

## The Private Sector Development in South-West Serbia (PSD)

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Starting from July 2013, Regional Development Agency Zlatibor – Uzice implements Private Sector Development Programme (PSD) Phase II. This phase that ends in May 2017 is implemented in 25 municipalities from Zlatiborski, Kolubarski, Moravicki and Raski districts and it continues on the first phase implemented in six municipalities of Zlatiborski district in the period 2009-2013. PSD is financed by Swiss Government through Swiss Agency for Cooperation and Development (SDC) in tourism and traditional products sectors. The program is an essential part of SDCs commitment towards supporting the growth of income and employment opportunities through private sector development – as outlined in Swiss strategy of cooperation with Serbia 2014-2017.

The Private Sector Development in Southwest Serbia aims at improving employment and income opportunities in the Southwest Serbia. The PSD's overall strategy is to facilitate pro-poor development of the tourism sector and to use this growth and leverage to extend it further into the traditional products sector. This growth will raise the incomes and create jobs for PSD's target group - workers and small enterprise owners in rural and peripheral areas of Southwest Serbia, especially young people and women. Through stimulation of systemic change in tourism and traditional products sectors, PSD aims to improve access to markets, to stimulate economic growth and thus create additional jobs and income for its target groups: unemployed people and SMEs in rural and peripheral areas of Southwest Serbia, especially for youth and women.

PSD applies MSD (Market System Development) approach in developing market system that focuses on creating sustainable systemic change in supporting functions and rules that constitute wider market system. The approach is oriented towards creating long-term systemic change. PSD puts emphasis on causes of low market performances which diversifies it from conventional projects that focus on symptoms. PSD aims at establishing mechanisms for improving cooperation in public, private and civil sector, creating public-private dialogue and partnerships and better access to business services through stimulation of market actors to take their leading role.

