



REGIONAL ECONOMIC DEVELOPMENT AGENCY
for Sumadija and Pomoravlje

Regional Economic Development Agency for Sumadija and Pomoravlje

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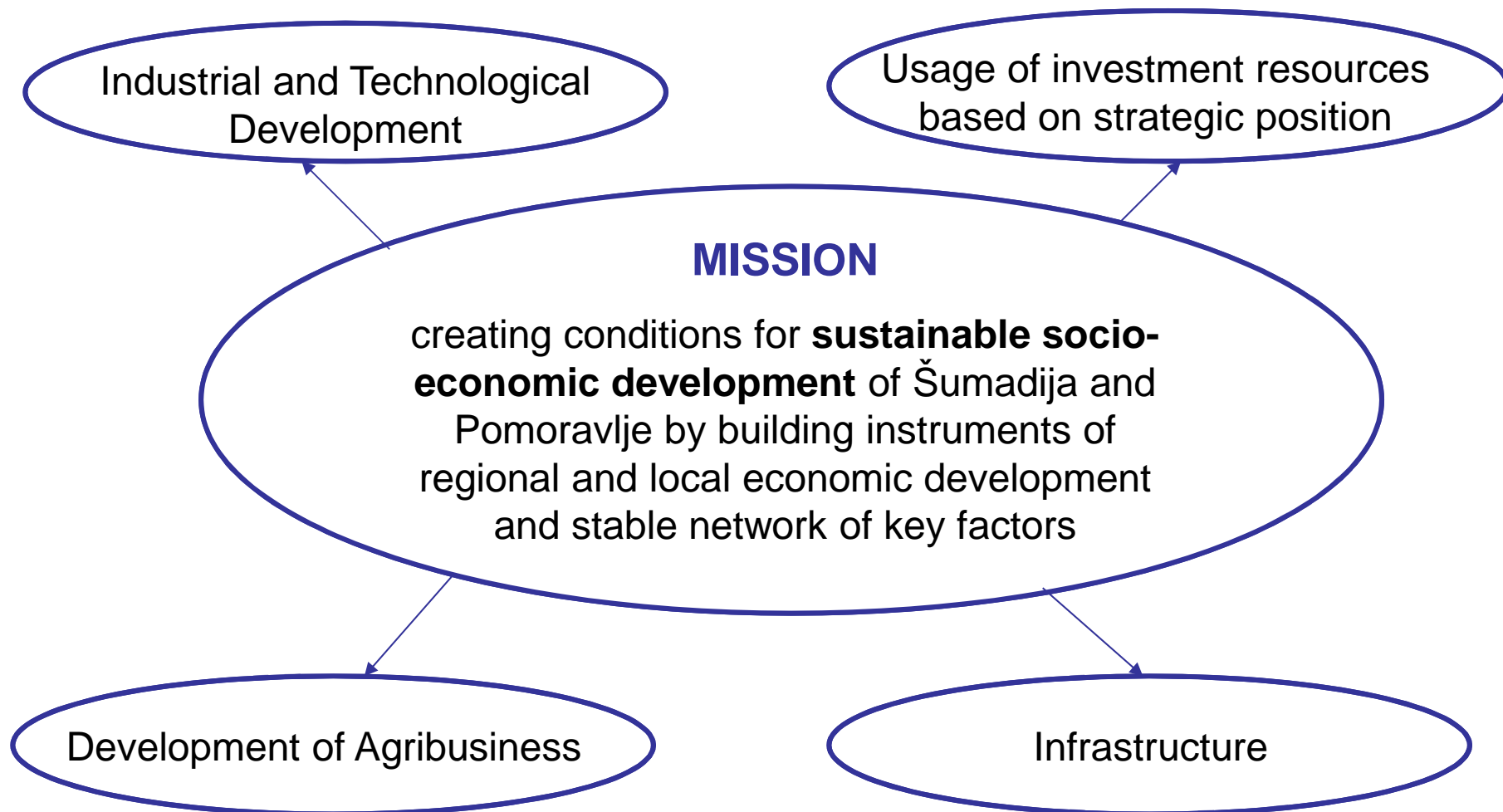
REDASP

