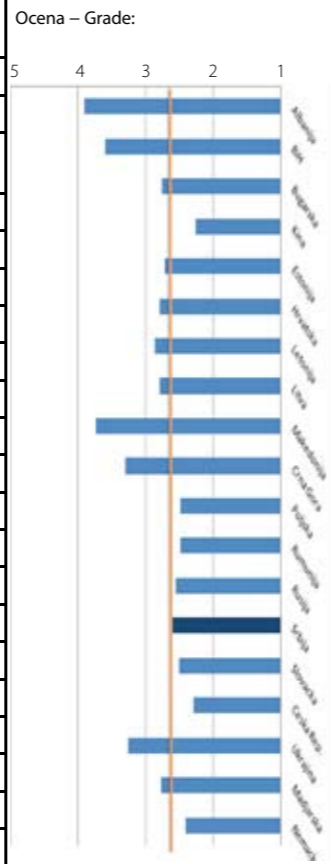
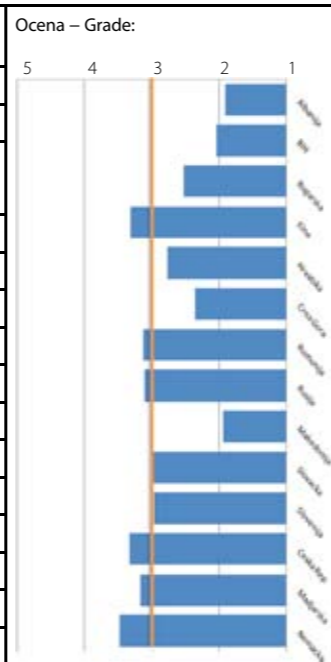


Kako ocenjujete atraktivnost sledećih zemalja kao mesta za investiranje? How do you assess the attractiveness of the following countries as places for investing?						
	atraktivno attractive					neatraktivno attractive
	1	2	3	4	5	
Albanija	6,5%	12,9%	22,6%	22,6%	12,9%	22,6%
Bosna i Hercegovina	6,3%	9,4%	31,3%	25,0%	28,1%	0,0%
Bugarska	3,6%	46,4%	25,0%	21,4%	3,6%	0,0%
Kina	24,1%	41,4%	17,2%	3,4%	3,4%	10,3%
Estonija	14,3%	35,7%	28,6%	10,7%	7,1%	3,6%
Hrvatska	3,4%	37,9%	44,8%	6,9%	3,4%	3,4%
Letonija	6,9%	37,9%	31,0%	13,8%	6,9%	3,4%
Litva	6,9%	41,4%	31,0%	10,3%	6,9%	3,4%
Makedonija	0,0%	6,7%	36,7%	36,7%	16,7%	3,3%
Crna Gora	3,3%	20,0%	33,3%	30,0%	13,3%	0,0%
Poljska	17,2%	41,4%	31,0%	3,4%	0,0%	6,9%
Rumunija	13,8%	44,4%	27,6%	10,3%	0,0%	3,4%
Rusija	17,2%	34,5%	34,5%	6,9%	3,4%	3,4%
Srbija	12,5%	34,4%	37,5%	12,5%	3,1%	0,0%
Slovačka	3,6%	60,7%	21,4%	10,7%	3,6%	0,0%
Slovenija	24,1%	41,4%	17,2%	6,9%	3,4%	6,9%
Češka Republika	25,0%	50,0%	10,7%	7,1%	0,0%	7,1%
Ukrajina	0,0%	21,4%	46,4%	25,0%	0,0%	7,1%
Mađarska	10,3%	48,3%	17,2%	10,3%	6,9%	6,9%
Nemačka	23,3%	43,3%	13,3%	13,3%	3,3%	3,3%



