



Project title: «Competitive Market-based Export Trade Service Centre – COMETS Centre»

Implementing by: REZ d.o.o. Zenica, Štrosmajerova 11/III, Zenica, BiH

Purchase Order Number: # 59-CCA-06

Subject: Final Activity Report

Period covered: July 25, 2006 – January 31, 2007



GENERAL INFORMATION

Region of implementation

Region of Central BiH

Project beneficiary group

At least 60 small and medium enterprises from wood processing and metal processing industry sectors

Beneficiary target group

30 SMEs with the highest exporting potentials

Project objectives

Overall objectives of the Project are to decrease trade deficit and to increase flow of money within the Region of Central BiH.

Specific objectives are:

- assistance to SMEs from wood processing and metal processing sectors in improving their exporting capacities,
- promote entrepreneurship
- market survey in order to find adequate foreign partners to the Project beneficiaries;
- improve competitiveness of the enterprises in the EU market

Project activities

- Survey on exporting capacities for the enterprises from wood processing and metal processing sectors in the Region of Central BiH
- Designing of the Export Profile for 30 selected enterprises of target group
- Providing wide range of services for target group, according to their actual needs, such as preparation of marketing plans, foreign market survey, assistance in establishing business linkages, business correspondence with foreign partners, printing of promotional material, designing of web page, providing consultancy service to improve business activity, printing of Export Work Book, organizing Trade Mission and organizing of seminars

Expected results

- Enterprises from target group prepared to EU market entry
- Export related activities with enterprises from target group being started in implementation or increased
- Enterprises from target group increased their export based profit

Activity report

regarding activities covered by Purchase Order number # 59-CCA-06, Article I a

Wood processing companies included in this Project are:

1. DRVOPROMEX d.o.o. Bugojno, Gornje Karadže 71
2. PGS d.o.o. Bugojno, Kopčić bb
3. DRVO-SAN d.o.o. Donji Vakuf, Prusac bb
4. UKUS d.o.o. Tešanj, Bukva bb
5. NORD-ENT d.o.o. Tešanj, Bukva bb
6. TVORNICA NAMJEŠTAJA d.o.o. Travnik, Aleja konzula 15
7. CARLATTO d.o.o. Travnik, Nova Bila 20b
8. MLAKIĆ STOLARIJA d.o.o. Vitez, Ilije Petrovića 12
9. ENTERIJERI AG d.o.o. Zenica, Lukovo Polje 25
10. PRIMUS d.o.o. Maglaj, Željeznička bb
11. STANEX d.o.o. Zenica, Bulevar kralja Tvrtka I broj 17
12. FAMI TRADE d.o.o. Tešanj, Šije bb
13. JASMIN M d.o.o. Žepče, Ljeskovicica bb

It is expected that web and printed promotional material, prepared within the Project, will improve export related image of target group SMEs and help them to establish contact with foreign partner. In this way competitiveness of domestic companies will be increased and it is expected that some of them will conclude contract. This should have general impact in economic regeneration of the Region.

Preparation of promotional material (web and printed) includes following activities: field visits and meetings with SMEs representatives in order to define type and the content of the material, preparation of text and photos, editing and translation of the text (all materials will be prepared in local and English language), designing and printing of the material.

All of 13 companies expressed interest for web page to be designed or re-designed.

12 companies (all, except «NORD-ENT» d.o.o.) required printed promotional material (catalogues, files or leaflets, depend of their production program)

1) Designing and developing web site for wood processing companies

Designing and developing of web site consisted of the following activities:

- secure domain for the web site
- visit companies in the field in order to define content of the web site
- preparation of text and photos to be posted on the web site
- lecture and translation text
- design and develop web site

Companies were informed to secure domain for the web site. They paid this cost themselves.

Business Advisor and Marketing Officer, together with Web Design Officer, organized initial visits to all above mentioned companies and agreed to the content of web page. In the previous period all companies were visited at least three times in order to prepare text, photos and to approve draft version of the web site.

