



Federal Ministry  
for Economic Affairs  
and Climate Action

# EU for Economic Growth (EU4EG)

Increasing local economic activity and competitiveness in the North-east, Polog, and South-west Regions, and Prespa area of North Macedonia

Info session on the Call for proposals for existing Micro, Small And Medium Enterprises (MSMEs) to use Business Support Services (BSSs)

**CALL REF: EU4EG\_MSME\_4**

Café Bar Mitanium (Mlad Borec), Resen

23rd April 2024, 14:00 - 15:30 h

Jovan Gavrilovski, Regional Adviser for South-West and Prespa region, GIZ EU4EG

Hari Shutoski, Adviser for ecosystem development, GIZ EU4EG

Implemented by

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

**AREA**  
SCIENCE PARK

## Welcome note

- Mr. Jovan Gavrilovski, Regional Adviser for South-West and Prespa region, GIZ EU4EG
- Mr. Hari Shutoski, Adviser for Ecosystem development, GIZ EU4EG

## Agenda

- 14:00 – 14:15 Welcome and Opening
- 14:15 – 14:45 Presentation of the Call for MSMEs to use BSSs
- 14:45 – 15:15 Q&A by the participants
- 15:15 – 15:30 Wrap-up and closing

## Objectives of the Info Session

- **Overall objective**

- To improve knowledge of MSMEs with regards to use of BSSs from the Catalogue of advanced BSSs published by the EU4EG project at the EU4EG Academy by qualified Business Service Organisations (BSOs).

- **Specific Objectives**

- Potential applicants (MSMEs) are familiar with the objectives, criteria and opportunities of the Call for MSMEs to use BSSs, CALL REF: EU4EG\_MSME\_4, published in the frame of the EU4EG Project.
- MSMEs (potential applicants) understand their role in engaging qualified BSOs for delivery of BSSs.
- BSOs understand their role towards the client MSMEs (potential applicants) in providing them BSSs to operationalize their growth plans.

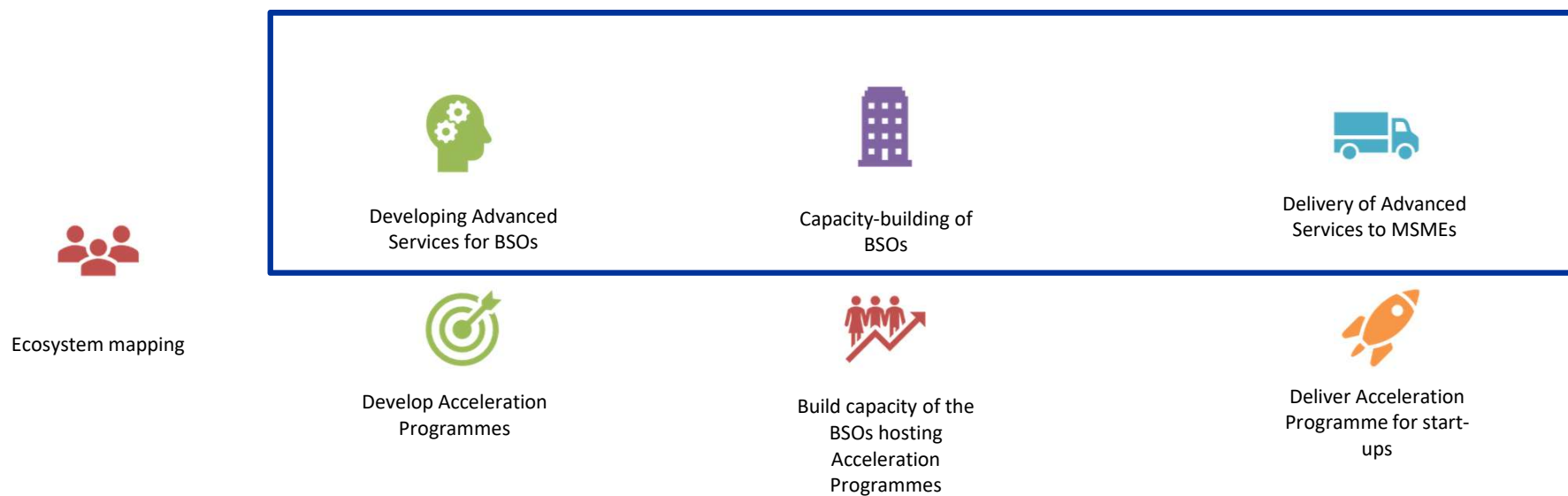
# EU for Economic Growth Commitments

1. Improving the Business Support Services for Start-ups and SMEs by supporting them to convey knowledge of the best practices in business development through capacity development activities and technical assistance.
2. Improving business support infrastructure through accelerators and mentorship programs.
3. Support existing high value-added business initiatives to introduce innovative technology, technology lines and equipment, production methods with an impact in improving business processes, and production efficiency to increase competitiveness.