Kako ocenjujete Srbiju kao mesto za investiranje u poredjenju sa sledećim zemljama? How do you assess Serbia as a place for investing compared to the following countries?					
	mnogo bolje much better				mnogo lošije much worse
	1	2	3	4	
Albanija	38,7%	41,9%	12,9%	3,2%	3,2%
Bosna i Hercegovina	25,0%	56,3%	12,5%	3,1%	3,1%
Bugarska	19,4%	32,3%	35,5%	3,2%	9,7%
Kina	6,5%	16,1%	35,5%	22,6%	19,4%
Hrvatska	9,7%	32,3%	38,7%	9,7%	9,7%
Crna Gora	12,9%	41,9%	41,9%	3,2%	0,0%
Rumunija	10,0%	16,7%	36,7%	23,3%	13,3%
Rusija	6,7%	23,3%	33,3%	26,7%	10,0%
Makedonija	35,5%	38,7%	22,6%	3,2%	0,0%
Slovačka	6,7%	26,7%	33,3%	26,7%	6,7%
Slovenija	6,7%	43,3%	13,3%	20,0%	16,7%
Češka Republika	3,3%	23,3%	26,7%	30,0%	16,7%
Mađarska	10,0%	23,3%	23,3%	26,7%	16,7%
Nemačka	6,5%	22,6%	16,1%	25,8%	29,0%



Nemačko privredno udruženje u Beogradu German Business Association in Belgrade

Ernst Bode
Predsednik
President

Nove nemačke investicije za Srbiju

New German Investments for Serbia



– Pozitivne ocene nemačkih privrednika za poslovanje u Srbiji tri uzastopne godine. – Većina nemačkih preduzeća planira nove i veće investicije u 2008. – Pogoršanje uslova poslovanja u Srbiji ne očekuje niko

– German businessmen giving positive assessments of business operations in Serbia for three consecutive years. – Most German companies plan new and larger investments in 2008. – No one expects deterioration of business conditions in Serbia

Nemačka preduzeća su zadovoljna do sada ostvarenim poslovnim rezultatima u Srbiji, a na budućnost gledaju optimistički, očekuju povećanje profita i spremaju nove investicije. Iako imaju zamerke na neke uslove poslovanja, ako bi ponovo trebali da biraju zemlju u koju bi ulagali i u kojoj bi radili, to bi opet bila Srbija.

To su, ukratko, neki rezultati ovogodišnje ankete Nemačkog privrednog udruženja u Beogradu i Delegacije nemačke privrede (AHK) sprovedene među nemačkim preduzećima u Srbiji, među kojima ima najviše samostalnih kompanija. Anketa je sprovedena u februaru 2008. godine i dala je slične rezultate kao i prethodne dve sprovedene krajem 2005. i početkom 2007. godine.

Da li anketirani nemački privrednici Srbiju smatraju dobrim mestom za investiranje?

– Kao i u 2005. i 2007. godine, Srbija se u očima mnogih nemačkih preduzeća koja su učestvovala u anketi nalazi ispred zemalja kao što su na primer Bugarska i Hrvatska i 97 procenata ispitanih bi ponovilo odluku o poslovnom angažmanu u Srbiji, i pored toga što imaju neke zamerke oko uslova poslovanja.

Kakve rezultate poslovanja imaju učesnici ankete?

– Svoju trenutnu poslovnu situaciju 56 procenata preduzeća vidi pozitivno, a 41 procenat zadovoljavajuće. Niko od ispitanih ne očekuje pogoršanje poslovnih rezultata

German companies are satisfied with the business results achieved in Serbia so far, while they look at the future with optimism, expecting an increase in profits and preparing new investments. Even though they are critical of certain conditions for doing business, if they were to choose again the country in which to invest and work, Serbia would once again be their choice.

These are, in short, some of the results of this year's survey conducted by the German Business Association in Belgrade and the Delegation of the German Chamber of Commerce (AHK) carried out among German companies in Belgrade, a majority of which are independent companies. The survey was conducted in February 2008 and it produced similar results as the previous two carried out at the end of 2005 and the beginning of 2007.

Do the polled German businessmen consider Serbia to be a good place for investing?

