

Privlačenje investitora i donacija

Poslovni savet SAD- SCG osnovan je krajem 2003. godine. Neposredni motiv za osnivanje Poslovnog saveta bio je namera njegovih osnivača da se SCG omogući liberalni uvoz u SAD i da državna zajednica dobi- je status najpovlašćenije nacije u trgovini sa SAD.

Osnivači Poslovnog saveta SAD - SCG su ljudi koji su stalno tražili način da utiču na institucije sistema u SAD u cilju afirmacije saradnje sa SCG za dobijanje statusa najpovlašćenije nacije. Oni su organizovali Poslovni savet u

Poslovni savet će raditi i na privlačenju donacija iz SAD prema SCG.

Namera Saveta je da u sledeće dve godine po osnovu donacija u SCG obezbede donacije u vrednosti od 1,5 do dva miliona dolara

kojem su se okupile američke kompanije koje su u to vreme ili investirale u Srbiju, ili su imale nameru da investiraju i počeli su sa svojim aktivnostima čiji je cilj bio da se utiče na poboljšanje saradnje između SCG i SAD. Njihova misija je krunisana vraćanjem

statusa najpovlašćenije nacije SCG u trgovini sa SAD krajem juna 2005. godine.

Pravi smisao aktivnosti Poslovnog saveta koje vode poboljšanju trgovine sa SAD i investiranja u SCG, pokazao se u organizovanju konferencije Američko-Srpsko Crnogorske konferencije za trgovinu i investicije u Vašingtonu 14. i 15. novembra 2005. godine.

U međuvremenu je doneta odluka da se konstituiše i organizaciona struktura Poslovnog saveta u SCG. U njegovom sastavu su najvažnije kompanije u SCG, zapravo 15 kompanija koje imaju dovoljno znanja, mogućnosti i potencijala da saraduju sa Amerikom i dovoljno želje da saraduju sa SAD.

Pored kancelarije u Vašingtonu koja je osnovana ranije, nedavno su osnovane kancelarije u Beogradu i Podgorici, i one će imati odgovarajuću organizacionu strukturu potrebnu za razne aktivnosti za proširenje saradnje sa SAD. Kancelarije će dnevno raditi na ostvarivanju misije Poslovnog saveta, poboljšanju saradnje između Amerike i SCG na podršci nekim aranžanima koji su dogovoreni.

Poslovni savet će raditi i na privlačenju donacija iz SAD prema SCG. Namera Saveta je da u sledeće dve godine po osnovu donacija u SCG obezbede donacije u vrednosti od 1,5 do dva miliona dolara.

Nedavno je kancelarija u Beogradu, koja je u osnivanju, izvršili prvu donaciju u vrednosti od 100.000 dolara isporukom jednog instrumenta u toj vrednosti Institutu Vinča. Donacija Institutu Vinča je direktni rezultat aktivnosti Poslovnog saveta u SAD.

Attracting Investors and Donations

The US - SCG Business Council was founded in late 2003. The direct motive for founding the Business Council was the intention of its founders to enable SCG liberal importing to the US and for the state union to be granted the status of most favored nation in trading with the US.

The founders of the US - SCG Business Council are people that have continuously sought ways to influence the institutions of the US system, aimed at asserting cooperation with SCG for gaining the status of most favored nation. They organized the Business Council which brought together companies that were either investing in Serbia at the time, or were planning on investing, and they starting operations aimed at improving cooperation between SCG and the US. Their mission was crowned with the SCG's reinstatement of the most favored nation status in trading with the US in June 2005.

The true essence of the activities of the Business Council aimed at improving trade with the US and investments in SCG, was demonstrated in the organization of the US - Serbia and Montenegro Trade and Investment Conference, in Washington D.C. November 14-15, 2005.

In the meantime the decision was made to also constitute the Business Council's organization in SCG. It includes the most important companies from SCG, actually 15 companies that have sufficient knowledge, capacities and potential to cooperate with the US, sufficient desire to cooperate with the US.