Professional lecturer and translator were engaged to prepare text and translate it in English. Web pages are on local and English language.

Web pages are unique, designed in accordance to the products and production process, as well as to the company requirements.

All designed web pages were presented to the companies in order to be approved. After approval, web pages were posted on Internet:

1. DRVOPROMEX d.o.o. Bugojno
www.drvopromex.com.ba
2. PGS d.o.o. Bugojno
www.pgs.com.ba
3. DRVO-SAN d.o.o. Donji Vakuf
www.drvo-san.com
4. UKUS d.o.o. Tešanj
www.ukus.co.ba
5. NORD-ENT d.o.o. Tešanj
www.nord-ent.co.ba
6. TVORNICA NAMJEŠTAJA d.o.o. Travnik
www.tn-travnik.com.ba
7. CARLATTO d.o.o. Travnik
www.carllato.com.ba
8. MLAKIĆ STOLARIJA d.o.o. Vitez
www.mlakic.com
9. ENTERIJERI AG d.o.o. Zenica
www.enterijeri-ag.com
10. PRIMUS d.o.o. Maglaj
www.primus-maglaj.com
11. STANEX d.o.o. Zenica
www.stanex.ba
12. FAMI TRADE d.o.o. Tešanj
www.fami-trade.ba
13. JASMIN M d.o.o. Žepče
www.jasminm.com

USAID logo is displayed on all web pages and may be used as link to USAID official web page.

Print outs of above mentioned web sites, as well as digital web pages info, were attached to the Activity report submitted to USAID CCA on November 02, 2006.

2) Designing and printing of products catalogue for wood processing companies

12 WP companies expressed interest for printed promotional material.

Designing and printing of catalogues consisted of the following activities:

- field visits in order to define type and content of printed material
- preparation of text and photos that will be in catalogues
- lecture and translation of the text
- graphic design of catalogues
- tender procedure for printing company
- printing of catalogues
- distribution of catalogues to the companies

Business Advisor and Marketing Officer, together with Graphic Design Officer, organized initial visits to the companies in order to define what kind of printed promotional materijal each company require. Selected companies have different production program, as well as number of products, and their requirements, regarding promotional material, are different. Format and type of material were recommended to the companies by REZ staff. After discussion with companies representatives, the following structure of printed material was selected:

1. DRVOPROMEX d.o.o. Bugojno	catalogue B5, 12 pages
2. PGS d.o.o. Bugojno	file 3A4
3. DRVO-SAN d.o.o. Donji Vakuf	file 3A4
4. UKUS d.o.o. Tešanj	catalogue B5, 12 pages
5. TVORNICA NAMJEŠTAJA d.o.o. Travnik	file 3A4
6. CARLATTO d.o.o. Travnik	file 3A4
7. MLAKIĆ STOLARIJA d.o.o. Vitez	file 3A4
8. ENTERIJERI AG d.o.o. Zenica	catalogue B5, 12 pages
9. PRIMUS d.o.o. Maglaj	catalogue B5, 12 pages
10. STANEX d.o.o. Zenica	file 3A4 and leaflet A4, 2 pcs
11. FAMI TRADE d.o.o. Tešanj	file 3A4 and leaflet A4, 1 pcs
12. JASMIN M d.o.o. Žepče	file 3A4 and leaflet A4, 4 pcs

All companies were visited at least three times in order to prepare text, photos and to approve draft version of catalogues/files/leaflets with companies representative.

Professional lecturer and translator were engaged to prepare text (Printed promotional material is on local and English language.)

Graphic design of printed material was completed. All designed material was presented to the companies in order to be approved.

Printed promotional material is unique, designed in accordance to the products and production process, as well as to the company requirements.

USAID logo is displayed on each catalogue.

Tender procedure, in order to select the company that would print all material, was completed in the beginning of September 2006. Five printing companies were asked to offer printing of catalogues. On the basis of offers received, Selection Committee selected company «Štamparija Fojnica» d.o.o. That company offered the largest number of copies for fixed amount of money.