– Like in 2005 and 2007, in the eyes of many German companies that participated in the survey, Serbia is ahead of countries such as, for example, Bulgaria and Croatia, and 97 percent of the respondents would again opt for a business engagement in Serbia, despite the fact that they are critical of certain aspects of the business conditions.

What are the business results of the participants in the survey?

Pet godina aktivnosti

Nemačko privredno udruženje u Beogradu (DWB) osnovano je krajem 2003 na inicijativu Nemačke privredne komore u Beogradu (AHK) i brojnih nemačkih preduzeća u Srbiji. Ono trenutno broji preko 115 članova. Udruženje okuplja srpske i nemačke firme u Srbiji koje su aktivne u bilateralnim privrednim odnosima. Ono ujedno predstavlja interese i mrežu preduzeća aktivnih u bilateralnim poslovnim odnosima Nemačke i Srbije, i radi uz podršku Predstavništva nemačke privredne komore u svetski razgranatoj mreži privrednih komora ove zemlje.

u 2008. godini, već naprotiv – bolji poslovni uspeh i veći profit, i na taj način se izjasnilo 74 procenata anketiranih. Ovakve odgovore dala su i preduzeća koja se bave prometom. U 2007. godini 82 procenata je zabeležilo povećanje, a u 2008 godini čak 85 procenata očekuje dalje povećanje prometa.

Da li su nemačka preduzeća već u 2007. godini imala nove investicije i da li planiraju da ih povećaju u ovoj godini?

- Posle dobrih rezultata poslovanja i rada, ne iznenađuje namera nemačkih preduzeća da povećaju svoja ulaganja, iako je čak 56 procenata preduzeća povećalo svoju investicionu aktivnost u Srbij već u 2007. godini. Za 2008. godinu planovi su mnogo ambiciozniji i čak 82 procenata anketiranih preduzeća planira investicije u istoj ili većoj meri. Posebno vredi pomenuti da 61 procenat preduzeća očekuje i rast broja zaposlenih. Uprkos rastu troškova samo mali broj preduzeća očekuje manju dobit u 2008. godini

Kakav je stav nemačkih privrednika koji žive i rade u Srbiji o privrednom ambijentu i poslovnim mogućnostima u budućnosti?

- Nezadovoljno je samo tri procenta ispitanih. Tri četvrtine nemačkih preduzeća koja su učestvovala u anketi gledaju pozitivno u budućnost i očekuju rast prometa. Mnogi pripremaju nove investicije. Ova anketa potvrdila je trend koji su već pokazale prva dva ispitivanja sprovedena krajem 2005. i početkom 2007. godine, u kojima su anketirana preduzeća ocenjila situaciju svojih preduzeća u Srbiji pretežno dobro.

Postoje zamerke na stanje poslovnog okruženja u Srbiji i neki predstavnici nemačkih preduzeća daju srednje ocene poslovnom ambijentu i kritikuju nepravilnosti koje Srbiji kao mestu za investiranje nanose štetu.

Da li iste stavove imaju i preduzeća iz Nemačke koja još nisu došla u Srbiji?

- Iako su već prisutna nemačka preduzeća pretežno zadovoljna svojim poslovanjem u Srbiji, a i u budućnosti vide do-

Five Years of Activity

The German Business Association in Belgrade (DWB) was founded at the end of 2003 at the initiative of the German Chamber of Commerce in Belgrade (AHK) and numerous German companies in Serbia. It currently has over 115 members. The Association rallies Serbian and German companies in Serbia which are active in bilateral economic relations. At the same time, it represents the interests and a network of companies active in bilateral business relations between Germany and Serbia, and it operates with the support of the representative office of the German Chamber of Commerce within this country's network of chambers spread throughout the world.

- 56 percent of the companies see their current business situation as positive, while 41 percent assess it to be satisfactory. None of the respondents expect a deterioration of the business results in 2008, but on the contrary – better business results and a larger profit, which is what 74 percent of the respondents declared. These were also the answers of the companies engaged in trade. In 2007, 82 percent registered an increase, and in 2008 as much as 85 percent of them expect a further increase in trade.

