

## Srbija privlači strane investicije

- U 2009. godini u zemlju već investirano 624 miliona dolara – očekuje se još 4,2 milijarde dolara. – Olakšice iz Sporazuma o slobodnoj trgovini i za strane investitore.

Strani investitori su smanjili tempo ulaganja u Srbiju, ali je ona za njih očigledno i dalje veoma profitabilno područje. Ostvareno je nekoliko velikih investicija, kao što je ulaganje kapitala iz Ruske Federacije u Naftnu industriju Srbije, ili italijanskog kapitala u automobilsku industriju Zastava u Kragujevcu. U pregovorima su još neke "mega" investicije. Očigledno, investitori smatraju da su to dobri projekti za njihov profit i budućnost, bez obzira na krizu.

Šta privrednu Srbiju očekuje u ovoj godini objašnjava Miloš Bugarin, predsednik Privredne komore Srbije.

### Da li ima interesovanja stranih investitora za ulaganja u Srbiju, bez obzira na krizu, i u koje oblasti?

- Svetska kriza nije mimoišla ni Srbiju. Mada je smanjeno interesovanje stranih investitora, od početka 2009. godine uloženo je oko 624 miliona dolara. Najviše interesovanja za ulaganje bilo je u Naftnu industriju Srbije, zatim u oblasti usluga, kao i automobilske industriji. Ukupan priliv stranih direktnih investicija u Srbiju od 2000. do 2007. godine iznosio je 13,5 milijardi dolara. Ove godine, nakon dolaska FIATA i još nekih kompanija, očekuje se još 4,2 milijarde dolara. Najviše investicija u poslednjih pet-šest godina, zaključno sa 2008. godinom, stiglo je iz Austrije - 2,5 milijardi dolara, Grčke - 1,6 milijardi dolara, Norveške - 1,5, Nemačke - 1,4 milijarde

### Proizvodnja halal hrane

- Srbija može da proizvodi halal hranu koja se troši na tržištima bivših nesvrstanih zemalja, i to će biti jedan strateških ciljeva u budućnosti. Na tržištima bivših nesvrstanih zemalja koja imaju oko 1,5 milijardi potrošača, možemo da budemo konkurentni. Na ovim tržištima godišnje se obrne oko 600 milijardi dolara vrednosti u potrošnji halal hrane - Srbija neguje prijateljske odnose sa tim zemljama. Dobar deo današnjih ministara u tim zemljama studirao je u bivšoj SFRJ, ovde je završio fakultete, neki imaju i rodbinske veze i veoma su otvoreni za saradnju sa Srbijom. - kaže Bugarin.

### Dobar izvoz srpske hrane

U 2009. godini u Srbiji će biti dovoljno hrane i za stanovništvo i za izvoz, iako se ne očekuju rekordni prinosi. Mada je u prva dva meseca ove godine izvoz smanjen za 16,4 odsto, a uvoz za 21 odsto, u agraru postoji suficit od 36 miliona dolara, što je dobra vest u vreme krize. Prošle godine izvezeno je hrane u vrednosti od dve milijarde dolara, a uvezeno za 1,5 milijardu, pa je poljoprivreda imala suficit sa svetom u vrednosti od 500 miliona dolara, - kaže Bugarin.

Foreign investors slowed down the pace of investing in Serbia but it is still considered to be very profitable and attractive destination. Several large investments have been realised so far, such as the investments of the Russian Federation into Petrol Industry of Serbia (NIS) and Italian investments into car factory Zastava from Kragujevac. We are negotiating some "mega" investments. Namely, foreign investors consider that these projects are very profitable regardless of the current global financial crisis.

### Are foreign investors interested in investing in Serbia regardless of the crisis and in what sectors?

- The global financial crisis hit Serbia as well. Although foreign investors are now less interested in investing in Serbia, since the beginning of 2009, a total of 624 million dollars has been invested. The biggest investments were in the Petrol Industry of Serbia (NIS), then in the service sector and finally car industry.

Total inflow of the foreign direct investments in Serbia for the period 2000-2007 amounted to 13.5 billion dollars. This year the sum of another 4.2 billion dollars is expected to inflow in Serbia as the investments of Fiat and some other companies. Over the last five to six years total investments from Austria amounted to 2.5 billion dollars, Greece-1.6 billion dollars, Norway-1.5 billion dollars, Germany-1.4 billion dollars. For the last two years it has been mostly invested in financial sector-about 40 percent of foreign investments, 22 percent in telecommunications, 10 percent in real estates, 8 percent in trade, two percents in construction industry and 17 percents in industry. The overall objective is to attract more investments into production, since development of production increases the export value and employment rate.

### Will the state-owned enterprises be further privatized and is it a good opportunity for foreign investors?

- Serbia is still in the transition process. The privatization of the state-owned enterprises has brought 2.5 billion dollars but there still some of these enterprises have not being sold. Now is the right moment to invest in those companies that can quickly be revitalized and profitable.

