programs in the Balkans supported by international organizations DANIDA, LuxDev, EAR, BAS/TAM, EBRD, ADB, GIZ, UN/FAO, UNIDO.

Author of the Cluster House Model for cluster-based SME development, internationalization and global market positioning. Initiator of the Balkan & Black Sea Clusters Network, the biggest clusters collaboration platform in the region, and editor of the INFOCLUSTER journal. Author and director of the Balkan and Black Sea Conference “Days of Clusters“, the leading cluster event in the SE Europe.

The first President of the National Council of Clusters of the Serbian Chamber of Commerce (2011-2015). The first Director from the Balkans of the Global TCI Network Board of Directors responsible for the SE Europe.

Mentor, coach and trainer in the field of SME development, business incubators and clusters.

Received prestigious national awards: “Success flower 2012” for the most successful women entrepreneurs in Serbia for affirmation of women’s entrepreneurship and “Captain Misa Anastasijevic” for cluster-based networking and entrepreneurship development in the Balkans (2016).

Key words

Cluster, transnational, collaboration, platform, SME, competitiveness, global market

Topic

The transnational cluster collaboration platforms as a powerful tool for encouraging micro, small and medium enterprises to access to the global market

Abstract

The Cluster House Model for SME development in developing countries and countries with transitional economies consists of the set of practically applicable tools for improving competitiveness of SMEs in the Balkan and Black Sea Region. The Balkan and Black Sea Cluster Network is the cluster-based SME collaboration platform designed on value creation between academia, industry and public sector in the region.

Business collaboration in the form of clusters is an economic model which ensures decrease of costs, better access to specialised services, new technologies and new markets. The cluster-based transnational cooperation programme (further referred to as CBTCP) between beneficiary regions is contributing to the entrepreneurial-based economic development of the both regions through support of new models of business cooperation and specialisation. In this way, the programme complies with the overall regional strategic goal for strengthening economical cohesion between regions, its competitiveness and sustainable development through co-operation in the economic, social and environmental area. The CBTCP corresponds to the increasing the economic synergy in both regions and improving the capacity of joint use of potential for improving regions wellbeing and joint participation on the global market.

The CBTCP implementation ensures the aggregation and exchange of data on clusters and cluster initiatives in the both beneficiary regions; sharing of knowledge, best practices and new concepts in cluster development suitable for transfer between the partners; the networking and facilitation of inter-cluster collaboration across regions and sectors generating opportunities for business, innovation and internationalisation, with particular regard to export oriented small and medium size enterprises; exchange of experiences in building cluster initiatives in new and emerging industries, improving cluster organisation performance by training and evaluation schemes, and optimizing cluster policy towards cluster excellence and effective capitalisation of values generated by managed clustering; joint organisation of the events and projects aiming at the partners’ priorities, regional economic growth and the goals of the regional cluster development policies.

The cluster-based transnational collaboration programmes contribute to the following:

- creation of a highly trustworthy and ethical work environment that provides long-term employment in the specific economic sectors determined after survey;
- reduction of the share of population living below poverty in the programme beneficiary regions;
- implementation of the cluster-based economic development model in the countries with transitional economies.

The CBTCP strategy is focused on improvement of the capacity, through meetings, surveys, joint web site, and promotion and business trips, of the cluster members and other stakeholders to further develop the cluster approach and practices at transnational collaboration level. The CBTCP aims at the public-private dialogue development as a pre-condition for sustainable economic development in the region. Information and publicity events for popularization of clusters in the beneficiary regions are tools for export trade collaboration improvement between both regions, involvement of new members in the existing clusters and promotion of the clusters networks created by the programme to the markets of other regions/continents.

The grand cluster-based transnational agreement on cooperation between Asia and the Balkan and Black Sea Region will be presented.