



# Nataša Jovanović

menadžer

Klaster metalske industrije Zapadne Srbije WMG

<http://www.klasterwestmetalgroup.rs/>

## Bilateral Meetings

- Friday 12:40 - 17:00

### Description

Cluster was formally registered on 06 October 2014 as a result of the initiative of the Regional Development Agency Zlatibor and companies that have already established cooperation with RDA Zlatibor through CBC project EUMETAL 2. Even before the official registration of cluster, good cooperation and relations of trust are established among members, which is a prerequisite and basis for all good business relations. Through the project EUMETAL 2 firms have successfully exhibited at two big international fairs, jointly participated in workshops to raise their own capacities - management and employees, and thus recognized the importance and the need to come together and to jointly participate in international markets. The cluster was established to improve competitiveness, increase exports and create new jobs. Members recognized that the future of small and medium-sized enterprises in the metal complex is in connecting and joint appearance. As an illustration, it should be noted that the metal industry of Serbia is facing numerous obstacles for exporting products to neighboring and EU countries. The EU market and products are evolving much faster in comparison with the situation in our country, because of the lack of standardization of knowledge and promotion, cooperation with international organizations, the inability to export the required quantities of products due to quotas and other obstacles. As an association, or a cluster, the companies will jointly manage to win in the market competition, strengthen, further develop, appear together in fairs, which can be an excellent opportunity for establishing contacts with potential partners, financial institutions, and certainly the opportunity to promote products and services.

### Organization Type

Cluster,

Email

[klasterwestmetalgroup@gmail.com](mailto:klasterwestmetalgroup@gmail.com)

Country

Serbia

City

Užice, Petra Čelovića bb [Google map](#)