

PROJECT MADE IN MONTENEGRO

Project ***“Made in Montenegro”*** was founded in October 2003 and it is focused on the institutional campaign which, by and large, promotes Montenegro’s potentials – its national goods and commodities, and producers. Precisely this project resulted from the mission entitled “Enhancement of competitiveness of national enterprises” and should further evolve into creation of a commodity brand “Made in Montenegro” along with increased production and export of Montenegrin enterprises.

The objectives of this project are to generate terms that will boost competitiveness of domestic products on both Montenegrin and international markets and provide conditions for expansion of the market, by increasing exports, improved and more efficient use of all domestic (natural, productive and human) resources.

Considering the need for enhancement of marketing activities of enterprises in Montenegro, Directorate for Development of Small and Medium-sized Enterprises, in cooperation with Ministries of Agriculture and Tourism, is carrying out an effective endorsement of all domestic products through a project <MADE IN MONTENEGRO – Promotion of Montenegrin Products>. In the Directorate we are confident that, using this informational-educational campaign, we will positively influence all components in generating a prerequisite for formation of a commodity brand “Made in Montenegro” as a necessary condition for recognition, quality and successful placement of Montenegrin products on national and international markets, especially in areas in which Montenegro has comparative advantages.

Montenegrin wine, organic fruit and vegetables, mineral water, beer, ham from Njegusi, cheese from Njegusi and Durmitor and various other goods, assume a very important and responsible mission – to initiate their expansion on European markets and, using quality endorsed with a “Made in Montenegro” label and following accreditation of leading status on domestic territory.

Launching this campaign and offering motivational measures influences domestic producers to adopt international market criteria, as well as boost the quality of their products and accept economically more efficient business conduct, thus becoming more competitive in both domestic and international markets with price and quality. Further aim is to instigate consumers to gain preference to domestic producers and products.

Institutional campaign “Made in Montenegro” intends to appeal to the entire Montenegrin public and is directly addressing:

- **Producers**
- **Consumers**
- **The broad masses – general society, its citizens**
- **Bulk and wholesale consumers**
 - **Hotels**
 - **Restaurants**
 - **Institutions and enterprises**
- **Tourists (international and regional) in both summer and winter tourist seasons**
- **Trading and commercial networks, wholesale and retail trade groups**

• **National distributors**

Regulation of national standards and norms with European, certified with international credentials, is one of the terms for confidence in Montenegrin products at domestic and European markets. In conjunction with enforcement of standards, it is essential to improve production technology, maintain and expand superiority of commodities, formulate a marketing principle that will boost competitiveness of domestic products and increase the value of production and revenue.

It is important to point out that this endorsement project and the formation of the aforementioned commodity brand is principally focused on tourism as a strategic branch of economic growth of Montenegro. With this goal in mind, a range of meetings were organized among agricultural producers and representatives of tourism economy, with intention that Montenegrin tourist proposal will ultimately be derived from domestic products and that the staff in tourism sector will be prepared to offer primarily products with a label "Made in Montenegro" to domestic and foreign guests.

Realization of the project

This campaign is being carried out in three strategic phases, which, in combination with adequate marketing segments and communication networks, consistently unite all established goals and target groups. From operational view, the concept of marketing campaign aims at establishing coordination on the course from producer to trading network/distributors to consumer/society.

1st phase of this project is attributed to consumers and producers: it suggestively anticipates the extent and advantages of domestic goods, initiates and indicates the need of forming a "Made in Montenegro" criterion as a requirement for a valuable domestic product on both national and international markets. Feature activities of the 1st phase, alongside media advertising, are presentations in all major cities of Montenegro.

In the course of realization of the project, over 15 presentations were organized across Montenegro, the adjacent region, and Europe, where more than 30 enterprises from the food industry participated - in Podgorica, Herceg Novi, Kolašin, Žabljak, Berane, Rožaje, Cetinje, Budva, Belgrade, Novi Sad, Celje, London, Bari, and Tirana. Additionally, exclusive advertising programmes MADE IN MONTENEGRO were broadcasted on RT CG II, continuing progressively on NTV MONTENA.

In the 2nd phase, the Directorate, in cooperation with private enterprise Gemax, has accomplished the first set of specially-designed gift packages "Your piece of Montenegro". Programme "Your piece of Montenegro" includes:

- small package – for you,
- surprise package – for two,
- separate sweet and sour medium packages,
- and exclusive package, called "Montenegrin Welcome".

We can readily announce that the **3rd phase** of the campaign ought to encourage our producers to export their products to the Balkan region, while the Directorate will provide sponsorship through endorsements in these countries. The marketing sector started to launch clips with so-called Campaign Ambassadors (famous individuals from the world of sport, music, film, politics, etc.), in addition to continuation of campaign by introducing banners and placards at grocery retailers in locations across Montenegro.



Berlin



Ljubljana



London



Moscow



Prague



Novi Sad