

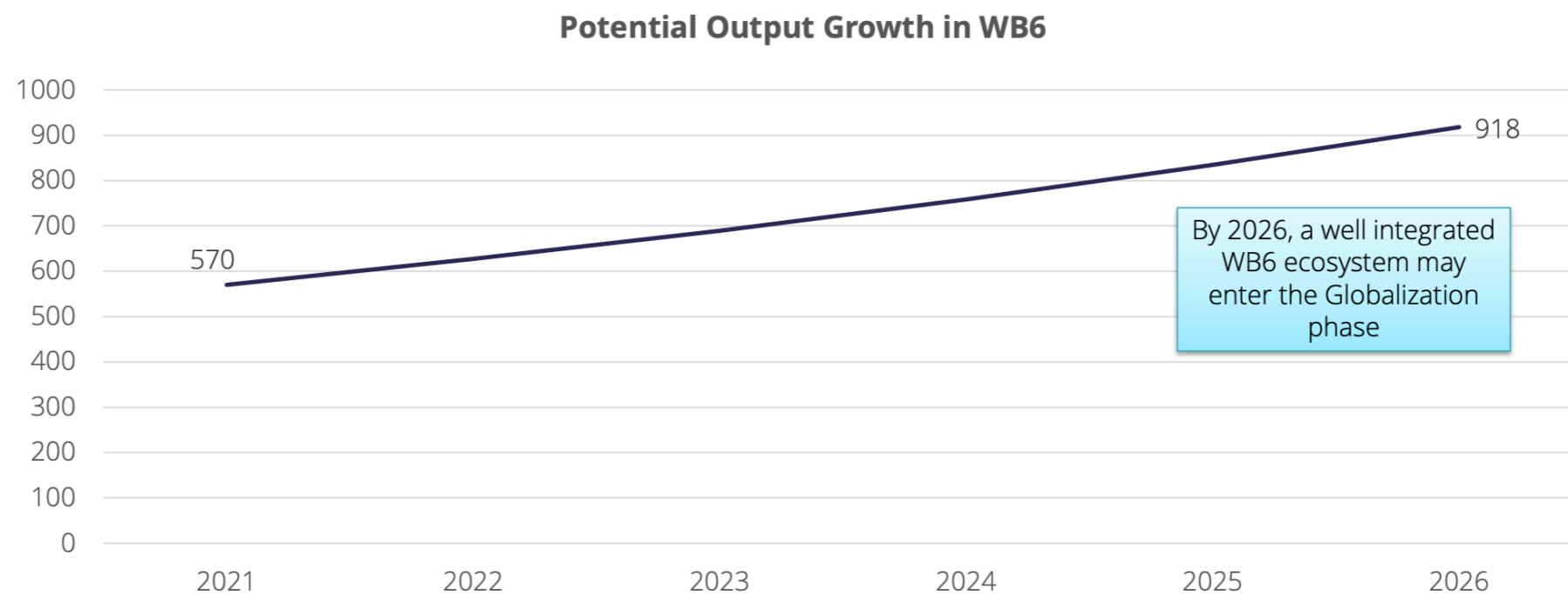
TOURISM

INNOVATION

THE MARKET

CAPTURING A GROWING MARKET OPPORTUNITY

Collectively, the WB6 ecosystem will have over 900 start-ups by 2026 at a 10% growth rate







COMPETITIVE LANDSCAPE

STANDING OUT IN THE NON EU PART OF THE BALKANS

These start-up sub-sectors represent key opportunities based on global trends, current start-up activity and our expertise

WB6 Industry Strengths

Global Landscape

	<p>Applied Blockchain Serbia- Blockchain is a fast-growing subsector with high value potential that has already started to develop in Serbia. Continuing to focus on Blockchain as a sub-sector can lead to a regional niche for the WB6.</p>	<p>High Growth</p>
	<p>Gaming & Digital Entertainment Serbia & Bosnia and Herzegovina- A highly profitable sub-sector, leading gaming companies in Serbia have already begun to establish a local niche in Gaming. Digital entertainment in general represents an opportunity for highly specialized talent in the WB6 region to add significant value to overall GDP.</p>	<p>High Growth</p>
	<p>Gov Tech, Public Services Low government efficiency, high public employment. Growth potential is high to introduce digital solutions to public services, massive market.</p>	<p>Growth Market</p>
	<p>Fashion Tech, E-commerce & Supply Chain North Macedonia, Kosovo, Albania, Montenegro- Capitalize on traditional craftsmanship in fashion by connecting to global supply chains to sell to Western markets utilizing E-commerce platforms.</p>	<p>Local Niche</p>

