



**Udruženje poslovnih žena u BiH**  
[www.upzbih.ba](http://www.upzbih.ba)

**ASSOCIATION OF BUSINESS WOMEN OF BOSNIA AND HERZEGOVINA**  
**Short presentation of investment opportunities for 2018 Sarajevo Business Forum**

**I About us**

B&H Association of business women was established in 2016, following the work of the business women association ONE, which existed since 2013. The association is a sort of apex, gathering women associations, cooperatives and businesses from across the country. It represents over 450 business women and their small Associations from B&H active in various industries, including agriculture and food processing, tourism, banking, textiles, consulting industry and other important sector.

Over the years the Association of business women of Bosnia and Herzegovina has implemented like biggest Associations of women, a number of projects aiming to strengthen women entrepreneurship and supported a number of policy initiatives related to the improvement of Women's' position in the economy. One of the larger projects are the Days of women entrepreneurship, which will be held for the 5th time in late April 2018. During the last years' event, the association implemented a competition for the selection of the best authentic B&H product, which was advertised in three categories: food, natural cosmetics and handicrafts.

**II Projects for consideration**

Given the diversity of applications and the potential for further support, we would like to briefly present some of the initiatives related to food production and natural cosmetics that may attract investment capital, resulting in increased production and the engagement of women in rural areas by small women Associations from all part in B&H.

We are cluster like most big Women's Associations in B&H. So we are the bearers of this whole project because we have the technical, quantitative, business and human resources to present all product 'under one roof' and to present final product on market place. We will take care of the whole approve budget and deploy it further as it will require cost-effective production efficiency.

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### **III Project budget for 2018 and partnership with potential investors**

#### **1. Total Budget = 50.000 EUR**

- 1.1. Association of Business Woman in B&H = 50.000 EUR
- 1.2. Specification of service costs for Associations of Business Woman in B&H:
  - current operative costs,
  - staff support,
  - material costs (phone calls, coordination's, travel costs and other material costs and assistance),
  - technical support and several education from various segments,
  - continuously mentoring etc.

#### **2. Time of return on investment is from five (5) years or seven (7) years.**

### **IV Closing remarks**

These are just some of the potential projects looking for investment support to further increase the production and employ more rural women.

The Association of Business Women in Bosnia and Herzegovina is available for further discussions related to the investment opportunities in food production that would further engage rural women and help them secure their livelihoods. To arrange a meeting or obtain more information about the work of association and projects seeking funding in the field please contact Ms. Aida Zubcevic, President of the Association via e-mail: [aida@upzbih.ba](mailto:aida@upzbih.ba) or directly by mobile phone at + 387 63 895 932.

We are also provided by some of our cluster members by following table.

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### 1. Women Association **Orhideja** (Orchid) from Stolac

a. Number of members:	Twenty (20)
b. Founded in:	2004
c. Contact person:	Ms. Minva Hasić, President of the Association

**Project description:** Orchid is an association of women based in town Stolac, Herzegovina, southern part of the country with Mediterranean climate and rich soils. In a range of home-made products offered by the associations' members, two stand out with their potential for commercialization and growth of production: Sun-dried tomatoes preserved in olive oil, and the peach jam with lavender. These two products have already found their place in the local market and have their standardized recipes (based on local tradition), packaging and labeling design. Opportunities exist to increase the production and further engage the existing 20 members of the association.

### 2. Women Association **Zejneb** from Zavidovici

d. Number of members:	Fifteen (15)
e. Founded in:	2012
f. Contact person:	Semira Hajtić, President of the Association

**Project description:** Members of the women association Zejneb produce traditional jams from apples, plums and rosehip, as well as some natural cosmetics based on the local medicinal plants. Opportunities exist to increase the quantities of these products and to introduce new items in the product range. There is abundance of raw materials (fruit and herbs) and the local market has an unmet demand for these products.

### 3. Women Association **Emina** from Ustikolina

g. Number of members:	Ten (10)
h. Founded in:	2005
i. Contact person:	Jasmina Šahović, President of the Association

**Project description:** Women association Emina is based in a small village in Eastern Bosnia and focuses on the production of traditional processed products from fruit and vegetables. This association made a breakthrough few years ago when they managed to sell their traditional products (such as *ajvar* – vegetable spread and pickled vegetables) to the largest national retail chain in Bosnia and Herzegovina at that time. In their product range they also include the whole fruit plum relish, which is a traditional product that offers a lot of opportunities for expansion and export, given the amount of plums produced in this region.

### 4. Women Association **Sabina Jamakovic** from Olovo

j. Number of members:	Over 100
k. Founded in:	1997
l. Contact person:	Nihada Salihbašić, President of Associations

**Project description:** Olovo based women association Sabina Jamakovic works with over one hundred women in this small municipality in rural Bosnia, mainly on the production and processing of fruit and vegetables. Members of this association produce a lot of vegetables in greenhouses and grow their own fruit for processing (apples, pears, plums, etc.). One of their most popular products is the rosehip jam, made from the wild organic rosehip based on a traditional recipe. The association is open for cooperation and is looking for interested investors to further commercialize their production and increase their production volumes.

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