Project name	EU for Economic Growth
Project region	North-East, Polog, South-West, Prespa (Municipality of Resen)
Commissioned by	Federal Ministry for Economic Affairs and Climate Action (BMWK)
Co-funded by	Delegation of the European Union to the Republic of North Macedonia
Volume	9.750.000 EUR
Duration	4 years (February 2021 - February 2025)
Implementing Partners	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and Area Science Park, Trieste, Italy

## Designing the ecosystem support programme

**MSMEs**



## Previous Call for EoI of BSOs - Selection procedure

1. Applicants were selected based on their Application and fulfillment of Eligibility criteria.
2. Short-list with qualified BSOs was established (Annex B) and it is part of the documents of the Call for MSMEs.
3. Letters sent to BSOs with some recommendations

### IMPORTANT NOTES:

- ONLY short-listed BSOs shall be engaged by the MSMEs in this Call for MSMEs to use business support services.
- MSMEs shall select BSOs ONLY from the BSOs which are on that list.
- It is expected that BSOs will sign tri-partite contract for the specified experts with the MSMEs and GIZ (each for their respective part under this Call (CALL REF: EU4EG\_MSMEs\_4)).

## Just to RECALL - reinforcement of provision of high-quality BSSs to MSMEs



=> Important: BSOs shall approach client MSMEs and offer BSSs

=> Important: **MSMEs shall interact with the local BSOs and use BSSs provided by the local BSOs** (those which participated in the EU4EG Academy) that could help them **to identify/ detail their growth opportunities.**



## The types of economic activities of the existing MSMEs



Circular economy and  
green economy



Innovation and IT



Highly competitive  
economic sectors



Export potential /  
Import substitution

# Highly competitive economic sectors

## Value Chain Analyses: South-West Region

Manufacturing, ICT, Sustainable Tourism



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## Value Chain Analyses: Prespa Region (Municipality of Resen)

Food and Agricultural Production



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## Value Chain Analyses: Polog Region

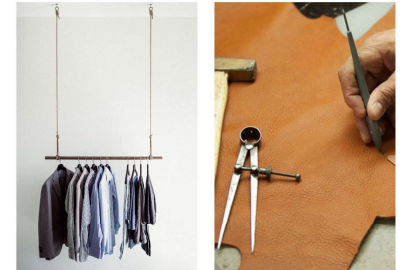
Manufacturing, ICT, Food and  
Agricultural Production



