WESTERN BALKANS
A MARKET OF CLOSE TO 18 MILLION PEOPLE

FAST GROWING ECONOMIES
Forecast GDP growth

OPEN TO TRADE
Exporters’ access to foreign markets Global Competitiveness Index scores: 1 (worst) to 7 (best)

A sound investment in the future
- All six Western Balkan countries have signed Stabilisation and Association Agreements with the European Union, which include Free Trade Agreements.
- The Western Balkans are part of the European Energy Community.
- For 2014-2020, the EU is investing €1 billion in connecting the region’s transport and energy networks with the European Union.

A YOUNG AND SKILLED POPULATION
Upper secondary educational attainment among those aged 20-24 in 2015

PRICE STABILITY
Average inflation rates

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.
FAVOURABLE TAXES

Corporate income tax

Albania
Bosnia and Herzegovina
the former Yugoslav Republic of Macedonia
Kosovo
Montenegro
Serbia
EU average

0% 5% 10% 15% 20%

PRACTICAL EXAMPLES

In 2008, the German Lindner Group started to invest in establishing the Tirana Business Park (TBP). The total value of investment is expected to reach €100 million. This unique multi-structure complex is the first large scale office project in Albania. Today, it has over 50 companies working in sectors including Information and Communication Technologies, electronics, architecture, design, media, law, insurance and business consulting.

Since the late 1990s, the Italian footwear producer ‘Olip Group’ has invested €11 million in Bosnia and Herzegovina. Currently it employs around 1200 workers and some additional 1000 people are involved through cooperation with the company. It produces around 2 million pairs of shoes, of which about half are sold on the German market.

The British company ‘Johnson Matthey’ has invested in two factories for automotive emission control catalysts in the Skopje 1 Technological Industrial Development Zone. The company decided to follow its initial investment with a second factory in 2013, with investments totalling €145 million. The factories employ more than 600 workers. The company makes up 25% of the total export of the country.

The Dutch company ‘KIVO’, one of the largest and most innovative producers of polyethylene packaging materials in the EU, invested €5 million establishing the ‘KIVO LLC Kosova’ in 2015. The company now has over 70 employees in Kosovo and exports all of its products to the EU market, in particular, the Netherlands, Sweden and Germany.

In 2002, the Greek company Hellenic Petroleum S.A. acquired a majority stake in Jugopetrol, a company that explores, exploits and trades in petroleum and petroluem products. Hellenic Petroleum invested over €100 million in the company to consolidate its leading position on the local market. The retail network of the company operates under the commercial brand EKO, present in eight countries of the South East Europe region.

The automotive industry in Serbia has a tradition of 70 years. Since the year 2000, the industry accounts for almost 10% of Serbia’s Foreign Direct Investment stock. 27 international investors have invested almost €1.5 billion in the sector, creating more than 19000 jobs. For the period 2008-2012, Fiat invested over €1 billion. This investment has contributed to further growth of several indigenous firms, which now supply local Fiat production and many other automotive factories across Europe.