



## Optimizam srpskog naroda

### Serbian People's Optimism

Srbija je zaista zemlja puna optimizma, a njeni stanovnici su veseli i veoma gostoljubivi ljudi.

Srbija već godinama radi na približavanju Evropi i usvajanju evropskih standarda, i ta nastojanja posle dugo vremena počinju da daju svoje prve rezultate. Ali, prepreke su i dalje velike. Posle svega, razumljivo je da su mnogi počeli da doživljavaju Evropu kao udaljeno ostrvo do koga iscrpljeni plivač ne može da stigne, jer će se udaviti.

Kontradiktorni procesi verovatno imaju najviše uticaja na mlade.

Srbija je i Evropi i svetu već dala svoj najbolji deo – oko 350.000 visokoobrazovanih mladića i devojaka koji su u poslednjih 15 godina napustili zemlju.

Istovremeno, u Srbiji živi mnogo obrazovanih mladih ljudi kojima su idoli uspešni sportisti, biznismeni, i svetski poznati naučnici i umetnici. Oni su uvereni da mogu sve da ostvare, ako im se ukaže prilika. Ali, mnogi od njih su odrasli u ljude, a nisu prešli granice zemlje. U pitanju su više vizni i formalni, nego materijalni ili neki drugi razlozi. Oni nikada nisu bili u Evropi, i to je postao način života.

Poslovni život Srbije, međutim, kao da ima svoj nezavisni i paralelni, široki put. Možda ovaj fenomen najviše krase bankare. U Srbiju su došle najveće evropske banke. To je bio način konkretnog manifestovanja uverenja o boljoj budućnosti Srbije i perspektivi stanovništva. Banke u Srbiji su u život uvele niz evropskih standarda, i to je, takođe, postao način života.

Sva događanja oko Srbije nisu zaustavila ni strane investitore u drugim sektorima, koji su već dugo ovde. Oni, kao i Srbi, sa optimizmom gledaju u budućnost zemlje i nastavljaju da ulažu novac, jer imaju profit.

Jedno je sigurno - Srbija ima dobro, centralno mesto u regionu, bogatu istoriju, splet različitih kulturnih uticaja, a optimizam Srba učinio je, između ostalog, da se mnogi investitori ovde dobro osećaju i da dobro rade.

To su, verovatno, najbolje preporuke za investiranje u Srbiju, bez obzira na sve.

Serbia truly is a country full of optimism, and its inhabitants are cheerful and very hospitable people.

For years now, Serbia has been working to draw closer to Europe and adopt European standards, and now, after a long time, these efforts are starting to produce their first results. However, the obstacles are still large. Everything considered, one can understand why many have started viewing Europe as a remote island which an exhausted swimmer cannot reach, because he will drown.

The contradictory processes are probably affecting young people the most.

Serbia has already given Europe and the world its best part - around 350,000 highly educated young men and women who left the country over the past 15 years.

At the same time, there are many educated young people in Serbia whose idols are successful athletes, businessmen and world-renowned scientists and artists. They are convinced they could achieve anything, if only they were to be given an opportunity. However, many of them have grown up to be adults, but have not crossed the country's border. The reasons have more to do with visas ad formal issues, than financial or some other reasons. They have never been to Europe, and this has become a way of life.

Business life in Serbia, however, seems to have an independent, parallel and wide road of its own. This phenomenon perhaps characterizes bankers the most. The largest European banks have come to Serbia. This was a way to demonstrate quite specifically the belief in Serbia's better future and better prospects for its population. Banks in Serbia have introduced a series of European standards, and this has also become a way of life.

All that has been happening in relation to Serbia has not stopped foreign investors in other sectors either, and they have been here for quite a long time now. They, just like the Serbs, view the country's future with optimism and they are continuing to invest, since they are making a profit.

One thing is certain – Serbia has a good, central place in the region, a rich history, a combination of various cultural influences, while it is due to the Serbs' optimism, among other things, that many investors feel good and work well here.

These are, probably, the best recommendations for investing in Serbia, despite everything.

Spasenija Beba Vujošević  
Glavni i odgovorni urednik

Spasenija Beba Vujošević  
Editor-in-chief