

International Finance Corporation (IFC) “Western Balkans Manufacturing Value Chains” project, implemented in partnership with the Swiss Secretariat for Economic Affairs SECO, is informing all companies from the Light Manufacturing Industry, especially the sectors of Automotive Industry; Industrial Equipment; Agro equipment, as well as metal processing, about the launch of the digital matchmaking platform for networking the suppliers and buyers from the above mentioned sectors. The digital platform, as a product, offers extensive possibilities for firms from the Western Balkans region to connect with new buyers on the global market, especially Eurozone, with the opportunity to increase their visibility, as well as of their products, and to connect with other firms from the Western Balkans Region, regional and global supply chains.

Manufacturers from the Western Balkans have been attempting to enter global supply chains for the last decade, but not all them have the capacity and skills to forge connections with international firms. This new digital platform, linking manufacturers to investors, buyers, and suppliers, is being developed together with the United Kingdom-based Achilles, a global supplier of sourcing platforms, in ways of creating a digital market where manufacturers can meet potential investors, buyers and suppliers.

IFC invites all companies interested in participating on the platform, to express their interest by filling an application on the following link <https://www.surveymonkey.com/r/NWJGJZ2> latest by May 5, 2021 in order to receive additional information for applying.

Participation in the platform of 100 companies from the Western Balkans is free of charge.

This initiative represents part of IFC’s efforts to create jobs and support the region’s economic recovery from the COVID-19 pandemic that created uncertainty and pressured the producers in the Western Balkans. This program is developed to create new opportunities for the companies and increase the economic recovery from pandemics.

For any additional information and/or questions, please send an e-mail to[**jmiljkovic1@ifc.org**](mailto:jmiljkovic1@ifc.org) **or** [**jbralic@ifc.org**](mailto:jbralic@ifc.org)