In addition to the office in Washington D.C. which was founded earlier, offices were recently established in Belgrade and Podgorica, and they will have the appropriate organization

The Business Council will work on attracting donations for SCG from the US. The Council plans on providing donations worth between 1.5 and 2 million dollars

for various activities for expanding cooperation with the US. The office will perform daily work on achieving the Business Council's mission - improving cooperation between the US and SCG, and supporting certain arrange-

ments that have been made.

The Business Council will also work towards attracting US donations to SCG. The Council's aim is to provide donations of between USD 1.5 million and USD 2 million in the next two years.

Recently the Belgrade office, which is presently being founded, made the first donation, an instrument for the Vinca Institute worth USD 100,000. The donation to the Vinca Institute is the direct result of the activities of the Business Council in the US.

**Predrag
Dragojlović**
generalni sekretar

**Predrag
Dragojlović**
Secretary General



Američka podrška za investicije u Srbiji i Crnoj Gori

American Support of Investments in Serbia and Montenegro

**U Vašingtonu Poslovna konferencija o
investiranju i trgovanju sa Srbijom i
Crnom Gorom. – Zakazano potpisivanje
ugovora između preduzeća iz SCG i SAD**

Prva Američko-srpska crnogorska konferencija za trgovinu i investicije biće održana u Vašingtonu 14. i 15. novembra 2005. godine u organizaciji Američko-Srpsko Crnogorskog poslovnog saveta, sa podrškom Stejt departmenta.

Ova konferencija okupiće oko 15. najuspešnijih kompanija iz Srbije i Crne Gore, koje reprezentuju privredne potencijale države i neke investicione projekte državne zajednice. To su istovremeno preduzeća sposobna da naprave aranžmane sa američkim kompanijama.

Koji cilj treba da ispuni Američko srpsko crnogorska konferencija za trgovinu i investiranje u Vašingtonu?

– Osnovni cilje ove konferencije je da promovise investiranje u SCG i trgovinu između kompanija iz državne zajednice i SAD. Inicijativa za ovu konferenciju potekla je pre nekoliko meseci od strane predsednika Srbije Borisa Tadića i premijera Crne Gore Filipa Vujanovića, uz podršku Američke ambasade iz Beograda. O tome se razgovaralo duže od šest meseci i u poslednje vreme na pripremi te konferencije su intenzivno radili svi – kancelarija Poslovnog saveta u Vašingtonu, Američka ambasada u SCG, kao i beogradska i podgorička kancelarija Američko-Srpsko Crnogorskog poslovnog saveta.

Kakve mogućnosti će imati kompanije na konferenciji u Vašingtonu?

– U Vašingtonu će biti je pružena prilika većini najpoznatijih i najboljih srpskih i crnogorskih kompanija da se predstavljaju potencijalnim strateškim ili investicionim kompanijama koje imaju interes da investiraju u SCG, kao i da predstavljaju svoje poslovne namere. Veliku podršku celoj ideji i podršku ovim kompanijama pružile su američke kompanije koje su već investirale u SCG, pre svega US Still. One će predstaviti ta iskustva potencijalnim novim budućim američkim partnerima SCG. To je dodatna vrednost na toj konferenciji i motivacioni element za potencijalne američke investitore.

**Business conference in Washington D.C. on
investing and trade with Serbia and
Montenegro – Constrict signing between
companies from SCG and USA planned**

The first US – Serbia and Montenegro Trade and Investment Conference will be held November 14–15, in Washington D.C., organized by the US – Serbia and Montenegro Business Council, and with support from the State Department.

This conference will bring together the 15 most successful companies from Serbia and Montenegro, which represent the country's economic potentials, and certain state union investment projects. These are also companies capable of making arrangements with American companies.

What aim is the US – Serbia and Montenegro Trade and Investment Conference in Washington D.C. supposed to achieve?

“The basic aim of this conference is to promote investments in SCG and trading between companies from the state union and the US. The initiative for this conference came several months ago from Serbian President Boris Tadić and Montenegrin Prime Minister Filip Vujanović, with backing from the US Embassy in Belgrade. This was discussed for more than six months and lately everyone has been involved in preparing the conference – the office of the Business Council in Washington D.C., the US Embassy in SCG, as well as the Belgrade and Podgorica offices of the US – Serbia and Montenegro Business Council.”

