



REGIONAL ECONOMIC DEVELOPMENT AGENCY
for Sumadija and Pomoravlje

Regional Economic Development Agency for Sumadija and Pomoravlje

22 Kralja Petra I St 34000 Kragujevac Serbia, (+381) 34 302702, officekg@redasp.rs, www.redasp.rs



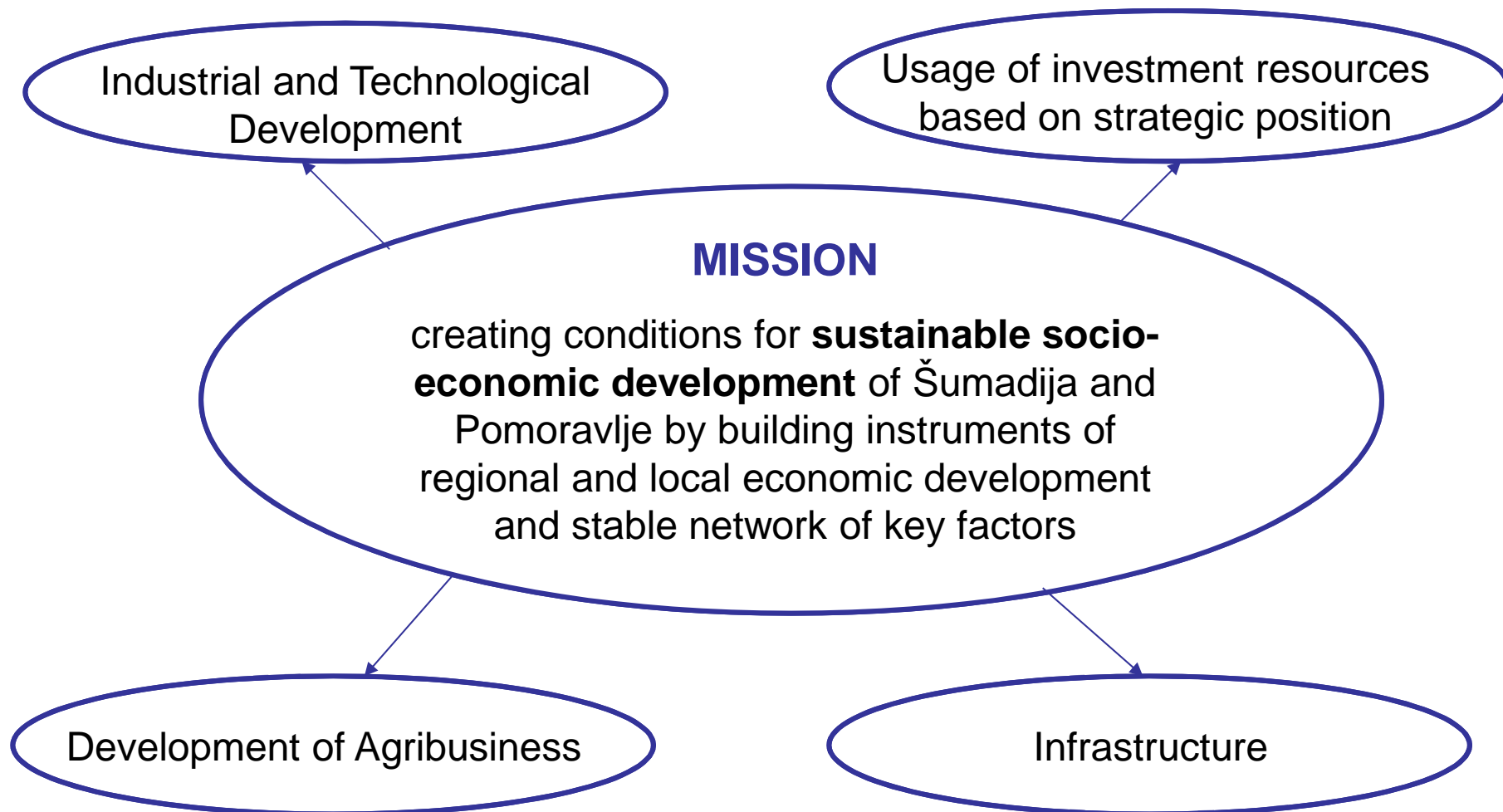
REDASP

- ❑ Instrument of balanced territorial development 15 years
- ❑ **Territory**
 - **Two districts** - Sumadija and Pomoravlje – **5000 km²**
 - **13 local self-governments** - internal territorial disparities 1:4
 - **Population** – 507.000 people