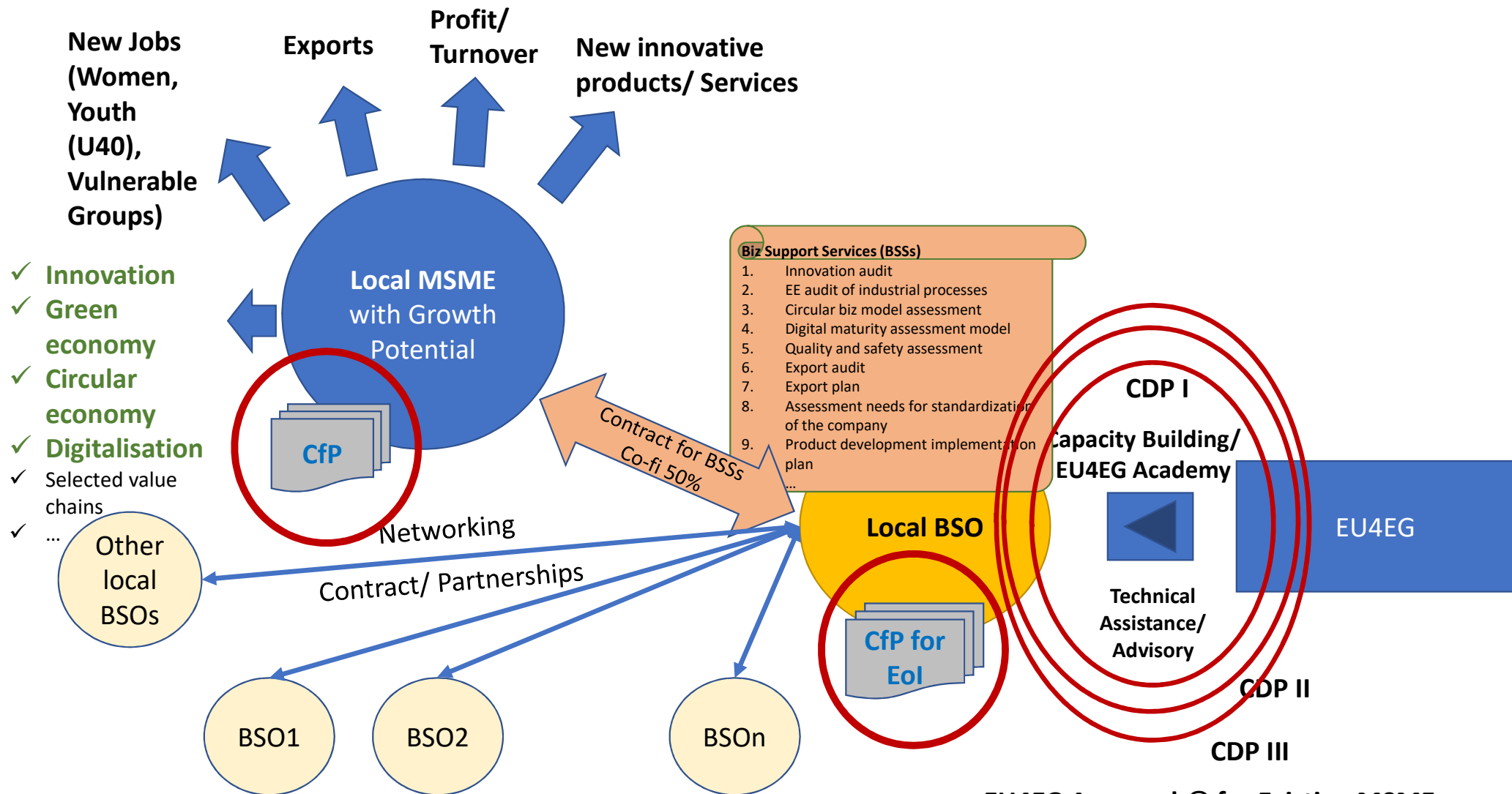
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## Value Chain Analyses: North-East Region

Manufacturing, Food and Agricultural  
Production, Leather and Textile Industry



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## Objectives of the Call for MSMEs to use BSSs

### Overall Objective

To contribute in increasing the local economic activity and competitiveness in the four target areas of the Republic of North Macedonia by improving access of existing MSMEs to high value-added business support services.

### Specific Objectives

- To support the MSMEs with growth potential to use BSSs provided by local BSOs.
- To identify growth opportunities resulting from local BSOs' support.
- To increase competitiveness of MSMEs by introducing new and improving existing products/ services, business processes, and production efficiency.
- To identify high value-added business initiatives including those related to the digitalisation, green and circular economy.

## Target Group of the Call for MSMEs

- **Micro, Small and Medium Enterprises (MSMEs)** established in the four target areas in N. Macedonia (North-East, Polog, and South-West planning regions and Prespa area (Municipality of Resen)) with high-growth potential, preferably owned or majority employing people under 40 years old; women; and vulnerable groups.
- MSMEs shall NOT be beneficiaries of grant support through EU4EG project yet.

## Final beneficiaries of the Call for MSMEs

- **Population in the four target areas** in the Republic of North Macedonia, and people below 40 years of age and/or women and/or people belonging to vulnerable groups and minorities.