What opportunities will companies have at the conference in Washington D.C.?

“The most renowned and best Serbian and Montenegrin companies will be offered the opportunity to present themselves to potential strategic and investment companies that are interested in investing in SCG, and also present their business aims. Companies that have already invested in SCG, primarily US Steel, have provided great support to the entire idea and have supported these companies. They will present these experiences to potential new future American partners of Serbia and Montenegro. This will add meaning to the conference and motivation for potential American investors.”



Koje kompanije iz Srbije i Crne Gore će se predstaviti u Vašingtonu?

– To su trenutno najveće kompanije koje najviše vrede u Srbiji, a to su između ostalih Naftna industrija Srbije, Aerodrom Beograd, Energoprojekt, Korporacija Trajal, Dunav osiguranje, IMR, Zastava oružje Građevinska direkcija Beograda, i drugi i pet kompanija iz Crne Gore. One su dobile mogućnost da se na najbolji mogući način prikažu potencijalnim američkim investitorima, pre svega kroz bilateralne razgovore koji su organizovani nakon protokolarnog dela konferencije, na kojem će govoriti američki, srpski i crnogorski zvaničnici.

Da li će kompanije imati odgovarajuće sagovornike?

– Svaka kompanija iz SCG ima adekvatnog sagovornika. Naravno, planovi kompanija su različiti, neke traže strateškog partnera, neke traže investicione partnere, neke kompanije će u nekoj bliskoj budućnosti ići na tender, pa su verovatno želele

Which companies from Serbia and Montenegro will be presented in Washington D.C.?

“These are the largest companies that have the highest value in Serbia: the Oil Industry of Serbia, Airport Belgrade, Energoprojekt, the Traylor corporation, Dunav Insurance, IMR, Zastava Weapons, the Belgrade Construction Directorate, and others, and five companies from Montenegro. They have been given the opportunity to present themselves in the best possible manner to potential American investors, primarily through bilateral talks, which will be organized following the protocol part, where American, Serbian and Montenegrin officials will address the conference.”

Will companies have appropriate counterparts?

“Each company from SCG will have an adequate counterpart. Of course company plans differ: some are seeking strategic partners, others are looking for investment partners, some companies

Unapređenje privrednih odnosa jedini cilj

Glavni ciljevi i zadaci Poslovnog saveta su:

- da aktivno stimuliše proširenje saradnje u javnom i privatnom sektoru SAD i SCG u pogledu bilateralnog trgovinskog i investicionog povezivanja. Prilikom promovisanja mogućnosti za trgovinu i investicije između dve države, Poslovni savet će nastojati da smanji tranzicione prepreke i regulativu koja usporava poslovne aktivnosti;
- da obezbeđuje pravovremene informacije vezane za razvoj relevantnih dešavanja u SCG i SAD, koje su od interesa za članove Poslovnog saveta i šire;
- da olakša kontakte između članova Poslovnog saveta i vodećih osoba u privatnom sektoru i relevantnih institucija iz SAD i SCG putem konferencija i stručnih skupova i kroz razmenu delegacija;
- u cilju sveukupne promocije trgovine i investicija između SCG i SAD, da deluje kao glasnik poslovne zajednice SAD naspram vlada SCG i SAD i obrnuto;
- da obezbeđuje da se poslovno gledište SAD i SCG maksimalno uvaži prilikom formulisanja zvanične politike vlada SAD i SCG, a koja se odnosi na korporacije iz SAD i SCG uključene u bilateralne trgovinske i investicione aranžmane;
- da pomaže članovima u rešavanju sporova u SCG i SAD;
- da organizuje dobrotvorne manifestacije u SCG i SAD;
- da organizuje donatorske akcije u SCG i SAD;
- da organizuje posete eminentnih privrednika i drugih lica iz SAD u SCG i obratno;
- da olakša ostvarivanje poslovnih kontakata između članova i njima atraktivnih poslovnih partnera i/ili organizacija u SCG i SAD;
- da organizuje jednu godišnju posetu svakog člana (ili delegirane osobe) Poslovnog saveta u SAD;
- da organizuje zajednička putovanja, prigodne svečanosti i prijeme za članove Poslovnog saveta i goste;
- da organizuje prezentacije članova Poslovnog saveta;
- da saradjuje sa ostalim organizacijama u SAD i SCG sledeći zadatke i ciljeve Poslovnog saveta.

