



Light manufacturing companies from Sandzak and South Serbia strengthen their presence on Kosovo market

\$11 million generated by Serbian SMEs from Southern Serbia and Sandzak through USAID business support activities

Belgrade / Pristina, May 18: United States Agency for International Development continues to support South Serbian and Sandzak companies in their expansion in to Kosovo market to make new sales and contribute to the recovery of Serbian economy. Seven USAID- supported companies from light manufacturing sector coming from the two most economically deprived regions, South Serbia and Sandzak, will exhibit at the 10th International Construction, Technical, Energetic and Furniture Fair in Pristina from May 18-21.

The combination of high quality construction materials, wood elements for interior decoration and USAID-provided business support will allow these companies to expand production, increase sales and negotiate new business deals in Kosovo. Companies that will exhibit at the 10th International Construction, Technical, Energetic and Furniture Fair in Pristina are: Tobler (Presevo), Celiku (Presevo), Zeniti (Presevo), Drvo Dekor (Leskovac), Dekor (Novi Pazar) and **XX**.

USAID Trade fair support provides a means to companies to meet buyers, distributors, suppliers, and competitors all in one location. Attending trade fairs helps businesses keep up with industry trends and test new products. This activity help businesses prepare for trade fairs by developing a strategic approach and enabling companies to utilize the opportunity more efficiently.

The preparation activities include: training courses on sales, marketing, promotion, market research, networking, effective trade fair participation, design and distribution of promotional material, and pre-exhibition technical meetings. Such activities have in the past proven effective in preparing local companies for international fairs, helping them understand how such fairs operate, what to expect, and how to maximize new business contacts and sales.

Overall, companies in economically vulnerable regions of Serbia supported by this USAID activity have realized great successes through their participation at Trade Fairs. Since 2008, partnership with USAID has helped Serbian companies in South Serbia and Sandzak to bring in a total of \$11 million in new sales.

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