REDASP - development axis



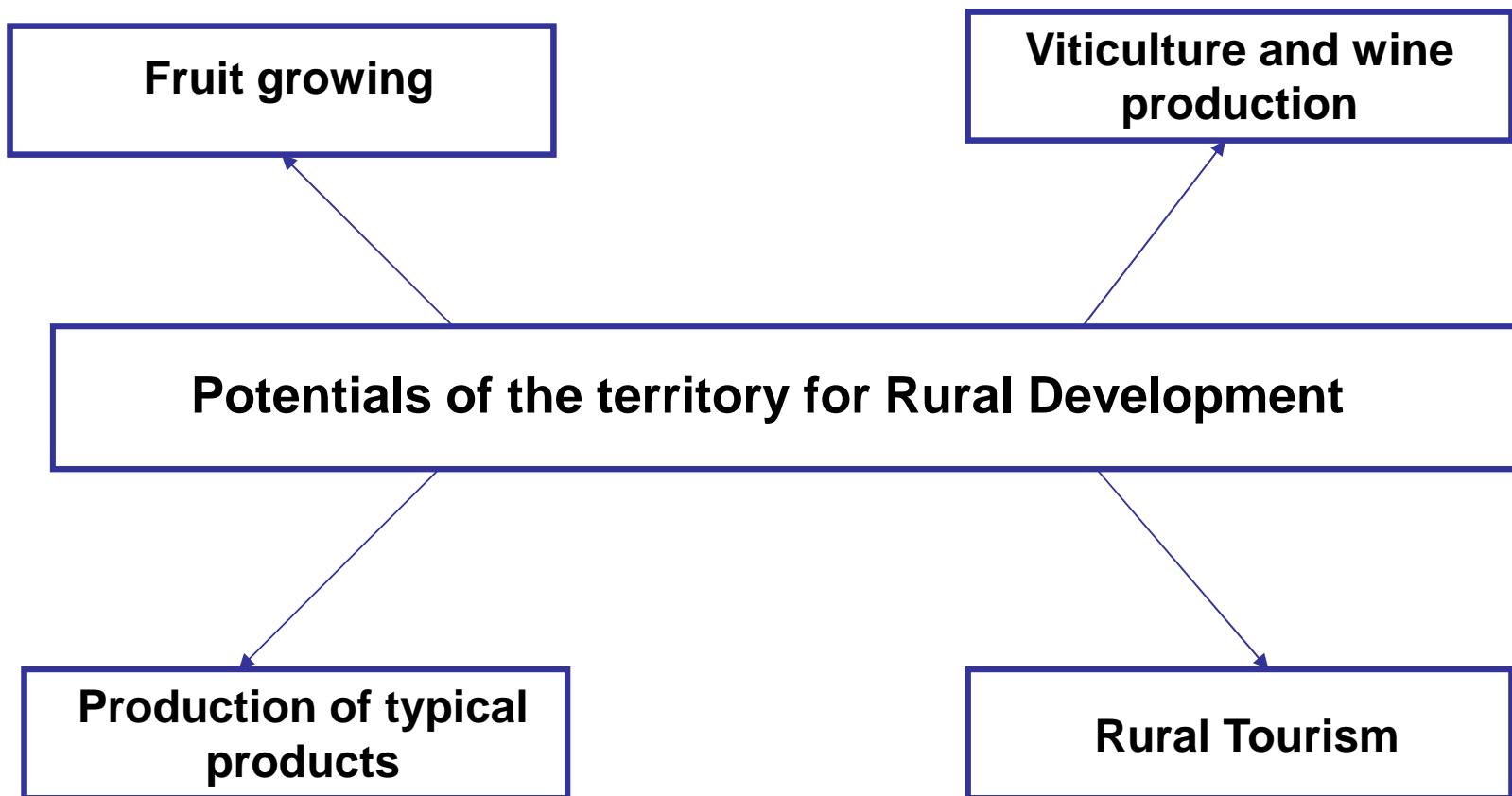


REDASP

- ❑ The first development agency in Serbia, PPP with 16 founders
- ❑ 15 employees, 45 external service providers
- ❑ 46 projects with a total value of over 40 million EUR, manage development fund of 4 million EUR
- ❑ 11,000 clients, 600 trainings with 5,000 participants, 1,100 new businesses, 2,000 new jobs



REDASP





Sumadija winegrowing area



- ❑ Zoning of Viticultural Geographic Production Areas of Serbia – completed 2013, officially announced 2014
- ❑ 22 separate winegrowing areas identified



Sumadija winegrowing area

One of the identified area is Sumadija winegrowing area with the following characteristics:

- ❑ Exceptionally good **climate conditions** for grape growing
- ❑ Wine production is carried out in accordance with **modern production technologies** that are complemented by traditional methods applied in the Šumadija region for centuries
- ❑ Grape variety of wine by wine types scheduled by the **Study for protection of geographical origin Šumadija**





Sumadija winegrowing area

Вина Шумадије - блато из срца Србије

ФЕСТИВАЛ ШУМАДИЈСКИХ ВИНА

Винарија ТАРПОШ
 Винарија ЛИПОВАЦ
 АРАНЂЕЛОВАЦ
 Липовац
 Топола
 СМЕДЕРЕВСКА ПАЛАНКА
 В. ПЛАНА
 Рача
 Лапово
 Баточина
 В. Морава
 КРАГУЈЕВАЦ
 Гривац
 Кнић

ПОДРУМ МАЦИЋ
 Влашки ДО
 Крњево
 ДЕСПОТИКА
 RADOVANOVIC
 ALEKSANDROVIC
 Stari Hrust
 VINA RIJA ART WINE
 ARSENJEVIC
 SS-MAR WINERY
 ROGAN

БЕОГРАД
 СМЕДЕРЕВО
 ПОЖАРЕВАЦ
 ВАЉЕВО
 ЧАЧАК
 НИШ
 КРАЉЕВО

Рудник

ФЕСТИВАЛ ШУМАДИЈСКИХ ВИНА

УДРУЖЕЊЕ ВИНАРА Шумадије

ПОВРШИНЕ ПОД ВИНОГРАДИМА	
попис из 2012.:	