## Financial allocation

- Overall indicative amount made available under this CfP is **60.000 EUR (4 target areas x 100 expert days x 150 EUR/day)!**
- Size of support (as an amount of total eligible costs of the action)
  - Min.: **5 expert days**
  - Max.: **10 expert days.**
- Share of support (as % of total eligible costs of the action):
  - Max.: **50%**
- **The max. acceptable expert fee is 150 EUR gross/day, all costs inclusive.**

=> Important: **min. 40 supported MSMEs**

## Size of support

Size of support	Min. 5 days	Max. 10 days
Max. 50%	<b>Total: 10 days (1.500 EUR)</b> (MSME: $\geq 5$ days)	<b>Total: 20 days (3.000 EUR)</b> (MSME: $\geq 10$ days)



## Eligibility criteria - Eligibility of Applicants - MSMEs

- **Applicant must:**

- be a legal person; and
- be established as per the Law on trade companies in the North-East, Polog, Prespa (Municipality of Resen) and South-West regions in the Republic of North Macedonia at least 36 months before the date of launching of this CfP (**before 16.04.2021**); and
- fall under the EU “Small and Medium Enterprise” definition: consist of fewer than 250 employees and have EITHER an annual turnover not exceeding 50 Million EUR, OR an annual balance sheet total not exceeding 43 Million EUR; and
- be directly responsible for the preparation and management of the action, not acting as an intermediary, and
- are not users of previous support in the frame of the EU4EG project (e.g. grants).

## Eligibility criteria - Eligibility of Actions

- **All project proposals must demonstrate :**
  - Applicant has selected at least one obligatory BSSs from the EU4EG catalogue of advanced BSSs for MSMEs (see section 4.4.1. of the Application Form).
  - Support adoption of green/ circular and/or digital practices (see section 4.5. of the Application Form)
  - The proposed BSO for delivery of BSSs is from the short-list (see section 4.6. of the Application Form).
- **The following types of activities are eligible:**
  - Purchase of business support services from the EU4EG catalogue of BSSs and in particular:
    - At least one obligatory BSSs and
    - Other BSSs (optional).

## Obligatory BSSs from the EU4EG Catalogue

- Digital Maturity Assessment
- Business Model Design (Circular business model Canvas)
- Energy Efficiency Audit of industrial processes (PInE Audit Tool)
- Patent Prior-Art Search
- Market Scenario
- Product development roadmap

## Eligibility criteria - Eligibility of Costs

- **All project proposals must demonstrate :**
  - The following costs are eligible under this Call for Proposals:
    - External experts / Consultants (e.g. gross fees for the engaged experts/advisors for implementing the BSSs).



## Application procedure

- **Application process :**

1. [Application Form](#)
2. **Self-Declaration Form**
  - a) Copy of the legal representative's ID
  - b) Copy of the Registration certificate issued by CRM
3. **Supporting documents (Certificate for paid taxes and contributions from the Tax Authority of the Republic of N. Macedonia).**

- **Application procedure and deadline:**

- Application has to be sent to e-mail: [EU4EG@giz.de](mailto:EU4EG@giz.de)
- Subject of the e-mail: "EU4EG\_MSME\_4 – Call for MSME - Name of the Applicant".
- Deadline: no strict deadline, first come – first serve;
  - 1st cut-off date for providing information to successful Applicants: 31 May 2024.
  - 2nd cut-off date for providing information to successful Applicants: 1 July 2024.



