



“Without the support from Switzerland Global Enterprise, we would not exist. Their ongoing guidance is helping us advance the organization effectively.”

GOCE PEŠEV  
Executive Director  
Macedonian Association for Metal and Electrical Industry (MAMEI)



# MAMEI MAKES A SPRINTING START WITH S-GE

Macedonian Association for Metal and Electrical Industry (MAMEI), founded to converge export and business development activities in Macedonia’s metal and electrical industry, is only one year old, and is already a force to be reckoned with. Funded and supported by Switzerland Global Enterprise (S-GE), MAMEI has already built a valuable network of contacts and is pushing ahead with a range of initiatives to promote business internationally, including B2B and business-matching programs for members and visits to international business shows. Membership already numbers 21 companies, with more expected in 2015.

The establishment of MAMEI was prompted by S-GE, who first encouraged companies in the industry to set up this framework for marketing and networking initiatives and for promotion of international business. Through its SIPPO Programme, S-GE sponsored the official launch event in October 2014, where the new association and its plans were presented. The SIPPO funding also helped the members stage a mini tradeshow at the opening, giving member companies and guests an early opportunity for networking and presentation.

## MAMEI became known thanks S-GE

S-GE has helped the fledgling association expand both its membership and its horizons, providing co-funding for initiatives as well as expertise in marketing and promotion for member companies. Contact-building efforts are paying off with a strong media presence: as well as extensive media coverage of the official launch, MAMEI has also featured on a business show on national TV in Macedonia. With help from SIPPO, MAMEI is already busy on the international scene. It is showcasing at the SIPPO stand at the 2015 Hannover Fair, enabling visitors from all over the world to see the products and services that Macedonian companies have to offer. This is a valuable opportunity for members to gain first-hand experience at an international tradeshow without significant financial outlay. Elsewhere, three member companies have also been invited to participate in a Business Forum in Spain at the end of March 2015, where the MAMEI members are presenting their own products and services and also promote their country’s industry.

## FACTS

**TARGET MARKET**  
European Union, Switzerland

**SECTOR**  
Metal and electrical industry

**SERVICE**  
Support the economical development of the Macedonian metal and electrical industry

**MACEDONIAN ASSOCIATION FOR METAL AND ELECTRICAL INDUSTRY (MAMEI)**

**LOCATION**  
Skopje, Macedonia

[www.mamei.mk](http://www.mamei.mk)



OFFICIAL PROGRAMME

