



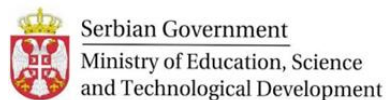
SCIENCE TECHNOLOGY PARK
Belgrade

YOUR INNOVATION PARTNER IN SERBIA- SOFT-LANDING PROGRAM OF STP BELGRADE

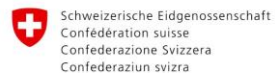
Jelena Petrović, Head of Business Development

„Internationalisation- soft-landing and twinning” panel, Unveiling Serbia’s S3 and exploring the role of incubators, accelerators and S&T Parks in delivering sector specific support in the Western Balkans and South-East Europe, October 16th, 2019

Founders:



With support of:



Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO

WHY SOFT-LANDING?



- Great potential of the talent and geographical position of Serbia
- Transfer of knowledge & newest technologies
- Contact with foreign markets & community effect
- Increase of direct and indirect employment opportunities
- Increased visibility of the organization in international environment
- Effect on the sustainability of the business model



WHAT IS NECESSARY TO SET UP SOFT-LANDING PROGRAM?

Team of people, customer oriented and willing to support with their skills and knowledge each part of the soft-landing process!



KNOWLEDGE

- Legal & administrative regulation
- Macro-economic and market conditions
- Main industry verticals
- Talent pool and specifics of the local ecosystem
- Local startup community & links to academia
- Incentives for R&D businesses



SKILLS

- Need-based approach
- Advisory role on the steps of setting up a company
- Attraction potential- energy and enthusiasm that creates trust
- Willingness to support and bring value to the company
- Networking abilities

SERVICES PROVIDED TO R&D COMPANIES



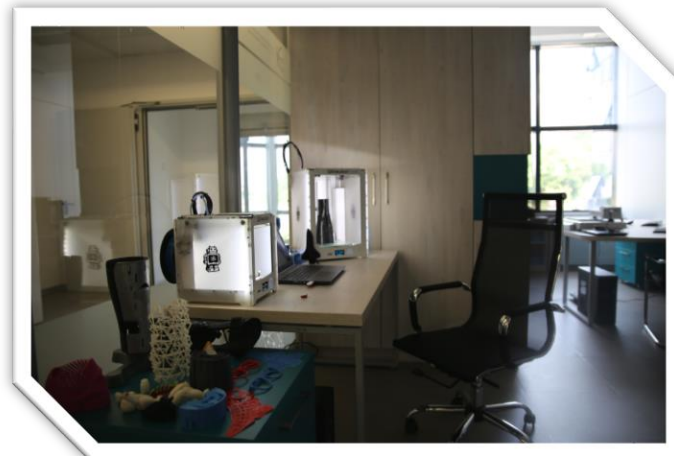
SERVICES FOR GROWTH

- Business advisory
- Networking & B2B
- Visibility & Promotion
- Access to R&D base (talents and institutes)
- Legal and administrative advisory



SPACE FOR INNOVATION

- Modern office space
- 3D lab
- 5G testing center
- Conference center
- Meeting rooms
- Skype rooms
- Gym & relax zones



RESULTS & ACHIEVEMENTS



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