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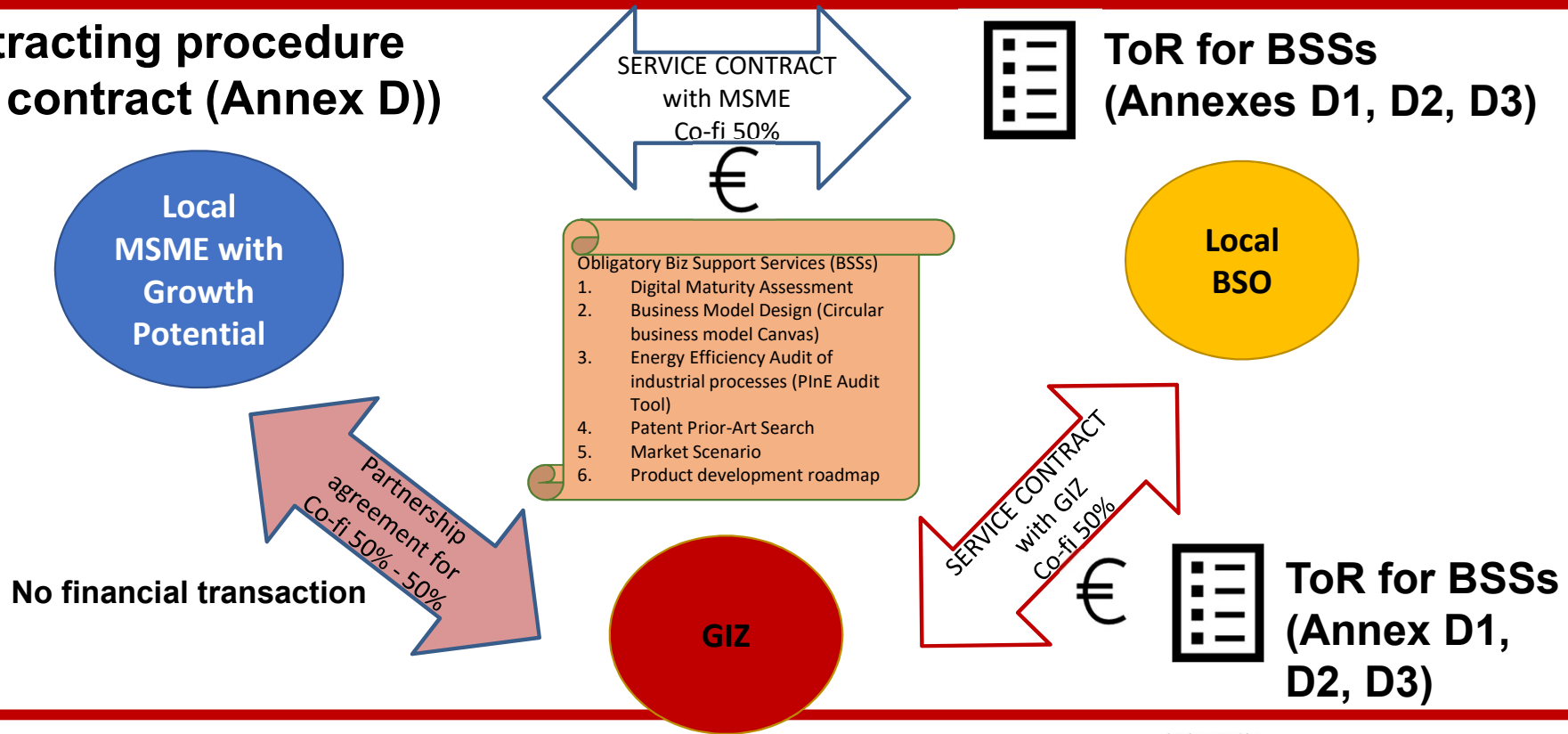
## Selection procedure

- Described in Annex C

Implemented by



## NEW: Contracting procedure (Tri-partite contract (Annex D))



## Info sessions for MSMEs

- Online event on 18.04.2024, 11 - 12.30 h using MS Teams at the following link: [Click here to join the meeting](#)

### Physical info sessions in the target areas:

- **Polog region**
  - 22.04.2024 in Tetovo, 11.00 – 12.30 h;
- **South-West region**
  - 23.04.2024 in Ohrid, 11.00 – 12.30 h;
- **Prespa region**
  - 23.04.2024 in Resen, 14.00 – 15.30 h;
- **North-East region:**
  - 25.04.2024 in Kumanovo, 11.00 – 12.30 h.





# INFO SESSIONS

CALL FOR PROPOSALS  
FOR EXISTING MICRO,  
SMALL AND MEDIUM  
ENTERPRISES (MSMEs) TO  
USE BUSINESS SUPPORT  
SERVICES (BSSs)



**18 APRIL 2024**

ONLINE 11:00

**22 APRIL 2024**

TETOVO 11:00

**23 APRIL 2024**

OHRID 11:00

**23 APRIL 2024**

RESEN 14:00

**25 APRIL 2024**

KUMANOVO 11:00

## More info

For more information please check the following LINKS:

- EU4EG web site: <https://eu4eg.mk/call-for-proposals-for-existing-micro-small-and-medium-enterprises-msmes-to-use-business-support-services-bsss/>
- and
- EU4EG Academy: [LINK](#) (only for registered users)

## OBTAINING INFORMATION AND SUPPORT

Contact GIZ Regional Advisers on the following e-mails:

- South-West planning region & Prespa area (Municipality of Resen): [jovan.gavrilovski@giz.de](mailto:jovan.gavrilovski@giz.de)
- Polog planning region: [evzi.hani@giz.de](mailto:evzi.hani@giz.de)
- North-East planning region: [filip.nelkovski@giz.de](mailto:filip.nelkovski@giz.de)

## Questions and Discussion

### **Mark Barrett**

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Project Leader

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