Did German companies have new investments already in 2007 and do they plan to increase them this year?

- After the good business and work results, the intention of German companies to increase their investments comes as no surprise, even though as much as 56 percent of the companies increased their investment activities in Serbia in 2007. The plans for 2008 are much more ambitious and as much as 82 percent of the polled companies plan investments of the same or larger size. Especially noteworthy is the fact that 61 percent of the companies also expect an increase in the number of employees. Despite the growth of costs, only a small number of companies expect a smaller profit in 2008.

What is the opinion of German businessmen living and working in Serbia about the economic environment and business possibilities in the future?

- Only three percent of the respondents are dissatisfied. Three quarters of the German companies that participated in the poll have a positive view of the future and they expect a turnover growth. Many are preparing new investments. This poll confirmed the trend already demonstrated in the first two surveys carried out at the end of 2005 and the beginning of 2007, in which the polled companies assessed the position of their companies in Serbia and predominantly good.

There is criticism regarding the business environment in Serbia and certain representatives of German companies give medium grades to the business environment and criticized the irregularities that are detrimental for Serbia as a place for investing.

Do companies from Germany which have still not come to Serbia have the same views?

- Even though the already present German companies are predominantly satisfied with their business operations in Serbia, and they see good opportunities on the Serbian market in the future, a small number of German companies in Germany decide to come to Serbia. The reasons are not only the predominantly negative news from Serbia that are dominant in Germany's public opinion, but also the conditions for doing business at the start of the engagement, which they believe should be easier.

How do the already present companies in Serbia assess the general economic environment in Serbia?

- It is interesting that the assessments of the respondents about the general conditions for doing business in Serbia differ from the assessments of the successfulness of their own companies' business operations. Only 18 percent assessed the general economic situation as positive, 62 percent as satisfactory, while 20 percent of the German companies assess it to be bad. Nevertheless, compared to

Nemački kapital u Srbiji

Nemačka preduzeća su do sada u Srbiju uložila 1,5 milijardi €. Među najvećim nemačkim investitorima se nalaze Stada, Metro, Tarkett, Nordzucker i Messer. Na srpskom tržištu je prisutno preko 150 nemačkih preduzeća – od grinfild investicija do lokalnih zastupnika.

bre šanse na srpskom tržištu, mali broj nemačkih preduzeća u Nemačkoj odlučuje da dođe u Srbiju. Razlog nisu samo pretežno negativne vesti iz Srbije koje dominiraju javnim mnjenjem u Nemačkoj, nego i uslovi poslovanja na početku angažmana, koji po njihovom mišljenju treba da budu lakši.

Kako već prisutna nemačka preduzeća u Srbiji ocenjuju opšti privredni ambijent u Srbiji?

- Zanimljivo je da ocene ispitanih o opštim uslovima poslovanja u Srbiji izgledaju drugačije od procena uspešnosti poslovanja sopstvenih preduzeća. Opštu privrednu situaciju samo 18 procenata je ocenilo pozitivno, 62 procenata kao zadovoljavajuću, a 20 procenata nemačkih preduzeća je ocenjuje kao lošu. Ipak, u poređenju sa stavovima po ovom pitanju iznetim u prvoj anketi, primećuje se pozitivniji trend, koji ukazuje da ispitanici trenutno opšte-privrednu situaciju ocenjuju mnogo bolje. Krajem 2005. godine je čak 35 procenata tadašnju opštu ekonomsku situaciju ocenilo kao lošu, dok je sada, početkom 2008. tako izjasnilo samo 20 procenata ispitanih, što predstavlja značajan napredak.

Da li nemački privrednici očekuju poboljšanje uslova poslovanja u Srbiji bliskoj perspektivi?

- Prognoza razvoja uslova poslovanja kod anketiranih nemačkih privrednika je veoma uzdržana. Čak 50 procenata ispitanih i dalje ne očekuje poboljšanje, 24 procenata očekuje pogoršanje, dok se 26 procenata ispitanih nada pozitivnom razvoju.

