



Loznica, 9th September 2024

PRESS RELEASE

Business Incubator Opened in Loznica as Part of the NESESER Project: Support for Youth and Entrepreneurs in Loznica and Brčko Through Innovative Projects

On 9th September 2024, a business incubator was officially opened at the Youth Center in Loznica as part of the NESESER project (Newly Established Start-up Enterprise Services), aimed at promoting entrepreneurship among youth and women. The project is co-funded by the European Union under the Instrument for Pre-Accession Assistance (IPA II) through the Serbia-Bosnia and Herzegovina Cross-Border Cooperation Program 2014-2020, and implemented by the Development Guarantee Fund of Brčko District BiH, the City of Loznica, and IRI - Institute for Development and Innovation from Belgrade.

Bojan Lučić, coordinator of the Youth Center in Loznica, emphasized that the Business Incubator will provide young people and women with support in employment, as well as a space to work and develop their entrepreneurial ideas.

"The project is a significant step forward in supporting young people and women in the field of entrepreneurship, while also allowing for the exchange of experiences with other countries," Lučić said, noting that there are currently 11 start-up entrepreneurs in the incubator, with more applications expected in the coming period.

Tanja Glišić Matić, head of the Department of Social Affairs of the City of Loznica, added that this is the first cross-border cooperation project between the City of Loznica and Brčko District BiH.

"This initiative will provide concrete support to startups, especially for young people and women, by offering not only space and equipment but also training, which will begin on 2nd October," said Glišić Matić.

Most of the entrepreneurs are engaged in the fields of youth policy, media reporting, and support for young people with developmental challenges.

"We are very pleased to have reached this point, where we are opening the business incubator in Loznica. Young people, as well as other entrepreneurs from Loznica and the surrounding areas, will have the opportunity to realize their ideas with the support of the incubator staff," said Nenad Jevtović, director of the Institute for Development and Innovation, on behalf of the project partner organization.

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Indira Lević Muharemović, the joint project manager, highlighted the importance of the project for both local communities:

"This project will help young people stay in their communities and develop entrepreneurial skills. Loznica and Brčko District face similar challenges, and such incubators represent significant support."

Among the incubatees, Valentina Đurić, a representative of the Technical School in Loznica, emphasized the importance of the support they received: "In addition to our profession as architectural technicians, we also want to focus on environmental topics. We are currently working on an air purifier that operates naturally."

Branislava Gajić from the Sveti Sava High School presented the student company "Lola Vibe": "We are engaged in the production of medicinal products based on lavender essential oil. Our products are designed to provide a sense of security and reduce stress."

Let us recall that the contract for co-financing the NESESER project with European Union funds was signed with the Ministry of Finance of the Republic of Serbia – Sector for Contracting and Financing of EU-Funded Programs.



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