As per contract obligations, information on the offers collected, was sent to USAID CCA representative to be approved.

Printing was completed at the beginning of October 2006. Promotional material (catalogues, files, leaflets) are printed on good quality paper, with a professional reproduction of photos.

Copy of the invoice for printing service was attached to the Activity report, submitted to USAID CCA on November 02, 2006.

Number of copies per beneficiary is in accordance with the number of pages and type of each catalogue/file/leaflet. (Fixed amount for printing was planned in the budget for each company.)

1. DRVOPROMEX d.o.o. Bugojno	1.800 pcs
2. PGS d.o.o. Bugojno	1.300 pcs
3. DRVO-SAN d.o.o. Donji Vakuf	1.300 pcs
4. UKUS d.o.o. Tešanj	1.800 pcs
5. TVORNICA NAMJEŠTAJA d.o.o. Travnik	1.300 pcs
6. CARLATTO d.o.o. Travnik	1.300 pcs
7. MLAKIĆ STOLARIJA d.o.o. Vitez	1.300 pcs
8. ENTERIJERI AG d.o.o. Zenica	1.800 pcs
9. PRIMUS d.o.o. Maglaj	1.800 pcs
10. STANEX d.o.o. Zenica	1.100 pcs
11. FAMI TRADE d.o.o. Tešanj	1.100 pcs
12. JASMIN M d.o.o. Žepče	1.000 pcs

Distribution of printed promotional material to the beneficiaries was completed by 15th October 2006. Digital version of catalogues (CDs) were distributed to the beneficiaries, as well, and the companies will be able to update and reprint of catalogues, if necessary.

Beneficiaries will use catalogues for promotion of their business on Trade Mission, fairs, through business associations and in direct contacts with potential business partners.

100 pcs of each catalogue/file/leaflet REZ Agency kept for itself for the purpose of delivery to the donors (EC, USAID) and for promotion of beneficiaries through REZ own channels (visits of foreign delegations and agencies, business associations, press conferences, Management Board meetings and similar)

Remark:

As per contract obligation, 10 pcs of each catalogue/file/leaflet were delivered to USAID, Bosnia Cluster Competitiveness Project Office, on 18th October 2006.

3) Organizing a Trade Mission

Main purpose of Trade Mission is to make direct connection between local SMEs and foreign partners in order to start up business cooperation of various kinds, like partnership for connected production, partnership for reselling the final products of our companies abroad and similar.

It was planned Trade Mission to be organized with Austrian Trade Commission in BiH. Due to the fact that Austrian Trade Commission in BiH had previously defined plan of activities it was too difficult to adapt needs of our beneficiaries to their activities. They organized conference focused on infrastructure and environment in October 2006, but COMETS clients were not suitable participants.

REZ RDA took the decision to organize this event with companies from Republic of Slovenia. Detailed research was conducted in order to establish cooperation with Slovenian authorities on regional and municipal levels and to collect data about interest of foreign companies.

In order to accomplish this activity, following steps were taken:

- establishing contacts with companies abroad prior to their coming to BiH in order to prepare our companies for this event
- prepare of domestic companies for the best presentation on the event (Export profile, catalogues, presentations)
- logistic activities: organize the most suitable place and accommodation for foreign guests, equipment for presentation, promotional material, refreshment and similar
- organize bilateral meeting
- organize field visits to BiH companies

Establishing contacts with companies abroad

REZ RDA representatives established contact with the authorities from region Sjeverna Primorska, Republic of Slovenia, and proposed to organize business to business meetings between domestic and Slovenian companies from wood processing and metal processing industry.

Due to the fact REZ RDA did not want to limit beneficiary group, employees of COMETS Centre conducted additional research and informed all wood processing and metal processing SMEs from the Region about the event in order to include, as much as possible, all companies which have a good export potentials.

Export profiles of all beneficiaries were sent to potential partners. On the basis of Export profiles received, Slovenian companies expressed interest to participate on Trade Mission. COMETS staff members collected necessary information about potential foreign partners and prepared document Foreign Companies Info (**See Annex A**).

