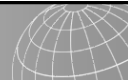




Kommunale Wirtschaftsförderung im Donautal (GIZ-KWD)  
**Opštinski ekonomski razvoj u regionu Dunava**  
Municipal Economic Development in the Danube Region

Alexander Grunauer

„Regional Development Strategies  
support to sustainable and inclusive growth – Serbian case“  
September 20th 2011, Zajecar – Serbia



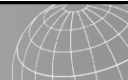
## Facts about regional development in Serbia

- Huge development disparities between Serbian local self governments (1:10) and regions
- Total jobs in Serbia: 99: 2.2 Mio. 10: below 1.9 Mio.
- 70% of private investments in the region of Belgrad and Vojvodina
- Migration to regional centers > Belgrade > abroad



## Regional development: Serbian case – how to address the challenges?

- Area based approach: different regions, different, needs and potentials
  - E.g. agriculture Vojvodina vs. Eastern Serbia
- Inter-municipal cooperation with functional regional institutions providing demand oriented services
  - Inter-municipal coordination
  - Hub to national level authorities
- National framework conditions for regional development
  - Law on regional development (e.g. enabling accurate funding conditions for the funding of RDAs)



## How does GIZ contribute?

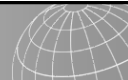
- Support to municipalities to formulate LED-strategies and foster enterprise dev.
  - LED-strategies in 10 eastern Serbian municipalities base for RD-strategy
  - Improved municipal services to private sector
- Support inter-municipal cooperation on regional economic development / fostering networks,
  - 4 working groups (joint projects/development coordination)
- Voice for smooth communication and cooperation between municipal, regional and national state levels,
- Support and assistance to national authorities.





## Illustration – concrete example supported by GIZ

- Inter-Municipal Working Group (IMWG) for tourism:
- 10 municipalities and RARIS identified “Tourism” as one of the 4 key economic potentials for Eastern Serbia
  - establishment of IMWG Tourism
  
- Implementation of joint projects leads to the establishment of Regional Destination Management Units (DOM)
  - DOM Sokobanja Region
  - DOM Danube Region (V. Gradiste to Negotin)
  - One regional product, more attractive offers, improved outreach
  - joint booth: 1. place and award of the national tourism fair.
  - DOMs more attractive partner for Serbia Tourism to promote Serbia as destination abroad.



THINK GLOBAL  
ACT LOCAL  
DO BUSINESS REGIONAL

Contacts:  
GIZ-KWD  
Zmaj Jovina 7  
SRB-11000 Belgrad  
fax: + 381 11 3220 267  
tel: + 381 11 2630 611  
E-mail: [kwd@giz.de](mailto:kwd@giz.de)