

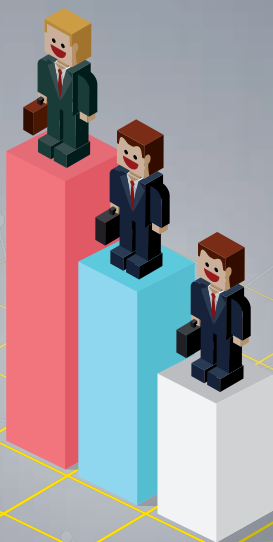


Regional Cooperation Council



SEE2020
SOUTH EAST EUROPE 2020

COMPETITIVENESS 2016



This project has been
financed by the European Union



COMPETITIVENESS

The Regional Cooperation Council is working towards

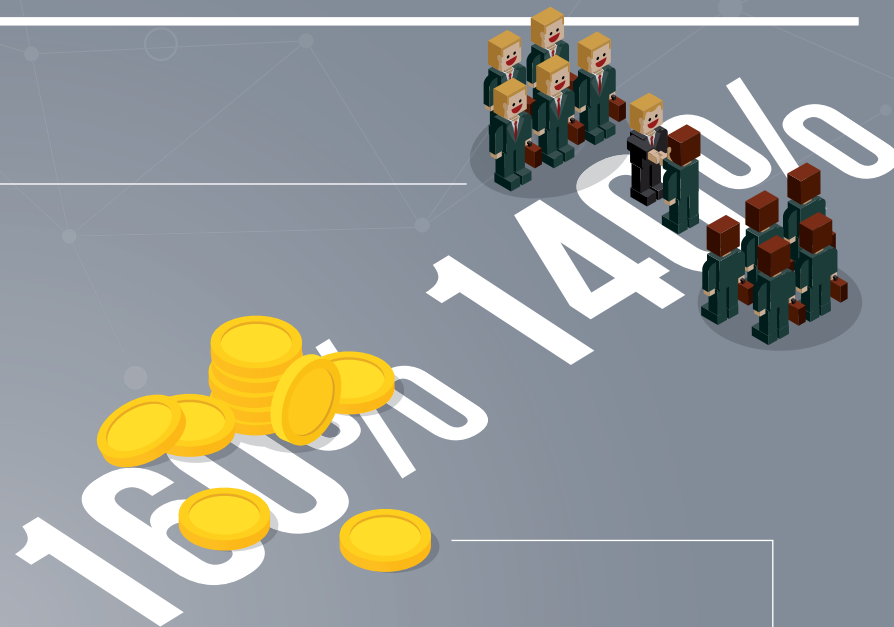
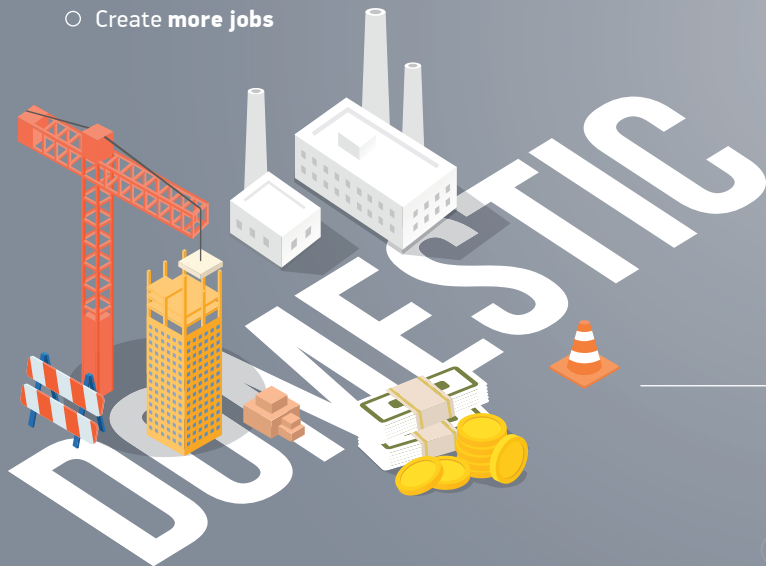
integration of the **South East Europe market**, making it more **competitive** on the global business scene, and generating **more revenues and jobs**

WHERE DO WE WANT TO BE?