This document was sent to all domestic companies to be informed about their possible partners.

There were 12 Slovenian companies that expressed interest for participation:

- 1. GONZAGA-PRO d.o.o. Ljubljana**
Sector: wood procesing company
Production of furniture and equipment for public institutions, engineering and production of furnishings for offices, kindergartens, schools, libraries, hotels and public urban spaces (playgrounds, parks and fitness trails)
- 2. LESIMPEX d.o.o. Nova Gorica**
Sector: wood procesing company
Production: garden and leisure products
- 3. MEBLO JOGI d.o.o. Nova Gorica**
Sector: wood procesing company
Production of mattresses and beds, pillows and wooden bed bases.
- 4. MIZARSTVO Humar-Piculin d.o.o. Nova Gorica**
Sector: wood procesing company
Production of furniture
- 5. KRASOPREMA d.d. Dutovlje**
Sector: wood procesing company
Production of furniture
- 6. GOPACK d.o.o. Solkan**
Sector: metal procesing company
Production of packaging machines for food, chemical and pharmaceutical industry
- 7. GOSTOL-GOPAL d.o.o. Nova Gorica**
Sector: metal procesing company
Production of equipment for the following branches of industry: bakery, pharmacy, mettalic, rubber, vehicle and navigation
- 8. INOX CENTER d.o.o. Nova Gorica**
Sector: metal procesing company
Trade of tubes, sheet metal and full profiles type of products
- 9. ISKRA AVTOELEKTRIKA d.d. Šempeter pri Gorici**
Sector: metal procesing company
Products for the automobile and mobile hydraulics industries, alternators, starter motors, integrated flywheel starter generators, electric motors, electronic controllers, cold forged metal parts and similar
- 10. VARMONT d.o.o. Nova Gorica**
Sector: metal procesing company
Fabricated metal products
- 11. VODI GORICA d.d. Nova Gorica**
Sector: other
Installation of water, hot water and gas conduits, sewage systems, ventilation and air conditioning systems
- 12. REŠPED TRANSPORT d.o.o. Šempeter pri Gorici**
Sector: other
International forwarding and a custom clearance company

Prepare of domestic companies for the best presentation on the event

All COMETS clients were invited to participate on Trade Mission.

Export profile document for these 30 companies was prepared.

This document represents SME needs and possibilities and consists of three sections:

- a) first section, prepared on local and English language (data related to the company and its possibilities)
- b) second section (wide range of marketing services offered - company needs)
- c) third section (action plan, in accordance to the services selected by companies)

(See Annex B – first section of Export profiles document in English)

Verification of the created Export profiles was done by the company representatives to ensure that only relevant and accurate information on a company are included in Export profile. Maintenance of the profiles is based on the regular contacts that Business Advisors and Marketing Officer have with the companies.

There are 14 wood processing companies among COMETS clients:

1. **DRVOPROMEX d.o.o. Bugojno**
Production: timber, brickets, wood joinery, furniture (kitchens, table sets, closets, beds), interiors, staircases, cottages
2. **PGS d.o.o. Bugojno**
Production: construction joinery including ready-made room and entrance doors, Three models of construction joinery, entry doors manufactured of massive wood
3. **DRVO-SAN d.o.o. Donji Vakuf**
Production: pholster furniture (couches, sofas, beds, chairs)
4. **UKUS d.o.o. Tešanj**
Production: upholstery furniture, panel board furniture, massive furniture, timber, beech and oak parquet of all sizes
5. **NORD-ENT d.o.o. Tešanj**
Production: tables and desks, chairs, benches, commodes, sofas, beds, trays, shelves
6. **TVORNICA NAMJEŠTAJA d.o.o. Travnik**
Production: furniture components, beds, pallets, windows and doors, wood strip flooring and wall cladding
7. **CARLATTO d.o.o. Travnik**
Production: latoflex beds and furniture, fixed single and double bed structure, 4-joint single bed structure with electrically operated head and feet lifting device, medical bed structure with metallic framework with manually operated head lifting device
8. **MLAKIĆ STOLARIJA d.o.o. Vitez**
Production: reinforced doors, folding doors, interior doors, entry doors
9. **ENTERIJERI AG d.o.o. Zenica**
Production: kitchens, office furniture, children room furniture, American cupboards, cupboards sets, cabinet sets, commodes, counters, shelves