Promotion of Economic Relations – the only Goal

The main aims and tasks of the Business Council are:

- to stimulate awareness in the public and private sectors in the United States and in Serbia and Montenegro regarding the advantages of expanded bilateral trade and investment ties. While promoting opportunities for trade and investment between the two countries, the Council shall strive to ease transaction barriers and regulations which inhibit business activity;
- to provide timely information concerning developments in Serbia and Montenegro that would be of interest to the Council's members;
- to facilitate contacts between the Council's members and public and private sector leaders from Serbia and Montenegro through conferences and other events and exchange of delegations;
- with the overall purpose of promoting US -Serbia and Montenegro trade and investment, to serve as a voice of the United States business community vis-à-vis the governments of SCG and the United States;
- to assure that the US business viewpoint is given the highest consideration in the formulation of US Government and Serbian Montenegrin Government policies affecting US corporations engaged in bilateral trade and investment;
- to help the Council's members to resolve disputes in SCG and the US;
- to organize charity events in SCG and the US;
- to organize donor campaigns in SCG and the US;
- to organize visits by eminent businesspeople and other persons from the US to SCG, and vice versa;
- to facilitate the realization of business contacts between members and business partners and/or organizations in SCG and the US that are attractive to them;
- to organize an annual visit of every member (or delegated person) of the Business Council in the US;
- to organize joint travels, special ceremonies and dinners for members of the Business Council and guests;
- to organize presentations of the members of the Business Council;
- to cooperate with other appropriate organizations in the United States and in Serbia and Montenegro in pursuing the objectives of the Council.

da animiraju potencijalne kupce iz SAD. Kompanije koje dođu u Vašington svesne su značaja koji SAD imaju na globalne tokove, a svesne su i pozicije američkih kompanija. One znaju da kroz stratešku saradnju sa američkim kompanijama dobijaju mogućnost da svoju robu plasiraju na druga tržišta, da će im biti olakšano dobijanje novca kroz razne finansijske aranžmane.

Da li su i banke pokazale interesovanje za povlašćene finansijske aranžmane za saradnju sa kompanijama iz Srbije?

– Postoje određeni nagoveštaji da ćemo uskoro sa nekim institucijama, između ostalog sa Exim bankom u Americi, pokušati da napravimo određene kontakte koji će promovisati saradnju između srpskih, crnogorskih i američkih preduzeća i da će podržati te finansijske aranžmane. To je uslovljeno nekim političkim dešavanjima koji su i inače prepreka kvalitetnijoj privrednoj saradnji između SCG i SAD.

Da li je to imalo uticaja na pripremu konferencije?

– Mi smo se opredelili da, bez obzira na političko okruženje, iniciramo ovakvu konferenciju zato što mislimo da je trenutak za održavanje te konferencije pravi. Znamo da postoji interesovanje među američkim kompanijama za investiranje u Srbiju, a isto tako smo svesni mogućnosti da neke srpske kompanije među američkim kompanijama pronađu partnere za različite aranžmane.

Da li američke vlasti podržavaju ovakve susrete privrednika Srbije i SAD?

– Američka vlada dala je snažnu podršku održavanju ove konferencije. Nju su podržali i predstavnici drugih institucija iz SAD, zvaničnici iz SCG, pojedini ministri, predstavnici privrednih komora i drugi.

Ko je u Americi radio na promociji ove konferencije?

– Organizator Vašingtonskog dela konferencije je kancelarija Američko–Srpsko Crnogorskog poslovnog saveta u Vašingtonu. Tokom pripreme ove konferencije oni su razgovarali sa njihovim ministarstvom trgovine i birali sagovornike kompanijama iz SCG.

Da li je predviđeno samo upoznavanje kompanija sa potencijalnim partnerima iz Srbije ili je predviđeno i ugovaranje poslova?