родних винограда /92,78%/	1.038,71 ha
стоне сорте	585,68 ha
винске сорте	534,21 ha
УКУПНО:	1.119,79 ha

ВИНОГОРЈА ШУМАДИЈСКОГ РЕЈОНА:
 | Крњевачко | Опленачко | Рачанско | Крагујевачко |

НАДМОРСКА ВИСИНА ВИНОГРАДА:
 ОД 150М ДО 350М

ГЕОГРАФСКА ШИРИНА:
 44°32' од географске ширине на северу ДО 43°52' географске ширине на југу

vinasumadije.org

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METRIS wine



- ❑ **Partnership REDASP - Association of wine producers Sumadija**
- ❑ **Why wine sector?**
 1. Growth potential within the production chain with possibility of an impact on employment and economical growth of the territory
 2. Production of wine - regional development in practice
- ❑ **Why the Association of wine producers Sumadija?**
 1. Active from 2013
 2. The persistence to vision "*Sumadija - Serbian Tuscany*"
- ❑ **Why REDASP?**
 1. Institutional support in access of the National Program (RAS)
 2. Articulation of problems and needs of the sector towards national decision makers
 3. Possibility of cross-sectoral linking of key stakeholders
 4. REDASP experience in developing and managing projects





METRIS wine



Key results:

- Procurement of shared equipment – **laboratory**
- Common product - **wine "SUMADIJA"** - Study on the production of new label with production of a test series of 1000 bottles
- Professionalisation of the association with development of **strategy for development of association**
- Intensive **Promotional activities**
- Establishing **National Body for monitoring** implementation of the project and removing identified barriers to the further development of the sector