10. PRIMUS d.o.o. Maglaj

Production: timber, dried boards and elements, wood and aluplast joinery, laminated elements, building construction

11. STANEX d.o.o. Zenica

Production: wooden drums for cable industries

12. FAMI TRADE d.o.o. Tešanj

Production: wood joinery (windows and balcony doors), blinds, cottages for tools storage or short-time rests

13. JASMIN M d.o.o. Žepče

Production: timber, boards and parts made of beech

14. PROGRAD d.o.o. Žepče

Production: wood joinery, furniture elements and components

As before mentioned, REZ RDA did not want to limit domestic participants only on COMETS clients. 20 companies from the Region, which have good export potentials, were invited on Trade Mission, as well.

First section of Export profile document (data related to the company and its possibilities) (See Annex C) was created for these companies and sent to Slovenian partners.

There are 5 wood processing companies among these group:

1. AUREUS d.o.o. Gornji Vakuf/Uskoplje

Production: timber, massive boards and massive furniture as per customer's specification, interiors

2. ENOX d.o.o. Travnik

Production: wooden window frames, doors

3. GRAND d.o.o. Busovača

Production: sawmilling and planing of wood

4. SABIX-BORIK d.o.o. Maglaj

Production: furniture (upholstery, kitchen furniture and board based furniture)

5. ZEDEX d.o.o. Zenica

Production: EKO furniture, tables, chairs, beds, interiors, sideboards

Printed promotional material (catalogues, maps, leaflets) in order to promote companies on Trade Mission and similar events, was prepared and distributed to the companies.

Power Point presentation of the companies and their products was prepared and presented to the participants.

Logistic activities: organize the most suitable place and accomodation for foreign guests, equipment for presentation, promotional material, refreshment and similar

Among the cities within the Region Zenica proves as the most suitable location, based on several factors: location of participating beneficiary SMEs, existence of suitable premises (space for opening ceremony, business to business meetings, exhibition of the products, accomodation capacities) and similar.

Three service providers (hotels) were asked to offer premises, accommodation and catering services. On the basis of offers received, Selection Committee selected hotel «Dom penzionera» Zenica. They offered the best price-quality ratio.

Space for exhibition of domestic companies products was provided. There were 12 participants that exhibited their products.

Remark: Dimensions most of the products were not suitable to be exhibited in the space, such as hotel.

Promotional material, in order to promote the event, domestic companies, RED RDA and the donors, was prepared and distributed to all attendees.

Invitation letters were prepared and sent to all possible participants. Domestic companies were asked to approve their participation, in written.

RED RDA owns all equipment necessary for presentation.

Detailed Program of Trade Mission was prepared and sent to the participants.

This two days event included opening ceremony with presentations included (USAID CCA, FIPA, Foreign Trade Chamber of BiH, Chamber of Economy of Republic of Slovenia - Sarajevo office, representatives of Slovenian delegation...), business to business meetings, exhibition of the products, visits of the companies, visit to the Mayor of Zenica Municipality, visit to Zenica University and similar.

Organization of bilateral meetings

On the basis of domestic and foreign companies Export profiles initial matchmaking list was prepared and sent to all companies. The list included all invited companies: 50 domestic and 12 foreign. (See Annex D)

Eventhough almost all companies approved their participation, there were 35 domestic and 11 Slovenian companies came.