COMPETITIVE LANDSCAPE

STANDING OUT IN THE NON EU PART OF THE BALKANS

A combined WB6 ecosystem will also see the exponential effects of Output growth on scale-up and job creation

	Start-up Output 2021	Output Growth Rate ¹	Start-up Output in 2026	Employment Generated: Start-ups ²	Employment Generated: Scale-ups	Total Direct Employment	Total Indirect Employment ³	Total Employment
Current Scenario: 2021	570			3,420	527	3,947	15,787	19,733
Vision 2026	570	10%	918	5,508	2,205	7,713	30,852	38,565

In 2026, the WB6 start-up ecosystem can generate ~18,800 jobs by fostering a cohesive ecosystem and driving start-up and scale-up creation

Output Growth Rate determined based on fast-growing but small (less than 100 start-ups) ecosystems

WB6 start-ups generate about 5.75 jobs per start-up (Startup Genome survey based on Serbia)

Scale-ups in early-stage ecosystems generate an average of about 105 jobs per company (Startup Genome research)

Indirect Employment refers to the creation of additional support jobs for every job created. Technology-driven industries have one of the highest multipliers at around 4X (Kauffman Foundation & MIT Sloan)

MOBILE APP

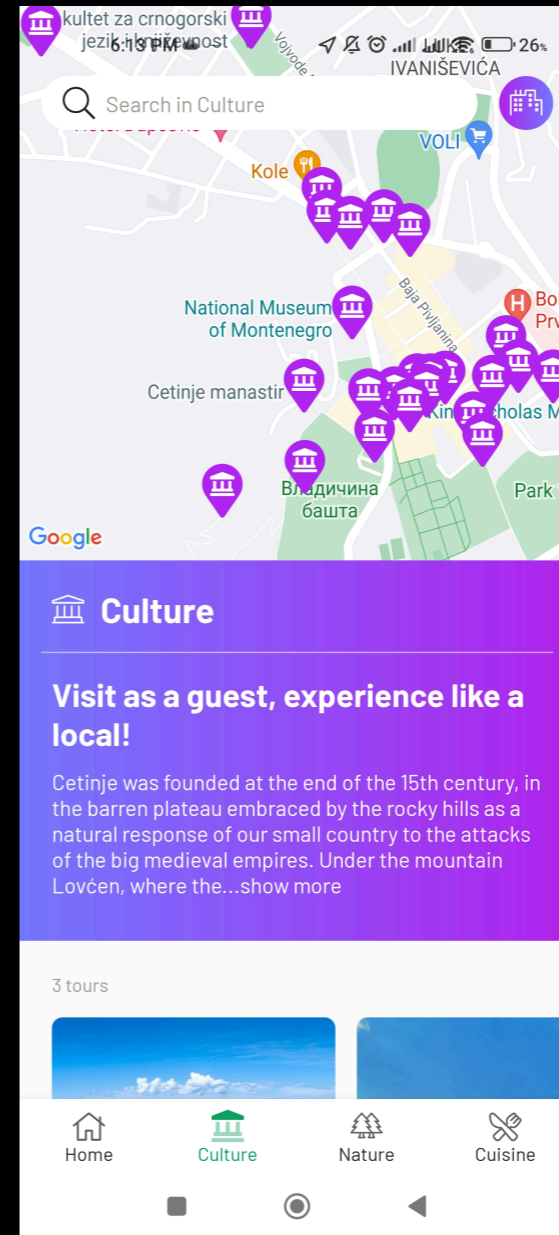
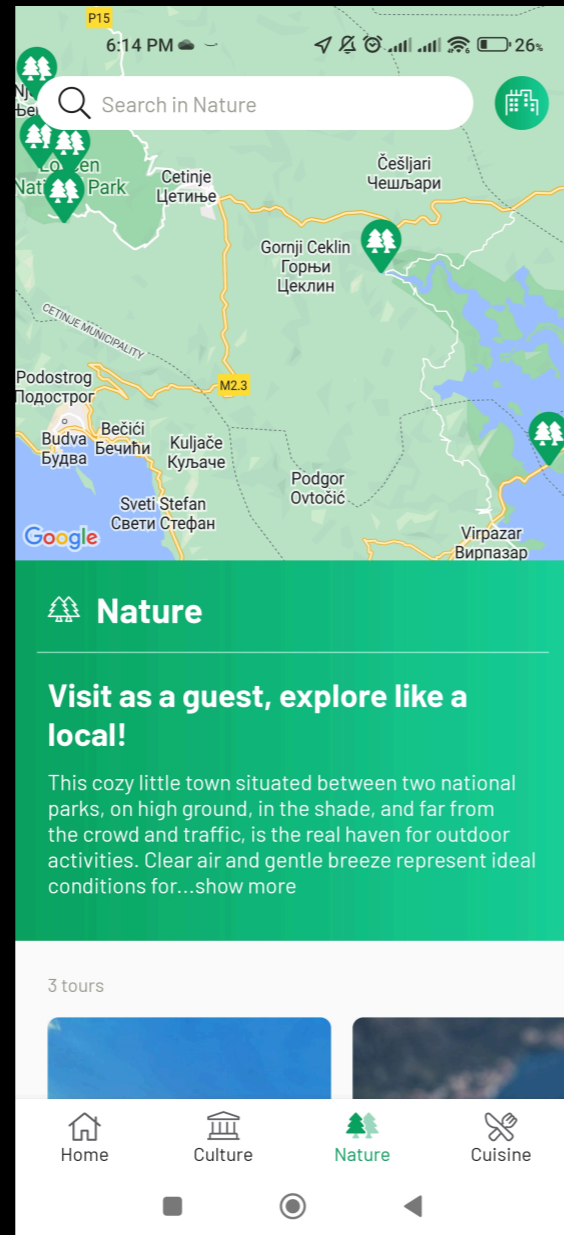
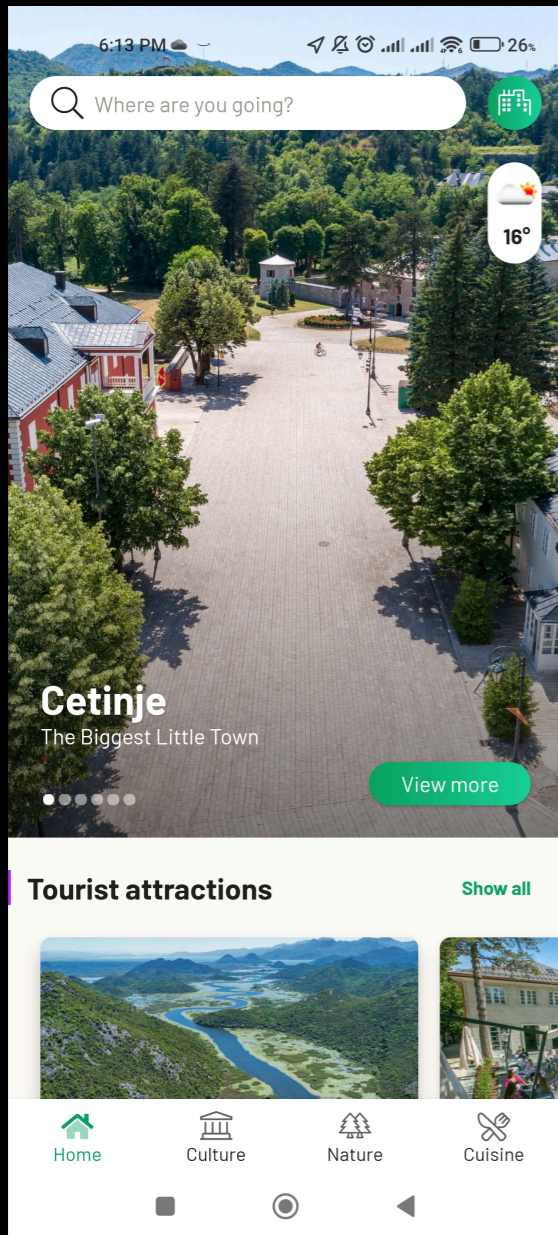


TABLE APP




CETINJE
Old Royal Capital
The biggest little town

Interreg - IPA CBC
Italy - Albania - Montenegro
OPEN TOURISM

CETINJE
AUTHENTIC GASTRONOMY AND DROPS
Discover tastes and aromas of Cetinje and old Montenegro

Material was developed through the realization of the project in Tourism. This project is financed by the INTERREG IPA CBC Italy - Montenegro Programme.

OZHE



**VALORISATION OF OPEN TOURISM
INSTRUMENTS AND SUGGESTIONS
FOR THE DEVELOPMENT OF NEW
TOOLS**

OBSTACLES

AND HOW TO DEAL WITH THEM

LIIMITATIONS

HOW TO IGNORE THEM

FAILURES

HOW TO USE THEM

INNOVATION

