

**Predrag Bubalo**

Ministar za privredu

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Minister of Economy

Amerika otvorila vrata za trgovinu, Srbija za investiranje

Ukidanjem carina proizvodi iz Srbije dobijaju atraktivnije cene. – Povećanje izvoza Srbije u Ameriku prvi korak, povećanje investicija iz SAD u Srbiju – sledeći korak

America Open for Trade, Serbia for Investments

Granting duty-free entry allows imports from Serbia better prices – Increasing Serbian exports to the US is the first step, increasing US investments in Serbia is the next one

Srbija ima širom otvorena vrata za investitore. Ali, i investitori otvaraju vrata za Srbiju. To je učinila i Amerika 29. juna 2005. godine, kada je Srbiji i Crnoj Gori odobrila trgovinske povlastice, čime je zapravo dala novu podršku ekonomskom razvoju zemlje. Na preferencijalnoj listi je gotovo 4650 proizvoda iz Srbije i Crne Gore koji u Sjedinjene Američke Države mogu da se uvezu bez carine. Time su stvoreni preduslovi da trgovina između Srbije i Amerike ponovo oživi i dobije potreban zalet.

Ovim gestom Amerika je ispunila očekivanja koja je, između ostalih, imao i Predrag Bubalo, ministar za privredu u vladu Republike Srbije, dugogodišnji privrednik.

Koliki značaj za privredu Srbije ima povratak na preferencijalni režim trgovinskim odnosima sa SAD i šta za nju oni konkretno znače?

– Ta odluka Amerike ima veliki ekonomski značaj za zemlju i treba da doprinese poboljšanju trgovinskih veza sa SAD i povećanju izvoza iz Srbije radi održavanja makroekonomske stabilnosti u zemlji. Ali i pre ove odluke, iz SAD su došle najveće investicije u preko US Steel i Ball Corporation. Ipak, potrebno je unaprediti trgovinu i izvoz u Ameriku, a odluka o odobravanju trgovinskih povlastica to najdirektnije stimuliše. Izvoz Srbije 2004. godine bio je deset puta manji od uvoza. Izvoz u SAD vredio je oko 40 miliona dolara, a uvezeno je robe u vrednosti oko 400 miliona dolara. Ovi podaci najbolje ukazuju koliko će biti stimulativne trgovinske povlastice koje je dobila SCG. Isti takav bescarinški uvoz u SAD mogu da koriste 144 zemlje, što jasno govori da je konkurenčija na američkom tržištu jaka, ali uspešni primjeri svedoče da je to dobro tržište koje treba osvajati.

Trgovinske povlastice će u svakom slučaju stimulisati trgovinske odnose sa Amerikom i predstavljaju veliki napredak za Srbiju i njen povratak u svet, a uticaće i na povratak imidža Srbije u SAD. Naime, trgovinski odnosi između SAD i SCG normalizovani su u decembru 2003. godine, kada je našoj zemlji vraćen status takozvanih normalnih trgovinskih odnosa, ranije poznat kao status najpovlašćenije nacije u međunarodnoj trgovini. Tom merom

Srbija's doors are open wide to investors. However, investors are also opening their doors to Serbia. This was also done by the United States of America on June 29, 2005, when it granted Serbia and Montenegro trade benefits, i.e. backed the country's economic development. The trade benefit program involves 4,650 products from Serbia that can be imported to the US duty-free. This creates conditions for renewing trade between Serbia and America, and granting it momentum.

With this gesture America has fulfilled the expectations that were fostered, among others, by Serbian Minister of Economy Predrag Bubalo, who was involved in the commercial sector for many years.

What is the significance for the Serbian economy of the reinstating of trade benefits in relations with the US, and what does it concretely mean for it?

– This decision by the US has great economic significance for the country. Even before this decision, which is to contribute to improving trade relations and increasing Serbia's exporting for the purpose of macroeconomic stability, the largest investments in the country had been from the US, through US Steel and the Ball Corporation. However, it was necessary to improve trade and exporting to the America – and this decision directly encourages this. In 2004 imports were 10 times greater than exports. Exports to the US were worth around USD 40 million, and imported goods were worth around USD 400 million. This data best illustrates the extent of the encouragement of the trade benefits that SCG has been granted. This duty-free importing system applies to 144 nations, which clearly shows that there is great competition on the American market, but examples of success testify that this is a good market worth fighting for.

The trade benefits will in any case stimulate trade relations with the US and represent a great advancement for Serbia and its return to the international scene, and this will influence the restoration of Serbia's image. Trade relations between the US and SCG were normalized in December 2003, when our country was reinstated the so-called Normal Trade Relations status, previously known as the most favored nation treatment in international trade. This measure only equated the tariffs for goods from SCG



roba iz SCG bila je u pogledu nivoa carine samo izjednacena sa robom iz najvecog broja ostalih zemalja sveta, a sada je sasvim drugacije.