Our goals are:

ECONOMIC GROWTH OF THE REGION

- **Reduce** the region's trade deficit
- **Increase** the rate of creation of new **businesses**
- Create **more jobs**



BOOSTED INVESTMENTS

- **Increase** Foreign Direct Investments (**FDI**) in SEE by 160%
- Manufacture and construct new **production plants**, as a share of total FDI in SEE

UTILIZED BUSINESS POTENTIAL

- **Internationalisation** of region's value chains in priority sectors such as tourism, food and beverages, etc.
- **Triple** the value of **export** of goods and services per capita from the region, from EUR 1,780 to EUR 4,250

WHAT DID THE RCC DO SO FAR TO GET THERE?

- We put the idea of integrating SEE as a **single investment space** in the global business environment at the SEE decision-makers' table
- We raised awareness on **importance** of regional market integration and initiated regional dialogue on how to **improve** business and **investment climate**, to **attract more investments** and business
- We **started assisting** local authorities in **improving services to businesses** and creating relevant one-stop shops for investors
- We initiated pursuing **reindustrialisation** of SEE region through analysing, designing and coordinating national industrial policies
- We commenced preparation of **joint** regional **products** and value chains in priority sectors
- We collected the priorities of public and private sectors by integrating the **voice of businesses** in competitiveness-related activities at the regional level



WHERE DOES THE REGION STAND NOW?

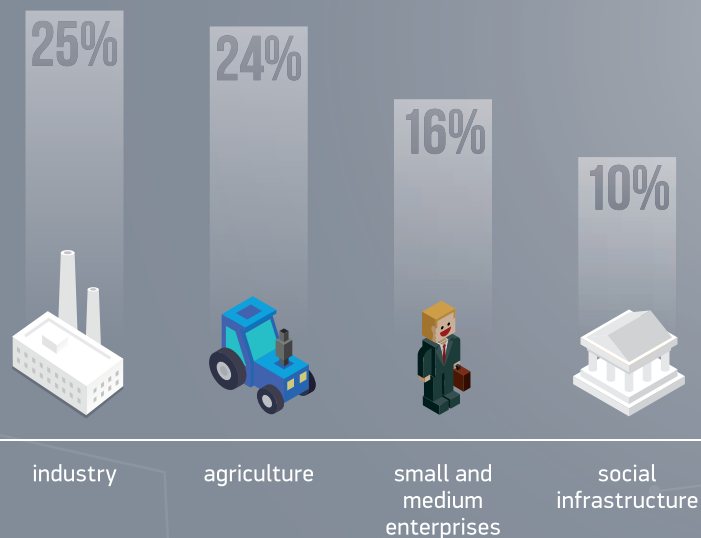
South East Europe

- **Investments** have **increased**, with some of the region's economies well on track to meet or exceed the SEE 2020 target
- **Intra-regional** trade has been mostly **stagnant**, demonstrating persistently low levels of market integration
- Economic structure and lower level of regional demand continue to **negatively** affect **regional trade** and investment integration
- Strengthened business links are needed to **stimulate** intra-regional economic activity and generate **increased trade**
- **Foreign direct investment** remain the most **effective** channel for integration of region's economies into the European and global markets



WHAT THE PEOPLE/BUSINESS THINK?

THE PEOPLE IN SEE SAY GOVERNMENT INVESTMENT PRIORITIES SHOULD BE:



56% of South East European companies say their working capital and new fixed investment were financed from **INTERNAL FUNDS** in the last year