### How CEFTA, Free Trade Agreement signed with Russia and Belorussia, may attract foreign investors to come to Serbia and why?

- Foreign investors who start a company in Serbia may use all benefits stipulated by the Free Trade Agreements which Serbia signed for CEFTA Region, and with Russia and Belorussia.

The scope of the trade exchange in goods among the CEFTA

## Serbia Attracts Foreign Investments

**- In 2009 total of 624 million dollars has already been invested in Serbia.- Sum of another 4.2 billion dollars is expected. -Benefits of Free Trade Agreement apply to foreign investors as well**

dolara. U poslednje dve i po godine najviše je investirano u finansijski sektor - oko 40 odsto stranih investicija, 22 odsto u telekomunikacije, 10 odsto u nekretnine, osam u trgovinu, dva u građevinu i 17 odsto u industriju. Cilj nam je da što više investicija privučemo u proizvodnju, jer samo razvijanje tog sektora dovodi do izvoza i zapošljavanja.

### **Da li će se i dalje prodavati udeo države u imovini preduzeća i da li je to dobra prilika za strane investitore?**

- Srbija se još nalazi u procesu tranzicije. Od prodaje srpskih firmi u zemlju je stiglo skoro 2,5 milijardi dolara, ali još uvek nisu sva preduzeća pronašle svoje kupce. Sada treba ulagati novac u one firme koje najbrže mogu da se oporave i donesu profit.

### **Na koji način CEFTA, Sporazum o slobodnoj trgovini sa Rusijom i Belorusijom upućuju strane investitore na Srbiju i zašto?**

- Strani investitori koji ovde otvore preduzeća i počnu proizvodnju, mogu da koriste sve beneficije koje Srbija ima prema sporazumima o slobodnoj trgovini u regionu CEFTA, sa Rusijom i sa Belorusijom. Međusobna robna razmena između članica Sporazuma CEFTA 2006 je u porastu. Posle EU, zemlje CEFTA su važan spoljnotrgovinski pratner Srbije.

### **Halal food production**

Serbia may produce halal food that is consumed throughout the former Non-Aligned nations, and it will be one of its strategic goals in the future. On the markets of former Non-Aligned nations that have near 1.5 billion consumers, Serbia can be competitive. The annual turnover of food on these markets amounts to 600 billion dollars. Serbia fosters friendship relations with these countries. A great number of present ministers in those countries had studied in former Yugoslavia, some of them have relatives and are willing to cooperate with Serbian companies, says Bugarin.

### **Good export of Serbian food**

In 2009 Serbia will provide enough food for local consumption and for export, although it is not expected to beat a record in yields. In the first two months of 2009, the export is reduced by 16.4 percent, the import by 21 percent and the trade surpluses amounted to 36 million dollars, which is encouraging in the times of crisis. In the last year, the food was exported in the value of two billion dollars and import was 1.5 billion dollars, and thus the surplus in foreign trade in agricultural products was 500 million dollars, says Bugarin.



signatory-countries is growing. After the EU, the CEFTA countries are also very important foreign trade partners to Serbia. The common legal framework related the foreign investors will be established in the CEFTA Region. The free trade with Russia is supposed to be fully liberalized by the beginning of 2010. Serbia does not use all advantages this Agreement provides for, probably because the Moscow market is one of the most expensive in the world and it is difficult to penetrate on it. The Agreement on free trade that Serbia signed with Belorussia should improve the economic relations of the two countries and create an opportunity for businessmen to run the business.

### **What makes Serbia so different from other countries in the region when it comes to the investments?**

- In comparison to other neighboring countries Serbia has favorable geographic position, stimulates the creation of new jobs and tax rate on profit is among the lowest in Europe.

According to the data obtained by the Institute of Economics, Serbia is ranked the third in terms of favorable conditions for production and the seventh in terms of service.

Political risk is less than it has been in the first half of the decade and investments and financial capital are far safer in Serbia now.

U regionu CEFTA biće uspostavljen i zajednički pravni okvir za strane investicije. Slobodna trgovina sa Rusijom, o čemu postoji sporazum, treba da bude potpuno liberalizovana do početka 2010. godine. Za sada, ovaj sporazum Srbija nije dovoljno iskoristila, verovatno zato što je tržište Moskve je jedno od najskupljih u svetu, pa je najteže probiti se na njemu. Sporazum o slobodnoj trgovini sa Belorusijom treba da poboljša ukupne ekonomske odnose dve zemlje i otvori vrata privrednicima.

### **Kakve su komparativne prednosti za investiranje u Srbiju, a ne u neku drugu zemlju regiona?**

- U odnosu na zemlje u okruženju, Srbija ima dobar geostrateški položaj, stimuliše otvaranje svakog novog radnog mesta, a porez na dobit je među najnižima u Evropi. Prema podacima Ekonomskog instituta iz Beograda Srbija se nalazi na trećem mestu po povoljnosti uslova za proizvodnju, a na sedmom mestu po uslovima poslovanja u sektoru usluga. Politički rizik je znatno manji u odnosu na prvu polovinu decenije, a investicioni i finansijski kapital uloženi u Srbiju je siguran.

