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| **Project information** | |
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| CALL FOR PROPOSALS | 2 |
| MIS-ETC: | 1289 |
| PRIORITY AXIS: | 1.Economic and Social Development |
| MEASURE: | 1.3 Promote SME development |
| PROJECT TITLE: | **Made in Banat** |
| ACRONYM: | MIB |
| DURATION[[1]](#footnote-1): | 02.11.2013 – 01.05.2015 |
| IPA FUNDS CONTRACTED: | 306.936,09 |
| TOTAL FUNDS CONTRACTED: | 361.101,28 |
| ABSORBTION RATE (%)[[2]](#footnote-2): | 94,78 |
| PROJECT OBJECTIVE(S): | * Increase the competitiveness of Romanian and Serbian SMEs producing regional, specific products. * Stimulate the capacity of cross-border SMEs to promote, innovate and sell regional products and increase product quality. * Promote the economic growth of cross-border SMEs and launch regional products under the brand “Made in Banat”. * Stimulate cross-border cooperation and balanced development. |
| SHORT DESCRIPTION OF THE PROJECT: | Procedure for awarding the brand “Made in Banat” to products from Banat region was made in this project. The brand acted as a promotion tool certifying the quality of products thus increasing the competitiveness of the companies which bear the brand. |
| DEGREE OF ACHIEVEMENT OF INDICATORS[[3]](#footnote-3): | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | **Indicator value provisioned in the contract** | | **Present indicator value** | | **%**  **6= (5)/(3)\*100** | | **Output indicators**  **(1)** | **UM**  **(2)** | **Quantity**  **(3)** | **UM**  **(4)** | **Quantity**  **(5)** |  | | Improved capacity and cross-border contacts of SMEs | | | | | | | Joint marketing approaches | | | | | | | **Result indicators** | | | | | | | Increased SMEs capacity in the border area | No. of fairs for SMEs No. of fairs for SMEs  No. of SME participating in exhibitions, from which:  -social enterprises  -SME’s lead by women  - SME’s of the minority | 3 | No. of fairs for SMEs  No. of SME participating in exhibitions, from which:  -social enterprises  -SME’s lead by women  - SME’s of the minority | 4 | 133 | | 60 SMES RO | 62 SMES RO | 103 | | 60 SMES SE | 90 SMES SE | 150 | | No. of activities, actions, initiatives focusing on promoting SME’s activity. | 228 | No. of activities, actions, initiatives focusing on promoting SME’s activity. | 349 | 153 | | Types of activities, actions, initiatives focusing on quality of life | 7 | Types of activities, actions, initiatives focusing on quality of life | 14 | 200 | | Competitiveness work-shops | 10 | Competitiveness work-shops | 10 | 100 | | **Project indicators** | | | | | | | Increased capacity of institutions to absorb and use European funds | No of persons trained in project management (specific IPA) | 20 | No of persons trained in project management (specific IPA) | 30 | 150 | | Joint marketing approach to promote regional quality products | “Made in Banat” Procedure | 1 | “Made in Banat” Procedure | 1 | 100 | | Increasing the cross-border SMEs access to information required for higher competitiveness | Joint economic cooperation network | 1 | Joint economic cooperation network | 1 | 100 | | Data base with specific web site | 1 | Data base with specific web site | 1 | 100 | | Companies participating in competitiveness work-shops | 20 | Companies participating in competitiveness work-shops | 65 | 325 | | Increased importance of innovation in the border area | Concept/procedure | 1 | Concept/procedure | 1 | 100 | | Improving quality of life in border region | Media campaigns | 1 | Media campaigns | 4 | 400 | | Virtual platform/ mall | 1 | Virtual platform/ mall | 1 | 100 | | Increased importance of local produces in the border area | Brand awarded to share of total target group  of which:  social-enterprise  - SME’s -lead by women  - SME’s -lead by minorities | 16% | Brand awarded to share of total target group  of which:  social-enterprise  - SME’s -lead by women  - SME’s -lead by minorities | 23% | 143 | | Improving quality of life in border region | Share of consumer products | 47.400 | Share of consumer products | 88008 | 186 | | No. of online accesses | 10.000 | No. of online accesses | 13113 | 131 | | Increased importance of environmental protection in SME’s activity | No. of brands awarded | 16% | No. of brands awarded | 30% | 190 | |
| RESULTS ACHIEVED: | * “Made in Banat” procedure: 1 procedure with criteria, work principles, work group (PSC+ experts), 13 company awarded with the brand Made in Banat. * Cross-border economic cooperation network: 28 cooperation pacts signed. * Organization of “Made in Banat” show room. * Organization of “Made in Banat” cross-border exhibition in Zrenjanin and Timisoara. * 1 online platform /mall with 42 virtual shops “Banat Mall”. |
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| **Partnership information** |  | | | | |
|  |  | COUNTRY | COUNTY/DISTRICT | BUDGET(EURO) | CONTACT DETAILS |
| LEAD PARTNER: | Timis Chamber of Commerce, Industry and Agriculture | Romania | Timis | 266.620,00 | Timisoara, Piata Victoriei nr.3  Tel. +40-256-219173 |
| PARTNER 2: | Timis County Council – ADETIM, The Agency for Economic and Social Development of Timis County | Romania | Timis | 36.789,00 | Timisoara, Bd. Revolutiei din 1989, nr.17  Tel. +40 (0)256 494 131 |
| PARTNER 3: | Regional Chamber of Commerce and Industry Pancevo | Serbia | South Banat | 49.024,00 | Pancevo, 1a Zmaj Jovina  Tel. + 381 13 343 475 |
| PARTNER 4: | Regional Chamber of Economy Zrenjanin | Serbia | Central Banat | 46.714,00 | Zrenjanin, Kralja Petra I. 3/1  Tel. +381 23 535-890 |
| PARTNER 5: | Regional Chamber of Commerce and Industry Kikinda | Serbia | North Banat | 30.678,00 | Kikinda, Trg srpskih dobrovoljaca 48  Tel. +381 (0)230 21-080 |



1. the implementation period (including extensions) [↑](#footnote-ref-1)
2. total funds spent/total funds contracted \*100 [↑](#footnote-ref-2)
3. indicators and level of achievement against targets set [↑](#footnote-ref-3)