METRIS wine



“Sumadija wine festival”,
Andricgrad, July 2016



Exhibition “Art and wine”, royal home
Beli dvor, Belgrade, September 2016





BALKAN NET wine

- ❑ Balkan - potential for forming functional economic region

- ❑ Basis for formation of so-called "**functional region**":
 - Common resource,
 - Common interest,
 - Common development vision:
"The Balkans - wine region recognized in the global market"



BALKAN NET wine

Potential for development of the sector:

- Geographic - altitude and terrain configuration
- Climatic (number of sunny days, humidity)
- Soil (soil quality)
- Tradition in manufacturing
- Similar autochthonous varieties for wine production



BALKAN NET wine



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BALKAN NET wine

- ❑ **Network** gathers **Associations** of wine growers and wine producers and **development organizations**, recognized in the territory covered by the network

- ❑ **The purpose of establishing the Network**
 - Encouraging associations and creation of conditions for jointly solving problems, removing barriers, and enable the creation of **recognizable wine region - Balkan**



BALKAN NET wine

□ Issue:

Unadjusted legislative regulations in most countries covered by the network

□ Result 1:

Situation analysis and comparative analysis with EU member states, with recommendations and action plan for the harmonization of laws and norms



Activities

- ❑ Analysis of the current situation in all countries covered by the network, a comparative analysis of the situation in at least two developed countries-EU
- ❑ Creating a set of recommendations and action plans for each country in achieving harmonization of legislation
- ❑ Development of action plans for accreditation of Laboratories according to EU standards
- ❑ Analysis of barriers at the national, regional and local level with a set of recommendations and measures for removal of barriers in development of the sector
- ❑ Establishing National bodies for support of the Wine sector



BALKAN NET wine

□ Issue:

Unbalanced level of development and cooperation within existing associations, lack of key stakeholders that have an impact on development of the sector

□ Result 2:

Raised level of cohesion and cooperation among the members of Associations and Network, developed capacity of key stakeholders for support development of wine sector



Activities

- Professionalization of associations and designed of development strategies
- Creating database of positive experiences and practices
- Strengthening the role support organizations
- Creating Elaborate for new joint product for each of selected associations - 7 pilot initiative
- Designing model for performing and delivering of vintage reports
- Organizing study visits to one developed EU wine region



BALKAN NET wine

□ Issue:

Unevenness in quality of wines as result of inability of small wineries to follow contemporary technological achievements in the production chain. In all countries is noticeable lack in identifying autochthonous varieties and selection of clones and certified planting material of autochthonous varieties

□ Result 3:

Raised technological level of sector by defining a set of recommendations and measures for use of modern technological achievements in the production chain, and action plans for identifying autochthonous assortments, selection of clones and production of certified planting material



Activities

- Analysis of applied technologies with set of recommendations for improvement, through engagement of experts
- Identification of autochthonous/ domesticated varieties and most suitable clones for the territories



BALKAN NET wine

□ Issue:

Disconnection of existing resources for Wine Tourism development

□ Result 4:

Mapping and establishing the Balkan wine route



Activities

- Study on possibility for establishing Balkan wine route
- Setting the network for promotion, advocacy and sales



BALKAN NET wine

□ Issue:

Geographical origin of "micro-regions" is not sufficiently recognized on the global market and defining the Balkan wine region offers potential recognition, which can be added value of promoting "micro-regions" such as Sumadija, Herzegovina, Fruska Gora, Macedonia, Montenegro etc .

□ Result 5:

Based on identified elements of branding, branding strategy for the Balkan wine regions has been carried out



Activities

- Creation of web site and brochure of the project, application of the Balkan wine route, news letter
- Organization of training for wine sales managers in accordance with methodology of the London High School
- Catalogue of wines
- Organization of wine festivals in the region(2 annually)
- Organization of specialized wine event
- Wine fair participation(Hong Kong)
- Organization of final conference



Thank you for your attention and support

Nenad Popović,
director

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Pomoravlje**

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