- ❑ 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



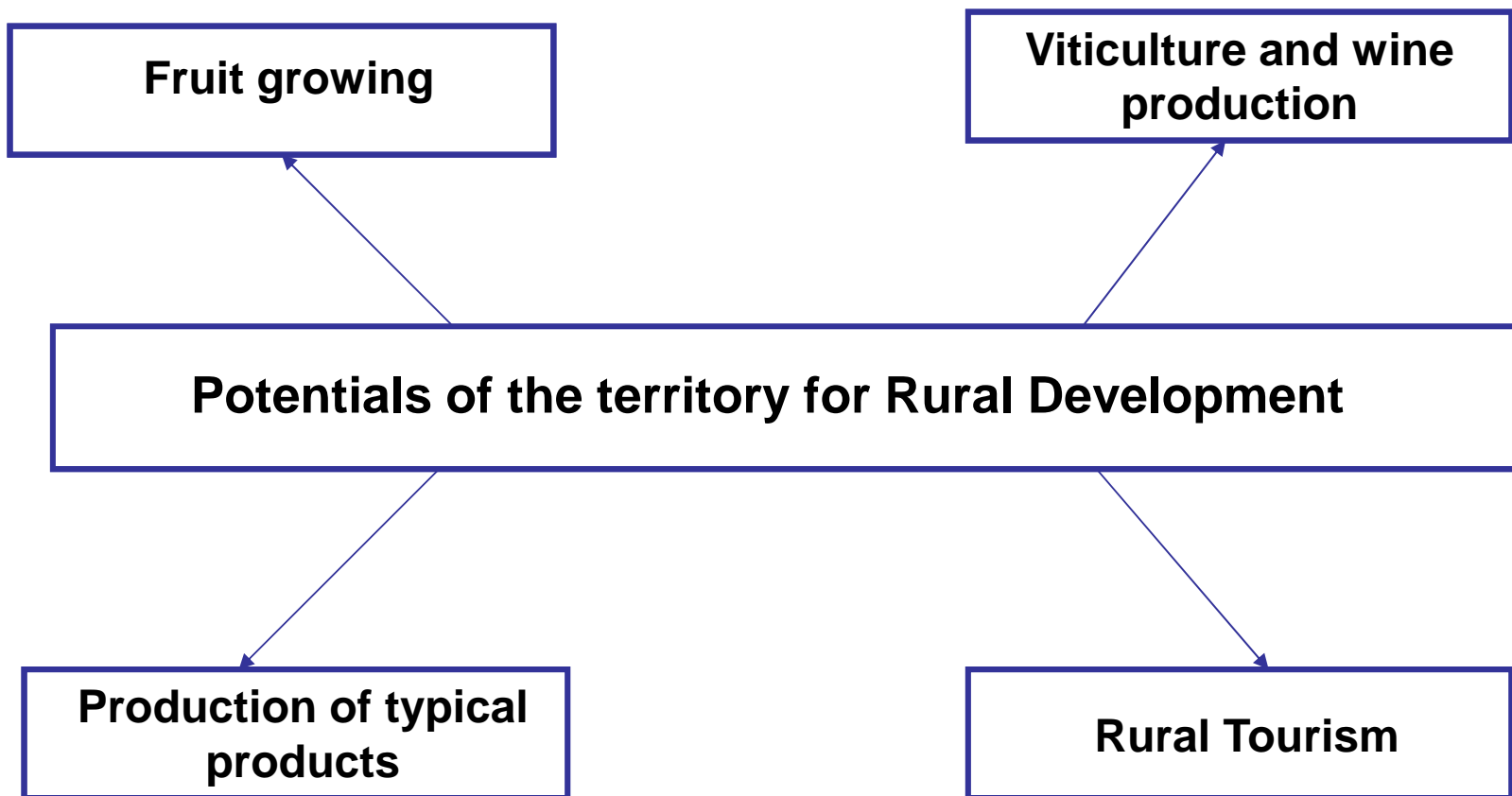


REDASP

- ❑ 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 - вино из срца Србије

ФЕСТИВАЛ ШУМАДИЈСКИХ ВИНА

УДРУЖЕЊЕ ВИНАРА Шумадије

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

ПОВРШИНЕ ПОД ВИНОГРАДИМА попис из 2012.:	
родних винограда /91,78%/	1.038,71 ha
стоне сорте	585,58 ha
винске сорте	534,21 ha
УКУПНО:	1.119,79 ha

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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



BALKAN NET wine

□ Issue:

Unbalanced level of cooperation within existing associations, lack of key stake-holders that have an impact on development of the sector

□ Result 2:

Raised level of cooperation among the members of Associations and Network, and developed capacity of key stake-holders for support development of wine sector



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



BALKAN NET wine

□ Issue:

Disconnection of existing resources for Wine Tourism development

□ Result 4:

Mapping and establishing the Balkan wine route



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



Next steps

Activities	Dedline
Letter of Intent to potential members of the network	December 2016
Visits and discussions with potential members	January 2017
Organization of regional workshops whith purpose to design project proposal and establishment of the Network	January, February 2017
Signing the MoU between the members	February 2017
Development of the project and obtaining financial support for realization	March 2017



Thank you for your attention and support

**Nenad Popović,
*director***

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