Kakva je perspektiva privrednih odnosa Srbije sa SAD posuto su vracenim trgovinskim preferencijama?

– Vec sama cinjenica da je privredni omogucen bescarski pristup najvecem svetskom trzistu, dovoljan je motiv da se ljudi okrenu takvom trzistu i da pochnu da rade na tome da izvoze u Ameriku. Ako u tome budu imali i odgovarajuuc podrsku srpske dijaspore u SAD, taj povratak ili dolazak mnogih kompanija na americko trziste ici ce brze, mada ce za dobre proizvode sigurno biti zainteresovane i kompanije ciji vlasnici nemaju srpsko poreklo ili ne pripadaju dijaspori. Kako ce se najkonkretnije odraziti novi preferencijalni režim na troškove izvoza u SAD?

– Proizvodi tih kompanija ce biti jeftiniji na americkom trzistu i zato ce biti u prednosti. Ni ranije se u SAD nije izvozila loša roba iz Srbije, pa sigurno neće ni sada, ali sada ce preduzeća imati uštede jer neće plaćati uvoznu carinu i to ce im dati prednost na trzistu. Do sada je na neke proizvode plaćana carinska stopa 4,5 ili 6,4 procenta, na primer. Tog opterećenja više nema, pa ce cena robe biti atraktivnije i za americke kompanije koje ce želeti da je kupe i trguju njome na americkom trzistu, jer ce na njoj imati adekvatnu zaradu. S druge strane, srpske kompanije ce imati manje troškove izvoza za vrednost carine. Da je važio ovaj režim uvoza u SAD, samo u prošloj godini troškovi bi bili manji za oko 250.000 dolara na ukupan izvoz u SAD.

Da li ce povratak Srbije na preferencijalni režim sa SAD uticati na povećanje opšte privredne aktivnosti ne samo u trgovini već i u vraćanju imidža Srbije kao investicionih destinacija za Amerikance?

– Naša želja nije samo da poboljšamo trgovinsku razmenu već i ostale oblike ekonomske saradnje, poslovnog povezivanja i neposrednih ulaganja. Investiciona klima u Srbiji se značajno popravlja. Imamo veliki potencijal, otvoreni smo za saradnju i pružamo dobre mogućnosti stranim investorima.

To je nedavno potvrdila i Svetska banka u svom izveštaju u kojem je prvi put rangirala 155 zemalja u svetu na osnovu analize ključnih oblasti poslovne regulative i reformi. Srbija i Crna Gora su dobro prvo mesto među prvih 12 evropskih reformatora u protekljoj godini, pa se zemlja po tim važnim parametrima našla ispred Nemačke, Finske, pa čak i Hollandije. Tim izveštajem je, zapravo, krunisana i odluka američke vlade da Srbiji i Crnoj Gori odobri trgovinske povlastice koje treba da podrže ekonomski razvoj.

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to customs duties for goods from most other countries, but now it is completely different.

What are the prospects of the economic relations between Serbia and the US after the reinstatement of the trade benefits?

– The fact that the economy is granted duty-free access to the world's largest market is enough of an encouragement for people to turn towards such a market and start working towards exporting to America. If they also have appropriate support from the Serbian diaspora in the USA, then this encouragement or arrival of many companies to the American market will go much swifter, although companies that are owned by people that are not of Serbian origin or are not part of the diaspora will certainly be interested in quality products.

What will be the concrete effect of the new system of benefits regarding costs of exporting to the US?

– The products of these companies will be cheaper on the American market and this is why they will certainly be at an advantage. Even previously, it was not bad goods that were imported to the US from Serbia, so this will certainly not be the case now, but now companies will have savings because they will not have to pay customs

duties and this will give them a market advantage. For example until now customs duties amounting to 4.5% or 6.4% were paid for certain products. These duties no longer exist, so these goods will be more attractive both for American companies that want to purchase them and those that want to retail them on the American market, because they too will have adequate profits based on these products. On the other hand, Serbian companies will have lower export costs, for the value of the customs duties. Had this import regime been in place earlier, last year alone the costs of importing to the US would have been lower by around USD 250,000.

Will the reinstatement of the trade benefits with the US lead to a general improvement in commercial activity not only as far as sales are concerned, but also in the aspect of reinstating Serbia's image as an investment destination for Americans?

– It is our desire not only to improve trade, but also other forms of economic cooperation, commercial relations and direct investments. The investment climate in Serbia is improving significantly. We have great potential, we are open for cooperation and offer foreign investors good possibilities.

This was recently confirmed by the World Bank in its report, where it ranked 155 countries. Key areas of commercial regulations and reforms were analyzed, and Serbia and Montenegro was ranked first among the top 12 European reformers last year, judging according to these important parameters it was ahead of Germany, Finland, even Holland. This report actually crowned the decision of the American administration to grant SCG trade benefits, which should support economic development.



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