### **Da li se srpska privreda prilagođava evropskim standardima poslovanja i na koji način?**

- Na putu Srbije ka EU trebalo bi doneti još 12.000 propisa, a od toga više od 70 odsto odnosi se na poljoprivredu. Do sada su proizvođači hrane dosta uradili u prilagođavanju evropskim standardima. Oko 700 kompanija je spremno za primenu HACCP i GLOBAL GEP standarda. Pet klanica iz Srbije ima dozvolu za izvoz junećeg mesa u zemlje EU, ali je problem u tome što nemamo dovoljne količine tog mesa. Kontigent za izvoz junetine iznosi 8.875 tona godišnje, a 2008. godine smo izvezli svega 1.700 tona. Da bismo te kvote ispunili, potrebno je da imamo 100.000 junadi u tovu, a imamo između 15 i 20.000. PKS je predlagala i da se naša zemlja proglasi za područje bez GMO, pa bi u tom slučaju sva hrana koja se izvozi u svet bila skuplja za 30 do 50 odsto. Na taj način bi već 2020. godine prihod od hrane iznosio šest, a 2030. godine deset milijardi dolara.

### **Kakvu ulogu ima PKS u obaveštavanju poslovne javnosti sveta o mogućnostima za ulaganja u Srbiju i na koji način ona to radi?**

- PKS ima deset predstavništava u svetu. Svedoci smo brojnih poseta stranih ekonomskih diplomata našoj zemlji koji se interesuju za proizvodnju i uopšte saradnju sa srpskim preduzećima što treba iskoristiti. Trebalo bi što više promovirati srpske brendove, poput ajvara, duvan čvaraka, šljiva... Primera radi, proizvodimo 600.000 tona šljiva, a izvozimo svega 5.000 tona suvih šljiva. Da izvoz ovog voća može da nam pomogne, svedoči i podatak da je 1897. prvi izvozni posao Srbije u SAD bio izvoz 30.000 tona suvih šljiva, što je našoj zemlji pomoglo da se izbavi iz krize. Komora nastoji da srpsku privredu promovira i na sajmovima.

### **Da li će doći do reforme u radu Privredne komore Srbije i na koji način?**

Reforma komorskog sistema je u toku. Cilj nam je da stvorimo komore kakve posluju u zemljama EU, kojima i težimo. Pre svega, nastojimo da se Privredna komora Srbije reformiše po modelu austrijske nacionalne privredne komore. PKS je više od 152 godina servis privrede i njen zastupnik u zemlji i inostranstvu.

### **Is the economy of Serbia being adjusted to the EU standards and how?**

- On Serbia's road to the EU, another 12 000 regulations are to be adopted and out of that 70 percent related to agribusiness. A lot has been done when it comes to the EU standards relating to food production. Near 700 companies are ready to implement HACCP and GLOBAL GEP standards. Five slaughter houses in Serbia have permission to export baby-beef meat to the EU market, but the only problem is that we do not have enough quantities for sale. The contingent for the export of baby-beef meat to the EU amounts to 8.875 tons annually, whereas in 2008 we exported only 1700 tons. In order to meet this quota we must have 100 000 fattening cattle and now we have only 15-20 000 heads. The Serbian Chamber of Commerce suggested that Serbia should be announced the non-GMO country, and in that case all exported food would be more expensive by 30 to 50 percent. Thus, by 2020 total income from food sale would be six billion dollars and by 2030 it will amount to ten billion dollars.

### **What role the Serbian Chamber of Commerce plays in providing the information on investment opportunities in Serbia and how it does it?**

- The Serbian Chamber of Commerce has its ten representative offices abroad. We are witnessing numerous visits of foreign delegations to Serbia interested in starting production and generally in cooperation with Serbian companies. These advantages should be used. Serbia should strive to promote all its brands such as ajvar (paste-like salad made from fried ground bell), duvan čvarci (tobacco-like cracklings), plums and others. For example, we produce 600 000 tons of plums and export only 5 000 tons. The information that the first Serbian export to the USA was the export of 30 000 tons of prunes in 1897, shows that this may be a profitable business and way out of the crisis for Serbia. The Serbian Chamber of Commerce makes effort to promote the Serbian business in different fairs too.

### **Will the Serbian Chamber of Commerce be reformed and how?**

- The chamber system in Serbia is going through the reforms currently. The aim is to create chambers in Serbia equivalent to those in the European Union. First and foremost when the reform of the chamber system is concerned, the Serbian Chamber of Commerce will follow the example of Austrian National Chamber of Commerce. The Serbian Chamber of Commerce has the 152 years-long tradition and as the representative of Serbian economy in the country and abroad.

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