– Tokom održavanja konferencije ili neposredno nakon nje najavljeno je potpisivanja nekih ugovora. To su zapravo poslovni aranžmani koji su bili dogovoreni u nekom prethodnom periodu, ali je ova konferencija iskorišćena za promovisanje ovih ugovora. Tu pre svega mislim na Aerodrom Beograd koji će sa američkim partnerom potpisati ugovor u Vašingtonu koji se odnosi na izgradnju kargo terminala, što predstavlja jednu od najvećih investicija u SCG. To će biti jedan od prvih rezultata konferencije.

Da li se angažovanje Poslovnog saveta završava sa konferencijom ili će on pratiti procese ugovaranja između američkih i srpskih i crnogorskih kompanija i sprovođenje ugovora?

– Mi ćemo raditi na kontinuiranom unapređenju i praćenju realizacije ugovora i razvijanja odnosa između srpsko–crnogorskih i američkih kompanija i upravo to jeste jedna od misija poslovnog saveta.

Kancelarije u Vašingtonu, Beogradu i Podgorici će posredovati prilikom tih kontakata i nastaviće sa aktivnostima da bi se ti poslovni odnosi koji se uspostave intenzivirali i produbili.

will go to tender soon, so they probably want attract potential buyers from the US. The companies that come to Washington D.C. are aware of the importance that the US has in global developments, and they are aware of the positions of American companies. They know that through strategic cooperation with American companies they will gain the opportunity to sell their goods on other market, and that it will help them acquire funding through various financial arrangements.”

Have banks also shown interest in preferential arrangements for cooperation with companies from Serbia?

“There are certain suggestions that will try to establish contacts with certain institutions, including the Exim bank in the US, which will promote cooperation between Serbian, Montenegrin and American companies and that they will support these financial arrangements. This depends on certain political developments which are an impediment for better economic cooperation between SCG and the US.”

Did this affect the preparations for the conference?

“We have opted in favor of initiating such a conference, regardless of the political environment, because we believe that this is the right moment to hold such a conference. We know that there is interest among American companies for investment in Serbia, and we are also aware of the possibility that certain Serbian companies could find partners among American companies for various arrangements.”

Do the American authorities support such meetings between businesspeople from Serbia and the US?

“The American government has greatly supported the holding of such a conference. It has also been backed by representatives of other institutions from the US, officials from SCG, certain ministers, representatives of chambers of commerce, and others.”

Who was involved in promoting this conference in the US?

“The organizer of the Washington D.C. part of the conference was the office of the US – Serbia and Montenegro Business Council in Washington. During the preparation of this conference they spoke with their department of trade and chose counterparts for companies from SCG.”

Is it intended for companies only to be introduced to potential partners from Serbia or are deals also supposed to be closed?

“The signing of certain contracts has been announced to take place during the conference or immediately after it. These are actually business arrangements that have been previously agreed, and this conference is being used to promote these contracts. This primarily applies to the Airport Belgrade which is to sign a contract in Washington on the construction of a cargo terminal, which represents one of the largest investments in SCG. This will be one of the first accomplishments of the conference.”

Does the involvement of the Business Council end with the conference or will it follow up on the contracting process between American and Serbian–Montenegrin companies and the enforcement of the contracts?

“We will work on the continual development and monitoring of the realization of the contracts, and the development of relations between Serbian–Montenegrin and American companies. This is precisely the mission of the Business Council. The offices in Washington, Belgrade and Podgorica will mediate in these contacts and continue with activities aimed at stepping up and expanding the business relations that are established.”

Poslovni savet U.S. – Srbija i Crna Gora
Beogradska kancelarija
Topličin venac 3, 11000 Beograd, SCG
tel: + 381 11 2625 046; fax: + 381 11 2629 324
e-mail: belgrade.office@us-smbc.org



www.us-smbc.org

US – SCG Business Council
Belgrade Office

Toplicin Venac 3, 11000 Belgrade, SCG
tel: ++381 11 2625 046; fax: ++381 11 2629 324
e-mail: belgrade.office@us-smbc.org