

EVROPA U SRBIJI I SRBIJA U EVROPI

Europe in Serbia and Serbia in Europe



Da li je Srbija više u Evropi, ili je Evropa više u Srbiji?

To su, zapravo, dva potpuno komplementarna procesa koja se istovremeno dešavaju. Ipak, jedan od njih se može nazvati "Evropa u Srbiji na više koloseka".

Kako?

Na državnom nivou, Srbiji je dato pozitivno mišljenje o Studiji o izvodljivosti od strane EU. Sada se priprema teren za početak procedure koja će Srbiju pridružiti Evropi.

To je samo jedan kolosek. Ulazak Evrope u Srbiju, međutim, ne dešava se samo na ambasadorskom nivou.

U Parlamentu Srbije Evropa se stalno pominje. U poslaničkim debatama, u proceduri donošenja zakona, najčešće pitanje je da li su usklađeni sa standardima Evropske unije i najčešći odgovor je da jesu.

U privredi, Evropa je prisutna gotovo na svakom koraku. Srbija je zaista tipična tranziciona zemlja, sa tipičnim problemima koje može da ima u toj fazi. Ali, u isto vreme, Srbija ima i mnoštvo veoma dobrih domaćih, većih i manjih, moderno opremljenih preduzeća, koja primenjuju sve evropske standarde.

U bankarstvu Srbije Evropa je stigla pre više godina, sa bankarskim standardima. Danas, bankarstvo u Srbiji doživljava najbrži privatizacioni, investicioni i poslovni bum. Ta pojava, u stvari, predstavlja vesnik bolje budućnosti, najrealniji nagoveštaj da u Srbiju dolazi vreme prosperiteta. Zna se - tamo gde bankari rado dolaze, doći će i poslovni ljudi.

Za to vreme, strani investitori, od kojih su neki došli mnogo godina unazad, proširuju svoje investicione programe. Istina, oni imaju zamerke i želju da promene neke stvari, ali, to sve očigledno ne smeta njihovom uspešnom i profitabilnom biznisu.

U običnom životu, Evropa je najprisutnija. Mnogi žitelji Srbije su ozbiljno zakoračili u Evropu na razne načine, ne čekajući nikakve zvanične odluke. Ipak je to, posle svega, vraćanje na prepoznatljiv stil života.

Održavanje Godišnje skupštine Evropske banke za obnovu i razvoj i Biznis foruma EBRD u Beogradu, događaja kojem je posvećeno ovo specijalno izdanje ProMoney, takođe predstavlja prepoznatljiv stil života koji se polako vraća u Srbiju.

Beba Vujošević
Glavni i odgovorni urednik

Is Serbia more in Europe, or is Europe more in Serbia?

These are, actually, two totally complementary processes, proceeding simultaneously. Nevertheless, one can be called "Europe in Serbia on several tracks".

How?

At the state level, the Feasibility Study for Serbia has been approved by the EU. The ground is now being prepared for the start of the procedure in which Serbia is to join Europe.

This is only one track. Serbia's accession to Europe, however, is not taking place only at ambassadorial level.

Evropa is constantly mentioned in the Serbian Parliament. In parliamentary debates, the most frequently asked question when laws are being adopted is whether they are harmonized with European Union standards, and the answer is most often affirmative.

In the economy, Europe is present practically at every step. Serbia is truly a typical transition country, with typical problems than can be experienced in this phase. However, at the same time, Serbia has a multitude of very good domestic, big and small, modernly equipped companies, applying all European standards.

Evropa arrived in Serbian banking a number of years ago, with banking standards. Banking in Serbia is today experiencing the fastest privatization, investment and business boom. This phenomenon, actually, represents the herald of a better future, the most realistic intimation of a period of prosperity coming to Serbia. It is well known - where bankers gladly come, businesspeople are soon to follow.

Meanwhile, foreign investors, some of whom arrived many years ago, are expanding their investment programs. True, they have objections and the desire to change certain things, but all this is obviously no obstacle to their successful and profitable business.

It is in ordinary life that Europe is present the most. Many citizens of Serbia have seriously set foot into Europe in various ways, without waiting for any official decision. This is, after all, a return to a recognizable way of life.

The holding of the Annual Meeting of the European Bank for Reconstruction and Development and the EBRD Business Forum in Belgrade, the event to which this special issue of ProMoney is devoted, also represents a recognizable way of life which is slowly returning to Serbia.

Beba Vujošević
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