Koji sektori su dobili niske ocene nemačkih privrednika?

- Nemačka preduzeća negativno ocenjuju političku stabilnost, efikasnost javne uprave, borbu protiv korupcije i kriminala, pravnu sigurnost i transparentnost pri javnim nabavkama. Nije važno samo zadovoljstvo preduzeća koja su već prisutna u zemlji. Važno je motivisati dodatna preduzeća da se angažuju u Srbiji. Potencijalni investitori moraju biti sigurni u najbolju moguću podršku ovdašnjih institucija i uklanjanje administrativnih prepreka. Ako se pokrene rešavanje navedenih problema, Srbija će predstavljati sve atraktivnije mesto i za nemačku privredu, koja ima dugu tradiciju dobre saradnje sa Srbijom.

Kakve su procene prisutnih nemačkih privrednika u pogledu dolaska novih nemačkih preduzeća u Srbiju?

- Nadamo se rastu broja nemačkih preduzeća koja će proizvoditi u Srbiji. Samo 21 procenata ispitanih je iz sektora proizvodnje, 33 procenata iz trgovine, a 45 procenata pripada sektoru usluga, 62 procenata ispitanih je zastupljeno kroz samostalna preduzeća, 13 procenata kroz predstavništva, 11 procenata kroz joint-venture, a ostali kroz lokalne zastupnike ili na neki drugi način.

Kako ocenjujete rezultate ankete?

- Rezultati ankete su veoma dobri, jer su članovi Nemačkog privrednog udruženja zadovoljni svojom poslovnim situacijom u Srbiji. Važno je napomenuti da je većina ispitanih na anketu odgovorila u poslednjoj sedmici februara, a da su ocene o poslovnoj situaciji i perspektivama i dalje pretežno pozitivne.

German Capital in Serbia

So far, German companies have invested 1.5 billion € in Serbia. The largest German investors include Stada, Metro, Tarkett, Nordzucker and Messer. There are currently over 150 German companies present on the Serbian market – from greenfield investments to local representatives.

the stands presented in regard to this question in the first poll, one notices a more positive trend, which indicates that the respondents assess much better the general economic situation. At the end of 2005, as much as 35 percent assessed the general economic situation at the time as bad, while now, at the beginning of 2008, only 20 percent of the respondents gave such an opinion, which represents considerable progress.

Do German businessmen expect the conditions for doing business in Serbia to improve in the new future?

- The polled German businessmen are very restrained in their forecasts of the development of conditions for doing business. As many as 50 percent of the respondents still expect no improvement, 24 percent expect a deterioration, while 26 percent of the polled hope for a positive outcome.

Which sectors have received low grades from German businessmen?

- German companies negatively assess the political stability, the efficiency of the public administration, fight against corruption and crime, legal security and transparency in public procurements. It is not only the satisfaction of the companies already present in the country that is important. It is important to motivate new companies to become engaged in Serbia. Potential investors must be certain about the best possible support from local institutions and the elimination of administrative barriers. If the mentioned problems start being resolved, Serbia will become an increasingly attractive place for the German economy, which has a long tradition of good cooperation with Serbia.

What are the assessments of the German businessmen who are present here regarding the arrival of new German companies in Serbia?

- We are hoping for an increase in the number of German companies that will produce in Serbia. Only 21 percent of the respondents are from the production sector, 33 percent form the trade sector, while 45 percent belong to the sector of services, 62 percent of the respondents are present through independent companies, 13 percent through representative offices, 11 percent through joint ventures, and the others through local representatives or in some other manner.

How do you assess the results of the survey?

- The results of the survey are very good, because members of the German Business Association are satisfied with their business situation in Serbia. It is important to mention that most of the respondents gave answers to the poll in the last week of February, and that the assessments about the business situation and prospects are still predominantly positive.

<http://serbien.ahk.de>