



BEOGRAD NA RASKRŠĆU

Belgrade at an Intersection

Uvodnik/Editorial

U poslednje vreme, Srbija je imala niz pozitivnih poslovnih poruka iz sveta..

Evropska banka za obnovu i razvoj proglasila je Srbiju za najbržeg i najvećeg reformatora u zemljama u razvoju.

Svetska banka je u izveštaju o investicionoj klimi, koji obuhvata razne zemlje, u pogledu Srbije otišla korak dalje i dodelila joj epitet najbržeg reformatora u svetu. Time je zapravo uputila poruku poslovnom svetu da je Srbija, za razliku od mnogih zemalja, najviše učinila u reformama, ali to, naravno, ne znači da je dostigla poželjan nivo.

Razvojni komitet OECD-a koji radi i saraduje sa određenim komitetima Pakta za stabilnost u Jugoistočnoj Evropi, dao je Srbiji pozitivne ocene, jer je ispunila sve obaveze iz zvanične izjave šta će uraditi da poboljša investicionu klimu i ubrza stvaranje jedinstvenog tržišta Jugoistočne Evrope.

Američko ministarstvo za trgovinu, koje svojim poslovnim ljudima daje informacije o procenama tržišta određenih zemalja, u novembru 2005. proglasilo je srpsko tržište tržištem meseca, jer je jedno od najatraktivnijih. To je rezultat procene da Srbija ima puno poslovnih inicijativa, veliku ponudu kompanija, kvalitetnu i školovanu radnu snagu i dobru poslovnu klimu.

Poslednja dobra poslovna poruka kojoj je posvećeno ovo izdanje, stigla je nedavno.

Na takmičenju za evropske gradove i regione budućnosti u 2006. i 2007. koje za sve kontinente organizuje "FDI Magazin", specijalizovano izdanje časopisa „Fajnenšel tajms“ za strana direktna ulaganja, Beograd je najpre proglašen za grad budućnosti centralnog dela Jugoistočne Evrope, a u finalu za „Grad budućnosti Južne Evrope“.

To nisu samo prestižne pohvale, već preporuke poznatog ekonomskog magazina za lokaciju u koju treba ulagati, na osnovu ocene stručnog žirija o ekonomskom potencijalu, troškovima poslovanja, ljudskim resursima, transportnim mogućnostima, informacionim tehnologijama koje se primenjuju, kvalitetu telekomunikacija i kvalitetu života za strane ulagače.

Jedno je sigurno - za dobar posao je potrebno pre svega dobro mesto..

Srbija i Beograd zauzimaju centralno mesto u regionu, imaju veoma bogatu istoriju i jedinstven splet mnogih kulturnih uticaja koji se može osetiti na svakom koraku i zato se mnogi investitori ovde dobro osećaju.

Spasenija Beba Vujošević
Glavni i odgovorni urednik

Lately, Serbia has been receiving a number of positive business messages from the world.

The European Bank for Reconstruction and Development has proclaimed Serbia the fastest and leading reformer among developing countries.

In its report on the investment climate, which includes various countries, the World Bank went a step further in the case of Serbia and named it the world's fastest reformer. Thus, it has, actually, sent a message to the business world that Serbia, unlike many countries, has done the most in implementing reforms, but this, of course, does not mean it has reached the desirable level.

The development committee of the OECD, which works and cooperates with certain committees of the Stability Pact for South Eastern Europe, has given Serbia positive assessments, since it has fulfilled all the obligations from the official statement on what it would do to improve the investment climate and accelerate the creation of a single South East European market.

The US Department of Commerce, which provides businesspeople with information about certain countries' markets, in November 2005 proclaimed the Serbian market – the market of the month, since it was one of the most attractive. This is the result of the assessment that Serbia has many business initiatives, a large offer of companies, a quality and educated labor force and a good business climate.

The last good business message, to which we devote this issue, arrived recently.

At the competition for European cities and regions of the future in 2006 and 2007, organized for all continents by the FDI Magazine, a specialized edition of the Financial Times magazine devoted to foreign direct investments, Belgrade was first proclaimed the city of the future in the central part of South European Europe, and in the finals it was named "City of the Future in Southern Europe".

These are not only prestigious commendations, but rather recommendations of a famous economic magazine for the location where investment should be made, based on an expert jury's assessment of the economic potential, operating costs, human resources, transport possibilities, the applied IT, quality of telecommunications and quality of life for foreign investors.

One thing is certain – for a good job one primarily needs a good place.

Serbia and Belgrade occupy the central position in the region, they have a very rich history and a unique combination of numerous cultural influences which can be felt everywhere, which is why many investors feel good here.

Spasenija Beba Vujošević
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