The vast majority of **SOUTH EAST EUROPEAN POPULATION**

considers that products of their economy

CAN COMPETE WELL

with the products from both other SEE economies and the EU



81%



Tax-related regulations are the **BIGGEST OBSTACLE** to success says

43% of South East European businesses

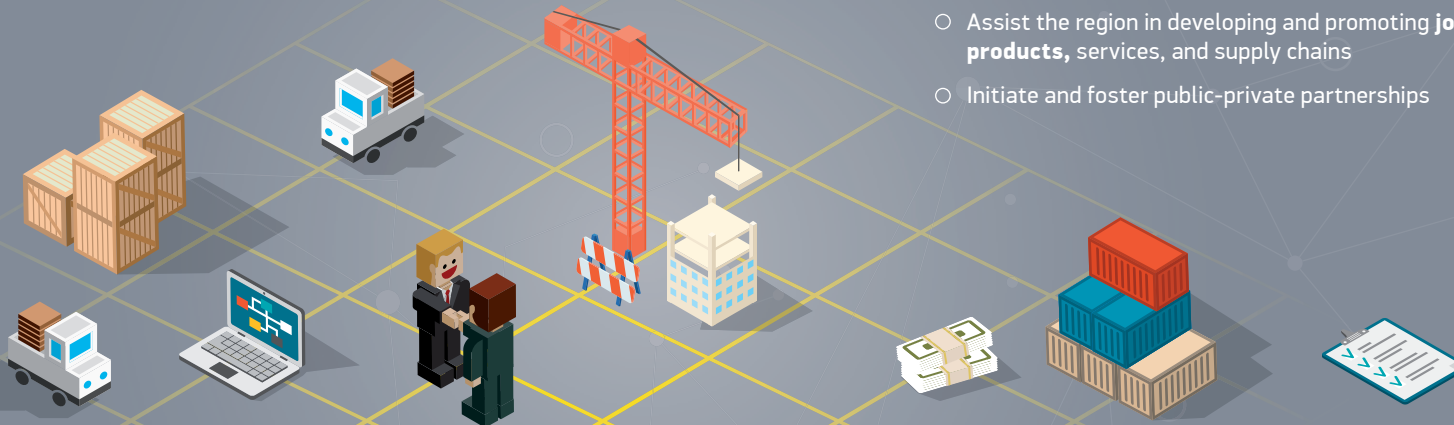
WHAT THE RCC WILL DO NEXT TO CHANGE THIS?

- Enable **consensus** on **regional** investment agenda, in order to enhance further market integration
- **Assist** the region in **promoting** itself as a single **investment destination** and a reliable partner to the global business community
- **Help improve** local services to **business** and create one-stop-shops for investors
- **Assist** the region to address barriers and challenges to **industrial development**
- Support **reindustrialisation** of the region
- **Work on developing** joint products/**offers** and supply networks, and **promoting** them internationally (i.e. regional tourism routes for domestic and global travellers)

HOW?

We will:

- Ensure **regional ownership** through regional platforms of SEE Investment Committee, both in decision-making on priority areas and expert analytical work
- Coordinate regional activities with the individual **Economic Reform Programmes**
- Assist SEE economies in fulfilling particular obligations related to **investments** and **industry**, stemming from the EU pre-accession process
- Identify and prioritise common issues and challenges hindering investments and industries
- Implement direct interventions on the ground to address specific and immediate gaps identified by the region
- Facilitate concrete and tangible projects related to **promoting investments** and **strengthening** exports
- Assist the region in developing and promoting **joint products**, services, and supply chains
- Initiate and foster public-private partnerships



THE RCC TEAM IN CHARGE FOR COMPETITIVENESS FLAGSHIP



**DRAGANA
ĐURICA**

SENIOR EXPERT ON
COMPETITIVENESS

T + 387 33 561 717

F + 387 33 561 701

E dragana.djurica@rcc.int

**IVANA
GARDAŠEVIĆ**

EXPERT ON
COMPETITIVENESS

T +387 33 561 735

F +387 33 561 701

E ivana.gardasevic@rcc.int



The Regional Cooperation Council serves regional cooperation and European and Euro-Atlantic integration of South East Europe in order to spark development in the region to the benefit of its people

INVESTMENTS

INDUSTRY

TRADE

BUSINESS

Good. Better. Regional.



Regional Cooperation Council Secretariat

Trg Bosne i Hercegovine 1/V

71000 Sarajevo, Bosnia and Herzegovina

T +387 33 561 700 F +387 33 561 701 E rcc@rcc.int



rcc.int



[RegionalCooperationCouncil](https://www.facebook.com/RegionalCooperationCouncil)



[rccint](https://twitter.com/rccint)



[RCCSec](https://www.youtube.com/RCCSec)