Revised matchmaking list, including only these companies, was prepared on the site and all meetings were held without any delay. (See Annex E)

The following wood processing companies participated on business to business meetings:

1. **PGS d.o.o. Bugojno**
 - GONZAGA-PRO d.o.o. Ljubljana
 - LESIMPEX d.o.o. Nova Gorica
 - MIZARSTVO Humar-Piculin d.o.o. Nova Gorica

2. **DRVO-SAN d.o.o. Donji Vakuf**
 - GONZAGA-PRO d.o.o. Ljubljana
 - LESIMPEX d.o.o. Nova Gorica
 - MIZARSTVO Humar-Piculin d.o.o. Nova Gorica

3. **CARLATTO d.o.o. Travnik**
- MEBLO JOGI d.o.o. Nova Gorica
4. **ENTERIJERI AG d.o.o. Zenica**
- GONZAGA-PRO d.o.o. Ljubljana
- MEBLO JOGI d.o.o. Nova Gorica
- MIZARSTVO Humar-Piculin d.o.o. Nova Gorica
5. **PRIMUS d.o.o. Maglaj**
- LESIMPEX d.o.o. Nova Gorica
6. **STANEX d.o.o. Zenica**
- GOPACK d.o.o. Solkan
7. **FAMI TRADE d.o.o. Tešanj**
- LESIMPEX d.o.o. Nova Gorica
8. **JASMIN M d.o.o. Žepče**
- ISKRA AVTOELEKTRIKA d.d. Šempeter pri Gorici
9. **PROGRAD d.o.o. Žepče**
- GONZAGA-PRO d.o.o. Ljubljana
- LESIMPEX d.o.o. Nova Gorica
- MEBLO JOGI d.o.o. Nova Gorica
- MIZARSTVO Humar-Piculin d.o.o. Nova Gorica
10. **AUREUS d.o.o. Gornji Vakuf/Uskoplje**
- GONZAGA-PRO d.o.o. Ljubljana
- MIZARSTVO Humar-Piculin d.o.o. Nova Gorica
11. **SABIX-BORIK d.o.o. Maglaj**
- GONZAGA-PRO d.o.o. Ljubljana
- LESIMPEX d.o.o. Nova Gorica
- MIZARSTVO Humar-Piculin d.o.o. Nova Gorica
12. **ZEDEX d.o.o. Zenica**
- GONZAGA-PRO d.o.o. Ljubljana
- MIZARSTVO Humar-Piculin d.o.o. Nova Gorica

After business to business meetings representatives of the companies were asked to fill out Evaluation form. Purpose of this document is to collect opinions, suggestions and recommendations of participants in order to improve such activities in the future. A few samples of Evaluation form filled out are attached to this Report (See Annex F).

Field visits to BiH companies

Field visits to BiH companies were organized on 19th January 2007. Slovenian partners visited eight BiH companies. REZ RDA vehicles were placed at the disposal for that purpose.

Feedback information

COMETS staff is in contact with all companies, participated on Trade Mission, in order to follow up the results. Up to date there are 13 contacts between domestic and Slovenian companies registered after the event (wood processing and metal processing companies). The following wood processing companies received Request for offer from Slovenian partners:

1. **CARLATTO d.o.o. Travnik - MEBLO JOGI d.o.o. Nova Gorica**
2. **PGS d.o.o. Bugojno - LESIMPEX d.o.o. Nova Gorica**
3. **FAMI TRADE d.o.o. Tešanj - LESIMPEX d.o.o. Nova Gorica**
4. **PRIMUS d.o.o. Maglaj - LESIMPEX d.o.o. Nova Gorica**
5. **PROGRAD d.o.o. Žepče - LESIMPEX d.o.o. Nova Gorica**

It is expected that some of the companies will establish business cooperation with foreign companies in near future.

Other information

Information about Trade Mission was sent to various media in order to raise public awareness on the event. The information was announced in printed and electronic media. A few samples of newspaper articles are attached to this Report (**See Annex G**).

Except connection between domestic and foreign companies, purpose of Trade Mission was to establish long-term cooperation on various levels: economy, education, culture and similar.

Representatives of cantonal and municipal authorities, donors, various institutions and media attended this event.

Prepared by:

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Project Manager